# Social Media Webinar Transcript

**Operator:** Ladies and gentlemen, welcome. And thank you for joining today's conference, social media best practices, and resources. Before we begin, please ensure you have opened the chat panel by using the associated icon located at the bottom right-hand side of your screen. If you require technical assistance, please send a chat to the event producer. As a reminder, this conference is being recorded. With that, I'll turn the call over to Maisha Challenger. Please go ahead.

**Maisha Challenger:** Thank you so much. Good afternoon, everyone. We would like to welcome you to our 2020 FSA webinar series. My name is Maisha Challenger and I'm an awareness and outreach specialist here at Federal Student Aid. We will continue our series with our second webinar in the month of August. Today's webinar will be social practice, social media, best practices, and resources. Our presenter will be Miranda Houchins, digital engagement strategist at FSA. A few housekeeping notes, all questions during the presentation should be sent to the following email address; FSAoutreachwebinars@ed.gov. Again, that's FSAoutreachwebinar@ed.gov. We will share that email with you all during the presentation.

At the conclusion of the webinar, we will share some of the questions and answers and give our presenter an opportunity to provide some additional information. It is important to note that for those that are unable to join the webinar in real-time today, this webinar will be recorded and available on our Financial Aid Toolkit website in one to two weeks. We'll also provide you with a PDF version of our PowerPoint slides along with a brief survey. Now that we've taken care of logistics, let's get down to business and start our presentation. I would like to introduce our speaker Miranda. Miranda, take it away.

**Miranda:** Thanks so much, Maisha. Thank everyone for joining us today to cover social media best practices and resources. This webinar is a wonderful opportunity to learn about online resources that FSA provides via social media. As we're unable to connect in person as much as we like during COVID-19, social media has become an even more relevant and timely vehicle to help serve students and family. Next slide, please. The part one and part six of our agenda today, we'll be covering resources that FSA provides in the social digital ecosystem that you can use to serve your communities.

Part two to five of the agenda, we'll be covering FSA process and social media strategy and best practices that we use here at FSA. These will be takeaways that you can take back to your organization to improve your social media presence. Next slide, please. If you have any questions today, please submit them using the email FSAoutreachwebinars@ed.gov. Maisha mentioned this earlier today, we'll cover questions at the end of the presentation. Next slide, please. Just the background to start us off. I just want to remind you some of our channels that we are currently on. Hopefully, you're already following us, but if not, please do.

You can see on the left is the Homeroom blog. Here's where we under the archive of Federal Student Aid publish our most frequent blog articles. You'll see Facebook in the top left corner, followed by YouTube in the bottom, then to the top right you'll see the LinkedIn and you'll see Twitter in the bottom right. You'll see in the blue box, the number of followers or subscribers that we have under each of those channels. Next slide, please. Now, I just like to cover repurposing our content. So, if you follow us on these platforms, I'm sure you've seen some of these posts that we have outlined here. There's a couple of ways that you can take this content from us and use it on your social media channel. So, one of the most frequently used with is sharing the content.

On the image to the far right, I've put an example of somebody that was sharing our content about deferring your upcoming classes. So, you'll see that they click the share button on the Facebook posts. It's coming from them, but it still features our content and features our text in the bottom, and it features our image in the top. So, this is a really easy way for you to keep your cane and stuff on your social media channels by just sharing something that we have in FSA put together. In the bottom you'll see another way to share our content, which is to retweet with comments. So, retweeting with comment allows you to personalize the message.

So, you'll see the example here from a university in Oakland. They are mentioning a specific deadline for their school, which is coming up, but they're still using our content and keeping their channel up to date with new and exciting graphics from us that they can just share. Now to cover the image in the top left, if you don't want to just share the content, you can actually go ahead and download the asset yourself. So, the way that you do this from our Facebook feed is you would actually go to the posts that you're interested in taking the image from. You would click the three dots in the top right corner. You can see that in the screenshot that we have here.

And you'll go ahead and scroll down to this download. There's like an arrow icon. You go ahead and click that; the image actually download straight to your desktop. So, you'd be able to use that asset in any way that you wanted any feature upcoming content on your channel. Next slide, please. I'd also like to just highlight that FSA does offer social customer care. This is the customer service that you guys should utilize. You can remind your students that they can actually tweet at us and they can post on our Facebook wall or in comments to ask for help filling out the FAFSA form or any other thing that they're wondering if how to do something, we are here to help. You can see in the blue box over the last fiscal year, we've covered close to 150,000 cases.

So that just speaks to the resource of social customer care. That's something that you can remind your students and your communities is available to them. We have some examples here on the slide to just show how we use the platforms to serve students and to help them and reach them where they are, which is social media. Next slide, please. So now we're going into step two of the agenda. So, we're covering some of the ways that FSA looks at our social media process. So, our goals, our audience, and our editorial process this webinar happened last year. And this was a question that came up, how do you guys decide what to post and what is the way that you determine that? So, here's some questions to ask yourself as you kind of dive in deeper into your social strategy.

And again, this is what FSA is something that we do and we utilize, and the hope is here that you can take this as a takeaway to bring back to folks in your organization to continue to improve your social media presence and to be strategic about what you're posting to better serve your community. Some of the questions you'll see on the side here is, what is the objective of the content? So that goes into the goals, which we'll be covering briefly. What is the message you're trying to convey, is this to provide help and a service to your audience? Or is this just to attract attention? How do you want your audience to feel?

So, you want them to feel reassured or do you want them to feel like there's an urgency because maybe there's a deadline coming up. These are questions that you should keep in the back of your mind as you begin to settle down into your social strategy. Next slide, please. I mentioned earlier some of the goals, on this slide we've kind of highlighted how FSA has understand and summarize the role of each of the social channels that we are on. You'll see Facebook as the trusted mentor, or you'll see Twitter as the help desk for news. So, this is a place where we try to be as timely as possible.

You'll see YouTube as show and tell because obviously it's where all the videos lie. You'll see LinkedIn as the networker, and you'll see Instagram as inspiration. You'll see some of the metrics that matter here. We'll go a little bit deeper into that earlier or later on in the presentation, but here's just a summary of how we look at the platforms. Hopefully, you can take this back to your organization, understanding what makes sense for your organization to be on. Maybe it makes more sense for you to be on Twitter than it does on something like LinkedIn. But this is just a template for you to use to have that conversation with folks in your organization.

Next slide, please. The way that we look at all of our social content is based off of a strategy of life cycle for **[0:09:26 aid].** Here you'll see the key phases that we at FSA have your **[0:09:31 inaudible]** work for us. So, this is important because it allows us to really delve deeper into what matters for what audience group. Again, this is not something that will be seen to be completely applicable to your organization, but it's hopefully a helpful template that you can use when diving into understanding your social strategy. So, you'll see here, we look at the key phases, how that plays into our primary audiences, and also how it plays into our secondary audiences.

Next slide, please. From there, we take that understanding of the life cycle and what you just saw on that last graph and we'd go a little bit deeper. So, we look at the perspective, borrower traits, the parents and guardian traits, all the audience, primary audience traits. We've kind of gone even deeper into understanding what really drives them. And again, this might not be completely applicable to you, but I think this template is really useful into understanding how your social strategy aligns with the content you create. So, you'll see the content reps are based off of the traits here as well. Again, this is something that hopefully you can use as you delve deeper into your social strategy.

Next slide, please. From there now that we've kind of determined what matters to these groups and the way to reach them, we go even deeper. So, we understand the themes and we look at the topics that may be relevant to these particular primary audiences at the time. One more for the animation. After that, we by months look at a post breakdown of content. So, understanding each month is different because there might be timely topics. We plan ahead and we look at again, going back to the archetype picture, we've put ahead of this slide that you saw.

We look at that and you say, okay, why does college prep needs to be more this month? Or why does financial aid needs to be more this month? And this differs for us each month, again, based off of the timeliness and based off of the customer needs and strategy that was laid out previously. Next, thank you. And that was just what I mentioned there is mostly time **[0:11:48 inaudible].** So now getting into the planning, you'll see, we look at our top-performing content. You'll see, for 2019 and some of the top-performing social posts that we had for September, the reason we do this is because if we had a winner in the previous year, we want to make sure we're taking learnings from that to improve our content for 2020. One way, you can actually look back at our previous successes.

Let's say, perhaps you did not have access to your organizations data in the last year, you can't compare it because you don't have the data. You can actually use our data. So how do you do that? In the left-hand side of the screen, I've just provided a quick way that you can search on Facebook for us, whatever student need, and look at the posts that we have under 2019 or under a specific month. This is just a way to, again, if you want to use previous data findings, which you should, to guide your upcoming content and strategy, you can search on Facebook and you can also search on our Twitter. The way that you can do this is actually more specific than Facebook. So I would recommend Twitter before Facebook, if you're using FSA’s data to guide your strategy, and you can go into the advanced search feature on Twitter, you can type in our handle and you can type in the specific amount of engagement you'd like to see the specific month that you'd like to see.

And again, all of this is just to help you in understanding what has worked in the past for these specific timely months and how you can utilize that in your upcoming content. Next slide, please. If you do not have a organization calendar, you can see on the left, we at FSA do have one. We have for each month, that's kind of considering timely things; Air Force birthday, college colors day, things that are relevant to our audience. If you don't have something like that in your organization, I would just recommend that you download these Twitter business calendar. It is free and it actually provides you with some data around the previous year and the upcoming year around what has been a hot topic for that month.

This can be helpful because you can plan for things that might be trending, maybe it's National Pet Day or something like that. There's a fun way for you to talk about what you're doing and serve your students and families, but also to be timely and linked in with some of the current conversations on the platform. So again, this is a free resource. If you don't have an organizational founder like we have here, please do download it. It'll be a great resource to you. Next slide please. We at FSA are trying to be very careful about our time and we want to work smart. So, the way that we do that is that we have a process for outlining what is going to be on the image and actually in the post copy ahead of time.

So, we first have the round one and we present the image description with the image copy, as you see there, we look at what has been proposed and we determine if there are any edits needed at that time. That way that people that are helping us with the creative assets are not bogged down by having additional edits come through later. Once we've kind of signed off and approved the proposed image copy and the proposed image description and as long as the metric copy is also something we've approved, we move forward to the next stage.

You can go ahead and click, and you'll see there's the final product, which takes in mind the edits from before. Again, this is a kind of helpful takeaway when you're thinking about how you can work smart in your organization when you're planning your social content. When you have a level of review, this is something that we use at FSA that hopefully, you can also mirror to make your process efficient when it comes to getting approvals for social media content and keeping your content fresh. Next slide, please. This is what I mentioned earlier briefly these are some high-level points that you should remember when you're thinking about your criteria for a content prize or **[0:16:20 inaudible]**. So organizational or product needs.

So this is understanding, like if you have a new launch of a new feature, maybe something on your website that you want to highlight, that's obviously a higher prioritization you want to make sure you have that content coming out quicker than something that is evergreen, that will not change. Seasonal timeliness ties into some of the stuff that we mentioned earlier, insight and market trends. So, this is something where you may be able to latch into some pop culture. This is where the Twitter calendar may or may not come into play for you because if there's a trend that's happening that is appropriate for you to be a part of, you would then be able to join it.

And then finally community and social listening. This is really important because if you continue to see your community come back with the same question, it probably means that you should have some content that is speaking to that repeated question. So, we try our best at FSA to hear what the customers are saying and take that back and then create content to solve that problem for them. I would really remind yourself to stay in tune with the people you're serving by checking out their comments and being mindful and aware of that when you're crafting your content. Next slide please. This is a kind of broader version of what you saw earlier where we talk about the strategic role of the platforms that you're on, but also just a little more context into our approach and our publishing cadence and the metrics that matter to us.

This is, again, something that works for FSA, and hopefully you can adapt it in your organization, but you may need to make some tweaks and changes based off of your goals and people that you serve. The publishing cadence and the metrics that matter, we use that to kind of gauge our success. So, when we have higher engagement or more views on something, it tells us that the content is doing what it's supposed to it's working. If people are interested in it, they want to see more of that content. For all of these different channels, we kind of have a little bit of a different understanding of the metrics that matter.

I would definitely remind yourself that and remind those in your organization to make sure they're keeping an eye out for that to use the data to help them with their strategy and for future content. Again, we kind of under the approach and under context, all of that lines up with the strategic role of the platforms that you see above. The next part of this webinar, I'm going to go through each one of these, just giving a little more detailed, giving some quick tips and best practices under each of the platforms, since they are very unique and different, and they do require a different approach

Next slide, please. Our first platform is Facebook, good old Facebook. So here it's a trusted mentor. Facebook is really a place where you want to leverage the insights and AB testing to gauge audience performance. They have some great insights with their analytics and metrics. And I also would like to mention that this is a great place to put long-form content like infographics. You can see on our right; we have an example of an infographic we did recently as talking about longer goodness options for teachers. There's some other titbits here under the best practices and the bullet points that you can definitely check out and take back to your organization. But I'm just going to be covering couple quick high-level points as we go through the rest of the channels. But again, this will be available to you if you want to dig deeper into some of these best practices we have listed here.

Next slide, please. Twitter is really where you should go for one on one interactions. This is FSA’s number one, customer service platform, it’s where we do the most questions and answers. So, this is where you really have the opportunity to speak directly to your students and your community. It’s also a place where you can be the most timely. So, if you see on the right, we have an example of FSA being very timely on Twitter. There was a trend around selective service and regarding the FAFSA form, was a little bit of misinformation. So, we took to Twitter to correct the misinformation and to inform our students of the right information. This is just an example of how Twitter is the place to go for timely, the news, the help desk. And we also see some examples on the left of how we provided some helpful titbits for filling out the FAFSA form without your parents, understanding aid, and also kind of some fun meme style content that you'll see in the bottom of the screen.

Next slide, please. YouTube brings your brand to life. Again, this is the show and tell. So, it's really visual because it's all video. Some best practices for this channel, as you want to make sure that you are adding really helpful video descriptions, because this is really what's going to help drive some of your search, which will allow your video to come up more. Another thing that you might want to consider is having playlists. If you have like five specific videos that are about FAFSA, you want to probably do a playlist just for that, so that the student or parent can kind of continue on in the process. Again, there's some other best practices for you to check out on this slide and this will be available later.

Next slide, please. We’re just switching quickly over. LinkedIn is something that FSA uses to highlight our thought leadership. If you have that ability to do that in your organization, you want to feature professional photos of your C suite level folks. You can see an example from FSA at the bottom here that features General Brown, our COO right now. We also do some timely updates when we have new product launches such as, online tools. And that's another example of that on the screen here. It says help to remember that this is a professional platform, kind of think of it as a more defined space on social. So, you were being a little bit more professional minded, you’re career focus. These are the things that you want to keep in mind when crafting the content for LinkedIn.

Next slide, please. So very exciting, breaking this here, live for you on this webinar. FSA will be launching our own Instagram channel this fall. We're currently in the draft stage of this, as you can see on the slide, but we're very excited to be on this platform because we know a lot of students use Instagram and we feel like it's a great place for us to continue to serve our community through social media. So why does this matter for you? Hopefully, this is a lot of great visual content that will be coming from us as this platform is where you look to inspire people. It's where you look to show off your creative and visual skills.

All of this content as mentioned previously will be something that you will be able to share and repurpose and we're really looking forward to being on Instagram. And this is a place where you want to remember to definitely use appropriate hashtag. And if you have the opportunity to engage with influencers, those are people that may be able to increase your awareness of your community organization. This is the place to do it because it's very visual and it's where a lot of influencers are looking to help to move your organization's mission forward.

Great. Next slide, please. Again, the messaging cadence, we mentioned this a little bit earlier, but just to go into this a little bit deeper, you just want to be thoughtful about how many times you're posting, because you don't want to oversaturate your audience and you also don't want to underserve them. We’ve recommended a posting frequency and a time of day to post. This is what FSA has found to be successful. Again, do your own testing with your channels, but this is what we found to be helpful for us and has seem to get higher engagement from following this strategy. I hope it will be helpful to you as well.

Next slide, please. Now we're kind of going into the actual writing and the content of creating successful social content. So quickly here, this is the, I'm looking at diving deep into a post. Some of the things to take away from this that I think is really important is to remember that over 80% of social media viewers are on a mobile device, they're on their phone. So, you really want to make sure that your content looks good on a mobile device. You can test ahead of time to make sure that's looking crisp and clean. You also want to remember that on that mobile device, people don't always have their sound on. So, you should really consider having captions on videos that are maybe longer form because it's a good chance that not all of your audience can actually hear what is being said. And that is definitely a best practice across the board. On YouTube, if you upload your video, they do have the automated captions option. That's a really easy way to kind of check that box or having captions on videos.

Next slide, please. So, when you're doing your social writing and creative, these are the questions that you should ask yourself, does it stop me? Does it stay with me? Does it reward me? Is it easy for me? I had a former boss that used to always say, why care? Why share? So really that kind of plays into these questions. You want to make sure that there's a purpose for your content and it's serving the folks that you're looking to reach. Next slide, please. Here’s, again some other best practices to keep in mind. We kind of covered some of these earlier. But I think number three and number two, authenticity. So, remembering to not to be sounding very jargon, talking to them, your audience, like they're the people that you know they are.

And then number three, personalizing. You saw an example earlier of how some organizations shared our content and addressed their followers as the name of their school mascot. I think it was like, Hey Grizzlies, or, Hey, whenever your mascot is, if you have a personal way to approach and call out folks that are being served by your organization, definitely do that. Social media is the place to be a little bit less formal and to be a little bit more personal. Next slide, please. Here’s some things that we keep in mind while we're writing for our audience. You want to provide their direction. You want to make sure that you're actually putting the ask in the content itself, so maybe that's watch the video or maybe that's apply online stuff like that. You want to show the benefits, which we mentioned earlier, and tone is really important for social media, because as I mentioned before, it's your place to be a little bit more playful.

We want to remember to use a conversational tone. So, using words like you and us, just to have a feeling of community and to make sure you're making folks feel like you're there to help them. Next slide, please. These are the three Ps that FSA keeps in mind when we are drafting and reviewing social content. So that's being personal, plainspoken, and punctual. Again, hopefully, this is a takeaway that you can bring back to your organization when you're working to craft and improve your social content. Next slide, please. So, in briefly into the personal, you want to focus on what your audience wants. We want to ensure that the call to action is clear, and you want to create a direct connection to the reader and try to have an active voice as much as possible in that content.

Next slide, please. You want to be plainspoken. I think this is one of the hardest things to do and practice, but especially when you have multiple approvals, but it definitely is possible. When you're really focusing on removing unnecessary words and you're not getting bogged down with unnecessary information. Always ask yourself, how would I explain this to my neighbor? Maybe that neighbor is busy right now, so they need to just have the information adequate time and that's pulling that you should be able to do with your content. So, you want to avoid industry jargon. When we have been unable to do that in our content, we would put something in parentheses that is industry jargon. If you're unable to do that, but again, focusing on the plainspoken is definitely the best approach.

We have some examples at the bottom of the screen here that talk about ways to concise often **[0:30:56 inaudible]** expressions. So as **[0:31:00 inaudible]** can just be to, or in advance or in a timely manner can just be quickly or promptly now. Next slide, please. So, for the final piece, punctual, you want to be timely. So, this is definitely coming into play on some of the platforms we mentioned before, like Twitter, a way to be timely is to use strong social birds. So, we have a list here for you to take from, and hopefully, this can help you in remaining punctual and timely in your own social content. You definitely want to take advantage of trending topics when they are relevant and appropriate for your audience. But again, as I put here, definitely be sure that you want to make sure that do to appropriate for you to engage with that timely trend.

Next slide, please. Finally, you want to make sure that you revise. There are some tips in the gray box, in the bottom, on the right that we at FSA use, can you take out words? Can you simplify any phrases? That this slow and then finally read it out loud. It's kind of the kid method, but it really is helpful to avoid any typos or mistakes and also to understand what needs to be simplified. Also, I apologize, there's a person honking very loudly outside my apartment. Hopefully, you can still hear me okay. Next slide, please. So briefly, I just want to cover engagement opportunities. FSA has been successful at kind of latching on to those pop culture moments, as I just mentioned earlier when appropriate.

I wanted to just quickly show you ways that we have done that in ways that you may be able to also do it with your organization. These engagement opportunities cause really high reach for us, high engagements, an increase in our followers, all because we entered into a conversation that normally we may not have, but we decided it was appropriate for us. And we reaped the benefits. The example on the left is from Rolling Loud, which is a music festival. FSA, they tweeted something humorous about folks using their financial aid to pay for concert tickets. And we politely let them know that that is not an approved educational related expense.

And we've used some song lyrics for one of the folks that was actually in the line-up from the music festival and the Rolling Loud Festival actually ended up retweeting us. Because I think they thought it was humorous as well as some of the folks that commented on it. So that's just an example. One of the other examples- next slide- is that we did reply to a viral post about some girls who was going to prom and had a very extravagant prom outfit. Somebody tweeted that we were looking at this and we kind of responded in a humorous way which then-- Do it quick, please. We got a couple replies that are humorous to follow and that just went away and actually ended up getting us in Buzzfeed because they saw the high engagement on the content.

They thought it was interesting that we decided to engage with this in a humorous way. And that actually that article kind of spring-boarded us into getting some mentions. And you can please click in Teen Vogue. You can click, again, People and Mashable. I think some other there's also mentioned in the BET article. It was great for us and this is just an example of how you and your organization can use social media to increase your awareness and also to have a little fun while you're doing that. We use this as an opportunity to remind people that we are resource and we are available along the folks on the initial comments that was humorous, they said to us, “Oh, we didn't even realize that you were on Twitter. We didn't even realize that you guys were here to help us and answer questions”

So, it was a great opportunity for us and I'm sure it would be a great opportunity for your organization to do some of these kind of fun engagement opportunities, but again, only when it's appropriate for your organization to engage. And when you have the approvals from those higher up in your organization that would make that decision if it's appropriate. Next slide, please. Briefly just want to cover some creative resources that you can utilize. Not everyone has a access to Photoshop or has the skills to do that. But the good news is there's a lot of things out there that can help you along the way to fake it till you make it, as they say. So, in Facebook and the creative studio. If you could just click, please. You can just click twice.

Well, it should come up. It's on the left-hand side, but I guess for some, Oh, there it is, creative studio, it looks like that icon. You can actually create videos by inputting your photos that you want, dragging text. So, it's kind of like your own personal video creator and it's free and it helps you to look professional and look clean while also sharing information relevant to you. And then Canva, which I just had up, but I don't know if the animation **[0:36:54 is used]** or something, but that's another, Oh, there it is. Again, that's another great resource that is free, that has professional graphic templates that you can use. You can go ahead and log in to Canva and you'd be able to use these very beautifully designed templates to put your information on them and share out your resources and you look clean and sharp while doing it.

Next slide. Finally, there's some really great trainings out there that I've personally benefited from. I think if you're looking to learn more about social media, if you're looking to learn more about how to use paid social media, perhaps your organization wants to do Ads, there's some great resources online that are free. Twitter offers a Flight School and Facebook offers what is called the Facebook blueprint. Again, all of these are free and they're really helpful to just kind of give you great background on how to best use the platforms for some of the more intermediate and advanced tactics. The other thing you see on the left there's the creator studio does offer some titbits on how to go live. So again, there's some great resources here that the platforms offer on really best practices for using these more advanced tactics on the channels.

Finally, you'll see Sprout Social does offer a, always up to date guide on social media images. So earlier we mentioned that important to make sure that your content is mobile-optimized, so that nothing's cut off on an iPhone. This is a great resource to check out to make sure that your images are at the right size so that they're not cut off on mobile. And they're always updating it as it says in the title. So, it's really a great free resource. I believe that is going to take us to our final wrapping up and understanding the resources related to what FSA is providing beyond our social media channels that you can take from and share the content from, also offers a Financial Aid Toolkit. And I'm going to just pass it back to my colleague, Maisha, to just go through the final steps of the questions and anything else we may want to cover.

**Maisha Challenger:** Thank you Miranda so much. That was a lot of great information. I think that the theme that I heard today was virtual and visual, right? We are in this really critical virtual time. And that's why I think this webinar is so beneficial to you all, you college access professionals that are needing to engage students and families because we no longer will be in person. And so, this webinar provided a lot of insights I feel like into what FSA is doing, what are our best practices, what works for us. But I think Miranda also mentioned that you also have to be mindful of the things that we know need to work for you, and it may be a little different.

So, you've got to figure out what avenues you want to use to reach your target audience. Miranda talked about trainings and free trainings because we are now in this new normal, it's important to figure out what resources are available to you all to engage our students and families during this time. And so, FSA obviously has an abundance of resources. There also are additional resources online that you can also use and obviously also being visual because that's how we engage our target audience. Thank you Miranda, again. We are going to do questions before we get to questions. I did want to share for those that don't know our Financial Aid Toolkit website, that is our website for counselors, mentors, college access professionals. Here is where you can find a lot of the information that Miranda spoke about as it relates to our own social media tools. You can download so many of our tools. We have a YouTube page.

She mentioned all of our avenues, our Twitter page, our Facebook page. There's so many different things, our Aid blog page. A lot of that information we have, you can download that information and use it for your own website. You can find that here under our conduct outreach tab, get training. Just like our webinars today, we had a federal policy update webinar in the month of, last week. That was so beneficial. That's something you can find on our page here.

And then also we have tools and resources. This webinar will be recorded. You can find the recording of this webinar when you search in our tools and resources tab, where we have not just webinars, we have PowerPoints, we have infographics. We have tons of information announcements on this page on what is the new interest rates? What's happening regarding COVID-19? All that information, as it relates to borrowers, things of that nature, you can find all that here. We all know that we have a new FAFSA cycle approaching, and again, people want to stay on top of things and here's where you can go to find an abundance of information from federal student aid.

Next slide. As to continue with our webinar series, we had two in the month of August that were amazing. We got feedback today, how much people loved our federal policy updates. Again, I believe this webinar from Miranda is so timely. As you all start this new school year, how can we engage our students? How can we engage them and provide them with information? And there are so many virtual platforms that you can use. Our next webinar will be in the month of September.

And we're going to talk about the FAFSA form in the myStudentAid mobile app. We're going to talk about various updates. I know a lot of people are excited about this new cycle, and then also hearing about any updates we have regarding our, myStudentAid mobile app. We'll make sure to share once we finalize that date and time, we'll make sure to share that with you all. So obviously you want you all to participate in our next webinar in September. Next slide. And then as always, we'll have a survey that we all will send to you all. Please provide us with feedback on this webinar and we would really appreciate it. Next slide. At this time, we are going to take some questions and I appreciate my colleagues filtering and sharing out some of the questions you all have been providing.

And again, just to echo some of what Miranda mentioned to simplify information, be creative, know your audience and use different platforms. It's really, really critical to remember that. Miranda, here's one question for you. The question is how does your social media team react to urgent requests for posting content relating to recent news or legislation that's constantly changing? So, what's your answer to that?

**Miranda:** Yeah. We have an internal process where we'll kind of flag the concern. We'll take a screenshot of something that we've seen online. So maybe that's new legislation and we will send it to folks that are in their respective teams to let them know about it. And then to also to ask here's our proposed plan for how we'd like to address that. We have a bit of an approval process in that which can sometimes delay us, but it's more important for us to make sure that the information that we're getting out and responding too is timely. I think it's really looking at the engagement and the cadence.

So, when does that actually occur? Usually when we see or higher engagement around something when we see articles that are coming in about it or puts a new article out about it something like that when we see legitimate verified folks talking about it, these are all kind of signs that we'll say, okay, it's time to escalate this and move it up the ladder and to draft some content to be timely and to respond. You saw on the selective service example that we did earlier that kind of came to be because we kept on getting so many tweets that were talking about it. Sometimes even if it's not a verified person or it's not getting super high engagement, if we're seeing over 10 customers come in with the same comments, that's really telling us, okay, it's time to escalate that to the next step as mentioned. So, it's really two parts there. It's really the frequency of the comments and then the legitimacy or the kind of status related to it. And then the engagement that goes along with getting a lot of attention. Hope that answers your question.

**Maisha Challenger:** You know it does, thank you. So you mentioned comments, so I think this is a great follow-up question because we're talking about content, but then what happens when, what is your strategy in dealing with customers engaged in irate language, any tips or anything we should be aware of when using social media platform and I'm sure you've probably dealt with that in your role at Federal Student Aid. So, any tips regarding irate comments on social media platforms?

**Miranda:** Yeah, for sure. We have a comment policy that is publicly listed that talks about what is appropriate to say to us and what is not appropriate to say to us. At that point when it's a really irate customer and it's gone past the point where we cannot help them anymore, we do let them know that “Hey, here's our comment policy” send them a link to the page. And in some cases, then we will remove the comment or remove the response if it is in violation of that comment policy. However, I will say, I will note if you look at our replies on Twitter right now, we do quite a lot of replies to people that are using slang, or radiations or curse words in general. I think there's a fine line between irate and really above and someone that is using language that they are perhaps used to using online.

But we do respond to people that may drop some explicit words here and there. Because we do see a value if we're able to help that person. So, if they use an explicit word and we still believe that we can provide value to them, we do still reply. So again, it is that fine line. For each platform it's different with how they handle the hiding of comments. So, if you do get to that irate really past the point of no return person on Facebook, when you hide something, it's not going to be shown to everyone on that post. However, on Twitter, it will be. It will say that some replies have been hidden by the author of the tweet. So, I'm just making sure you understand the transparency is a little bit different between each platform.

And when you really get to that super high level at that point, when the person really can't, there's no redeeming anything you can do and they just keep on going, you can try your best to serve that person, but if there's nothing you can do and they keep ongoing, it is appropriate to take the action to block the user and to remove the comments, especially if they're inappropriate in nature on the post.

**Maisha Challenger:** Thank you for that. So, since we're talking about our students, our family. Which social media platform would you recommend, is the best platform for communicating messages to students? Just in your experience here at FSA, which platform do you think would be most beneficial to message and communicate to students?

**Miranda:** Yeah, it definitely, it depends on your students age group. So, if you have some more of the traditional students, maybe it's like the 18 to 24, then you're looking at Twitter and Instagram. If you have students that are more non-traditional students, maybe they decided to come back to get their degrees later on in life. If they're in the 35 plus range, then you're looking at Facebook. I think there are some other platforms like TikTok that we are currently not on. But there is a way other places have been able to utilize that platform for a very much younger audience. However, I would just kind of put on the side of caution that you have to make sure you have the ability to do that kind of content. I think what is really the easiest and the safe choice for something like reaching those students, it would be Twitter.

**Maisha Challenger:** Thank you so much. Thank you. I believe that's all the questions we have. Miranda, I just want to thank you so much for this again, timely information along with our exciting announcement about Instagram, and I'm sure, we’ll stay tuned for more information as it becomes available. Again, the Financial Aid Toolkit is where you should go. If you would like resources, if you would like to learn how to use social media tools, embedding videos on your organization's website, all of that can be found on the Financial Aid Toolkit. We have our demo sites. We're starting a new cycle.

So again, filling out their FAFSA is so critical and more importantly, getting the message out for filling it out. There's so many different platforms that Miranda shared. This webinar is being recorded. And so, the recording will be available on our Toolkits site. We will also send you all the PDF, the PowerPoint slides in PDF version, in PDF form at the conclusion of this webinar within 24 hours. Again Miranda, thank you so much for this wonderful information and we thank you all for joining us. Our next webinar will be in the month of September. We hope you all are staying safe and thank you so much for joining us. And so, we see you all again in September. Take care. Bye-bye.

**Miranda:** Thank you.

**Operator:** That concludes our conference and thank you for using Event Services. You may now disconnect.