

Moraine Valley Community College Adult Education Christian Torres and Lauren Zajac

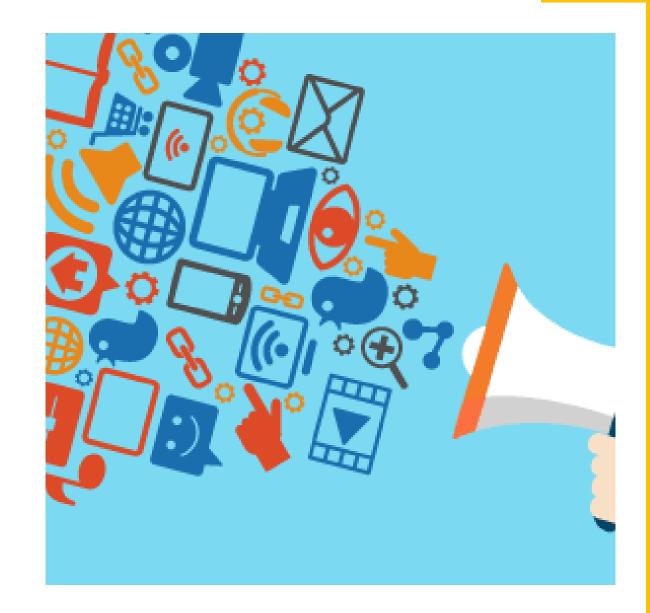
How we started using TikTok

- Expand to other social media platforms
- Started Summer 2020
- Ways to increase enrollment
- Collaborative effort
- Not experts
- Trial and error/learning as we go



Advertising

- Shared on social media platforms: Facebook and Instagram
- Shared during our instructor Fall In-Service
- Shared with students during ESL and HSE orientation



What worked

- Working on campus
- People willing to participate/share ideas
- Willingness of our department to be creative
- Link tree

http://linktr.ee/Mvcceslandhse

• Open to feedback

Areas to improve

• Level of comfort with the platform

What caused

problems?

What can be done differently?

• Consistent posts

What went well?

- Researching trends
- Enhancing creativity
- Connecting with our audience
- Connectivity between platforms
- Additional advertisement



Future Plans

- Improve platform knowledge
- Feature stories of students
- Work to increase views and followers
- Compare profile views to incoming student data
- Survey incoming students
- Advertise social media accounts on fliers

Our Tik Tok page: Follow us!

https://www.tiktok.com/@mvcceslandhse

