


7 tips on using social media to recruit and retain SEND alumni

The right social media strategy can help you make and keep meaningful connection with your alumni




Pick your spot
Use existing school groups (Facebook), hashtags (Twitter) and tags (LinkedIn) to advertise your scheme. Be networked in. Ensure that school/college/teachers have profiles on platforms (LinkedIn, Twitter etc.) and plan time to recruit past pupils.




Keep it clear
Use simple messages which ask people to respond.



Keep it regular and put regular time in
Don't just post once, keep going. Post success stories, events, news updates.




Keep it linked
Have a link on all your posts which takes people to your school/college alumni webpages. Have a link to the digital registration sheet so you can recruit new individuals to your database.




Involve your alumni
Ask them to include your school's / college's hashtag when posting about their job and career.

Example of a recruitment Tweet



Make it visual
People respond better to online pictures and videos.

Promote positive views of the capacities of children and young people with SEND
Your posts serve more than just a recruitment purpose.