

@altierus  social

GUIDE

FACEBOOK LOUNGE AND MORE



How to create a
more engaged
community



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In order to carry a positive action we must develop here a positive vision.

Dalai Lama



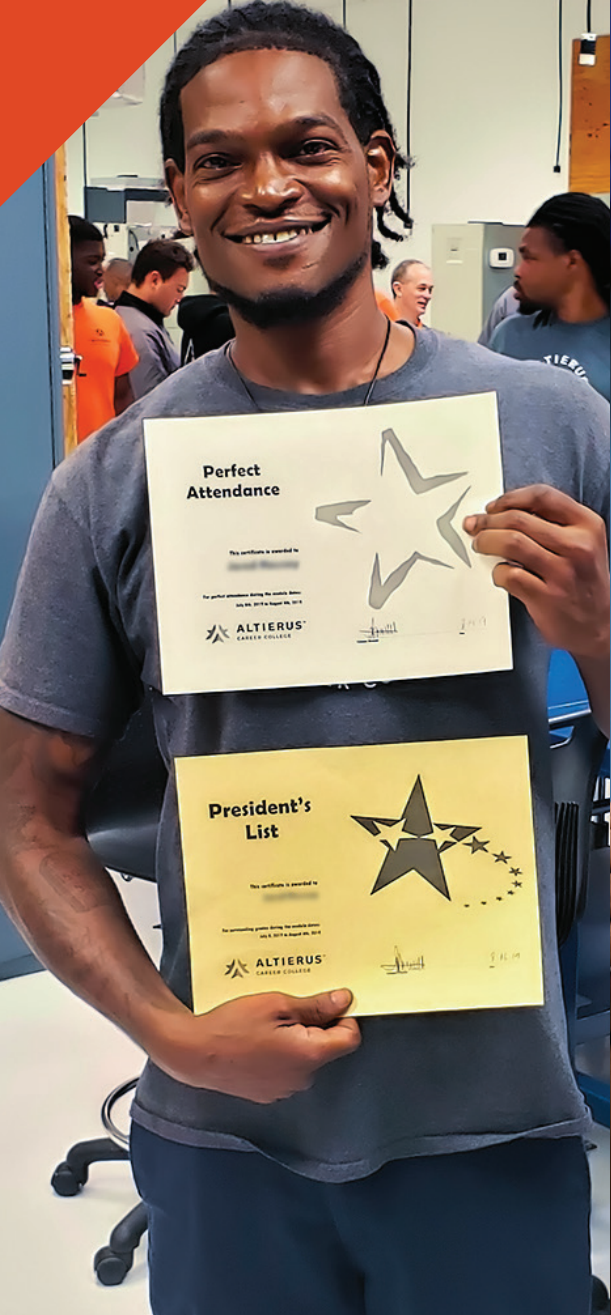
hello!



Altierus Career College is in Tampa
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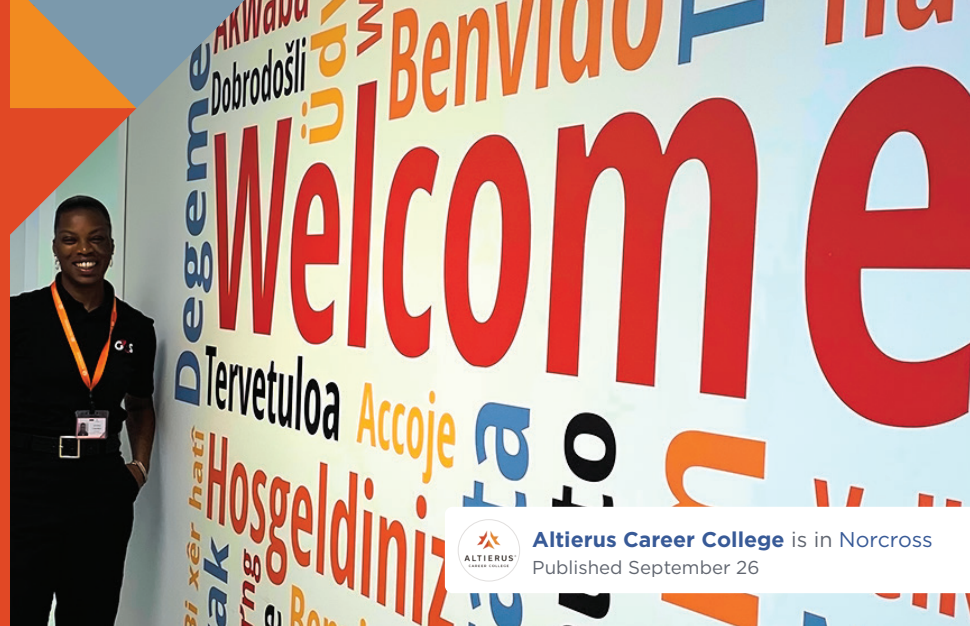
We know social media can be a wonderful tool to learn, stay connected, and share exciting news. But did you know there are endless opportunities to use this platform to enrich your students' campus experience?

As a faculty or staff member at Altierus Career College, you're invited to explore this book and learn how to use the power of social media as a means to engage and support students while showing off your campus.



 **Altierus Career College** is in Tampa, Norcross, and Bissonnet

the Facebook Lounge



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ABOUT THE LOUNGE

Stay Connected Beyond Campus

The Lounge is a private Facebook Group that is used to connect with students and alumni outside of the classroom.

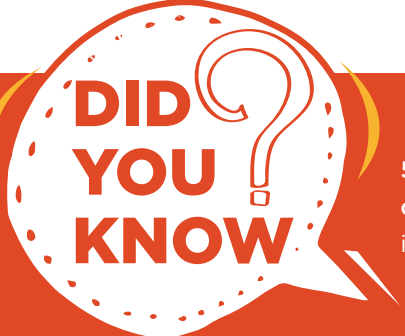
In this section, you'll learn how engaging as an active member in your Facebook Lounge can provide another way to support students.

BENEFITS OF THE LOUNGE

Provide More Student Support

As we know, student needs don't stop when they leave campus. This is your opportunity to go above and beyond to offer support, help answer questions, as well as champion student success.

Be a conversation starter and encourage students to talk about issues they're having in class, post job leads, offer an inspirational quote, or words of encouragement.



57% of students polled report checking The Lounge for new information 1+ times per day.

BECOME A MEMBER

How to Get Started

Joining The Lounge is easy. All you need is 3 minutes and a Facebook account. If you don't have an account, you'll need to set one up.*

(*See www.facebook.com/help for step-by-step guide.)

How to join The Facebook Lounge:

1. Type the group name in the search bar.
Search **AltierusHoustonBissonetLounge**, **AltierusNorcrossLounge** or **AltierusTampaLounge**.
2. Click **+ Join Group** button below the cover photo.
3. The group's administrator will review and approve your request.

Congrats
You're now part of the group!



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READY. SET. SHARE

How to Participate

Your choice to become a member of your school's online community sends a strong message to your students — it says you care. Here are a few ways you can be an active member:

- Post classroom and lab pictures
- Host a tutoring Q/A session
- Share job searching tips
- Answer student questions
- Celebrate student success



The greatness of a community
is most accurately measured by the
compassionate actions of its members.

-Coretta Scott King



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FAQs

Helpful Facebook Lounge Tips

Thank you for joining The Lounge! Before you share your first post, take a moment to get answers to some common concerns.

How do I keep my profile private?

Click on the arrow at the top right on the Facebook page (three dots on mobile) and select 'Settings'.

1. Click 'Privacy' (Privacy Shortcuts on mobile).
2. Make your selection based on your preference and what you feel comfortable sharing with people using Facebook.

What's the best way to handle difficult posts?

The Lounge is an extension of the classroom. If you see posts or comments that violate Lounge rules, you may report it to The Lounge admin who can then delete or respond accordingly.

How often should I be in The Lounge?

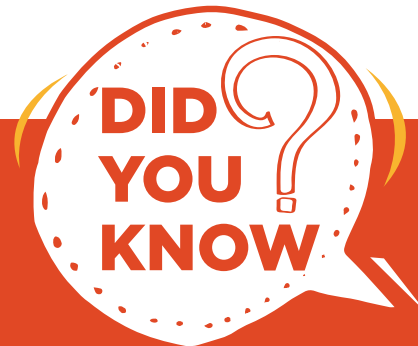
Participate as often as you have something valuable to contribute. This may be as frequent as once a day for some, or once per week for others.

As an instructor, do I have to 'friend' my students?

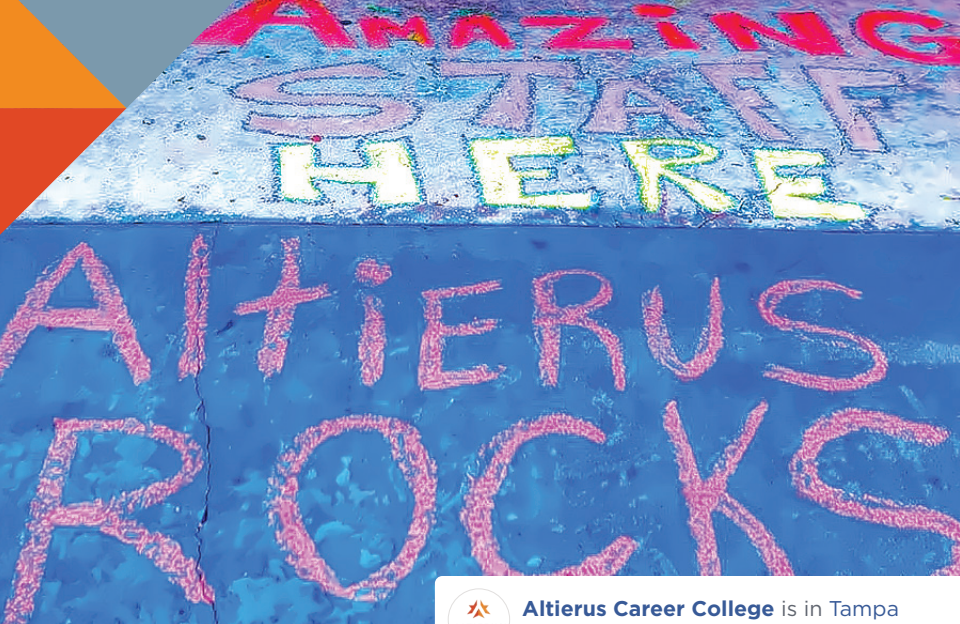
No, you do not have to friend students to talk to them in The Lounge. Anyone who is a member can post and comment in The Lounge.

I have more questions, who do I ask?

Find your campus social captain or your Lounge administrator (listed under *Lounge Members*).



Students are typically on campus **only 12 hours a week**. Make sure you're connected even when they're not on campus.



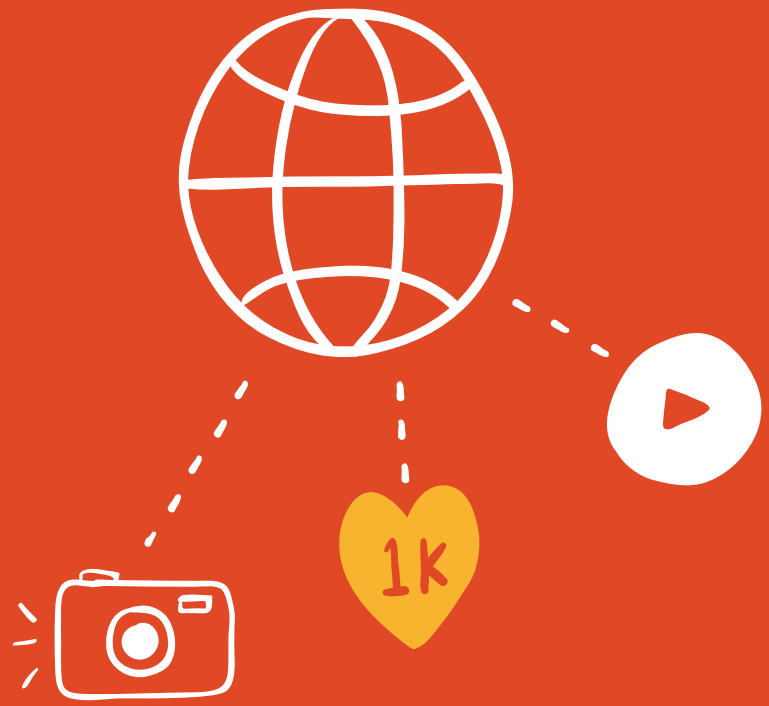
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BEYOND THE LOUNGE

Social Media on External Platforms

Now that you've taken the important step of joining The Facebook Lounge, help those outside of campus experience the Altierus you know and love.

In this section you will learn how engaging with your school on external social media helps create awareness and attract new students.





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SHOW SCHOOL PRIDE

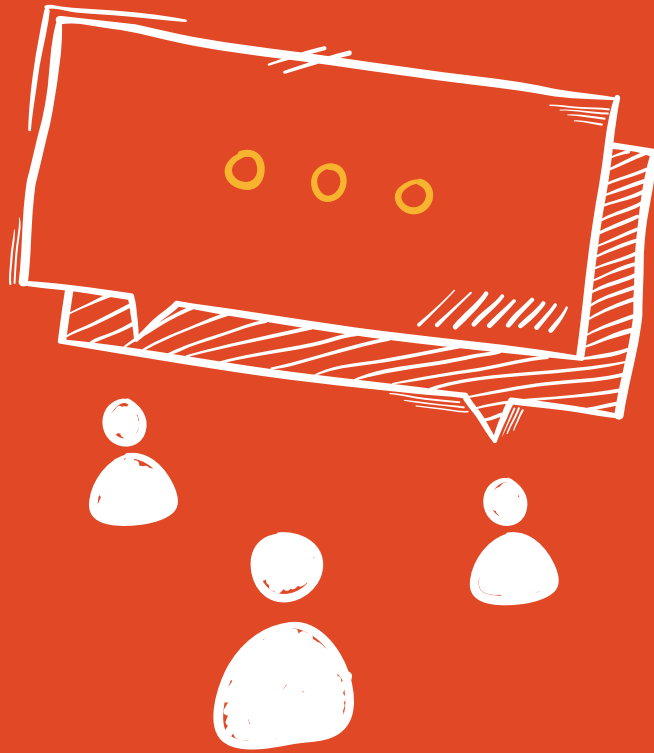
Be a Brand Advocate

As a member of the Altierus community, actively engaging in your school's social media presence amplifies the work you do, which is vital to getting your campus in front of prospective students.

Use social media to extend your support of current students, share their achievements, as well as showcase what makes your school different.

► **LIKE. FOLLOW. SHARE.**





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YOUR SOCIAL PRESENCE

Put Your Best Foot Forward

Social media has made it incredibly easy to share with the click of a button—sometimes too easy!

Whether it's in The Lounge or on a personal page, remember a digital record of what you post always remains. In this section, you'll learn how to maintain a positive reputation on social media.

SOCIAL MEDIA ETIQUETTE

How to Create a Positive Experience

Be a Valued Member

Social media should be considered an extension of campus. Engage in meaningful conversations that benefit students.

Be Respectful

You don't always have to agree with everyone you interact with on social media, but it is important to remain respectful.

Be Thoughtful

Think before you post. Ask yourself if you would be comfortable if anyone you know in real life saw your post.

Be Selective of What You Share

While it's good to be your authentic self, keep in mind, in The Lounge you can't choose who sees your post. It's good to keep some things offline.

BEST PRACTICES

Tips for Posting on Social Media

Not sure what you should share or where you should share it? Consider these tips:



Share uplifting photos, videos, and events.



Photos that capture the heart of Altierus.



Real-time updates, announcements, and sharing news.



Network to build professional relationships.



When you post and share photos or videos from campus, tag @Altierus using #Altierus.



Thank you 

ENCOURAGE REVIEWS

Spread the Word About Altierus

Know a student who's enjoying their time at Altierus? Ask them to visit **Google** or **Yelp** to leave a review.

NOTE: To comply with regulators you may never guide or ask students for a positive review.

Now that you've joined The Lounge and learned how to use it to support and engage with students, you're ready to become an active member. Join the conversation, champion your students, and help your campus shine.

But first, visit your front desk representative to receive your welcome gift!

LOUNGE