

Developing Effective Multi-media Strategies for Outreach and Recruitment

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- **Multimedia** – a combination of different digital media which includes text, graphics, photographs, animation clips, video, music, and sound effects.
- **Social Media** – YouTube, Facebook, Twitter

Why Use Multimedia for Outreach and Recruitment?

- Using multimedia can help stimulate interest to your program.
- Multimedia can help convey a message that is clear and easy to follow.
- Using multimedia can help your organization reach a larger community.
- Using multimedia can be cost effective.
- Using multimedia saves the planet.

What to consider when developing your outreach and recruitment video

- What is the purpose of your outreach and recruitment video?
- Who is your target audience?
- Include program graduates in the video.
- Recruit a local college student majoring in Film to help develop the video.

How to post the video on YouTube and Facebook

- Google YouTube and create an account
- Upload video onto YouTube
- Use the “Share” button to share video on Facebook, Twitter and other accounts.

Website Posting

- Post the video on your organization's website.
- Upload video on YouTube.
- Upload video on your organization's Facebook page.
- Have program graduates post comments about the program on your organization's Facebook page.

Building Partnerships in Multimedia Outreach Strategies

- Send the video link through your listserve.
- Ask people on your listserve to forward the video to their contacts.
- Play the video at job fairs.

- Evaluate recruitment efforts and make adjustments as needed.

