

Oneida-Herkimer-Madison BOCES
School Communications

Category: Social Media – Alumni Spotlight

Facebook: <https://www.facebook.com/ohmboces1>

Twitter: <https://twitter.com/OHMBOCES>

Instagram: <http://instagram.com/ohmboces>

How and why the social media is being used:

The OHM BOCES Facebook, Twitter and Instagram accounts were created with the intention of providing an additional medium to celebrate and support the BOCES' programs, students and staff members, as well as share important news and communicate event information.

The OHM BOCES Facebook page features reminders for upcoming events, photos from activities, links to website content, shared links to recent media coverage and breaking news. All posts focus on stories, photos and events that exemplify the BOCES' mission that "we are collaborators, working together and partnering with leaders in education, business, industry, government and the local community to promote inclusive educational and career opportunities and equitable access in order to prepare all of our learners for the dynamic world of today and tomorrow."

Early in the COVID-19 pandemic, it became apparent that many essential workers had also received a trade education. From nursing assistants and contractors to welders and engineers, OHM BOCES alumni were on the frontlines helping to make sure essential industries kept running.

Outcomes achieved:

This campaign raised awareness of trade education as a viable career path and helped shine a spotlight on the outstanding working being done by our own OHM BOCES alumni.

Of our three social media accounts, our Facebook page has the largest and most active following. The OHM BOCES Facebook page currently has 1,161 followers and the top performing post from the campaign reached 3,117 people.