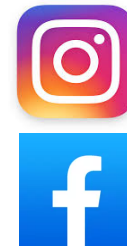





Student Recruitment Social Media Post Options

Student Recruitment through Social Media can be an effective way to promote your programs Recruitment of Students and Application period. Statistics indicate that our target audience (students) are most active on **Instagram** and our secondary audience (parents) are most active on **Facebook**. The Midland Institute team has developed a customizable Social Media package for use with Student Recruitment.



Parent Posts




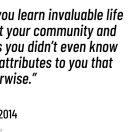



Below are three parent quotes about their child's involvement with the CEO program. Also included, is suggested text that can be customized and included with the image on both Facebook and Instagram. **Additional Option:** Established programs- consider utilizing parent testimonials from your community!

	<p>Parent Post 1:</p> <p>Help give your high school student the outside of the classroom, real world, _____ (CEO program) learning environment by going to _____(application page link).</p> <p>Use Image File: <i>Parent Post 1.png</i></p>
	<p>Parent Post 2:</p> <p>Discover more about the transformational _____ (CEO Program) experience for your high school student by going to _____ (application page link).</p> <p>Use Image File: <i>Parent Post 2.png</i></p>
	<p>Parent Post 3:</p> <p>Help jumpstart your high school student's future career with the _____ (CEO Program). Go to _____(application page link) to learn more and how to apply.</p> <p>Use Image File: <i>Parent Post 3.png</i></p>

Student Posts

New Programs: Below are sample alumni posts from several of our CEO Programs for use with your Student Recruitment.

Established Programs: In addition to the MIE provided resources, consider using alumni or current students in your recruitment posts. Testimonials, videos, and images are an excellent recruitment visual for potential applicants.

 <p>XX CEO 22 CEO XX</p> <p><i>"In high school classes, we are told what to do and precisely how to do it. In CEO, you get to think for yourself and decide the actions you are going to take."</i></p> <p></p> <p>EmmaLee Pruitt, Alumna / Alum White County IL CEO 2017 Branch Manager, Banner Bank, Carmi, IL</p> <p>CLASS OF 2022 APPLICATIONS are now being ACCEPTED!</p>	<p>Student Post 1:</p> <p>Watch the video at _____ (application page) to see the amazing CEO experiences of other alumni and to apply now.</p> <p>Use Image File: Student Post 1.png</p>
 <p>XX CEO 22 CEO XX</p> <p><i>"CEO is a free high school class where you learn invaluable life and business lessons. You learn about your community and its businesses as well, including things you didn't even know were in your community. CEO brings attributes to you that would not be there otherwise."</i></p> <p></p> <p>Alex Brown, Alum Crawford County IL CEO 2014 Project Superintendent, Senco Construction Company, Robinson, IL</p> <p>CLASS OF 2022 APPLICATIONS are now being ACCEPTED!</p>	<p>Student Post 2:</p> <p>Are you a high school student who is thinking about your future success? Check out the _____ (CEO Program) to get this type of experience...</p> <p>Go to _____ (application page) to learn how to get out of the classroom and have a real-world experience that will help you in the future.</p> <p>Use Image File: Student Post 2.png</p>
 <p>XX CEO 22 CEO XX</p> <p><i>"You'll never get this opportunity anywhere else. CEO is not just about running or creating a business. You spend an hour and a half, 5 days a week, gaining skills that will benefit you no matter what your career path. It was invaluable in helping me launch my full-time business, Sammy's Smoothie Bar, in my new community."</i></p> <p></p> <p>Sam Brandenburg, Alum Effingham County CEO 2016 Owner, Sammy's Smoothie Bar, Robinson, IL</p> <p>CLASS OF 2022 APPLICATIONS are now being ACCEPTED!</p> <p>XX CEO 22 CEO XX</p> <p><i>"The CEO Program is a once in a lifetime opportunity. This is a place where you are allowed to make mistakes and to be yourself. You thrive from making mistakes because there are people around you who can build you back up."</i></p> <p></p> <p>Asia Pettigrew, Alum/Alumna McDonough County CEO 2020</p> <p>CLASS OF 2022 APPLICATIONS are now being ACCEPTED!</p>	<p>Student Post 3 & 4:</p> <p>As a high school student, are you looking for a once-in-a-lifetime opportunity? _____ (CEO Program) is looking for you...</p> <p>Watch the video at _____ (application page) to see the amazing CEO experiences of other alumni and to apply now.</p> <p>Use Image File: Student Post 3.png or Student Post 4.png with the text above.</p>



CEO helped me during the pandemic in finding the balance. I was really applying myself in finding the time to do everything differently. Being adaptable and learning how to be adaptable is huge. It's what got me through the rest of the school year."



Luis Hernandez, Alum
Hower County MN CEO 2020

CLASS OF 2022

APPLICATIONS
are now being **ACCEPTED!**

Student Post 5:

Are you Trustworthy, Hard Working and Motivated? Build on these skills by applying for CEO.

Watch the video at _____ (application page) to see the amazing CEO experiences of other alumni and to apply now.

Use Image File: *Student Post 5.png*

Posts for Community Leaders/Investors

Consider making Community Leaders/Investors part of your student recruitment strategy! Below are two posts provided as examples. Incorporate these into your strategy or develop your own testimonials from alumni and investors.

COMMUNITY MEMBERS AND INVESTORS

ENCOURAGE STUDENTS

CLASS OF 2022

to APPLY



"Because of CEO and the opportunities the program gave me, I realized there was just as much if not MORE opportunity to come back to my small hometown and invest in my career, my community and my fellow citizens."

Abby Lashmett, Alumna / Alum, Morgan-Scott CEO 2015, Marketing & Client Experience Coordinator, Farmers State Bank, Pittsfield, IL



Comm/Investor Post 1:

Help stop the brain drain in _____ (community name) by sending any high school students you know to _____ (application page). Here's what one CEO Alum has to say about the program...

Use Image File: *Comm/Inv 1.png*

COMMUNITY MEMBERS AND INVESTORS

ENCOURAGE STUDENTS

CLASS OF 2022

to APPLY



"CEO is a rare example of a program that benefits all parties involved - students, businesses, schools, and the community. It serves to better equip our young people to succeed in the business world, and encourages them to enjoy that success right here in White County. Additionally, our business community has been reinvigorated by the CEO Program."

Dr. Clint Taylor
CEO Investor, Owner,
Taylor Eye Care, Carmi, IL



Comm/Investor Post 2:

Help develop _____ (community) leaders of tomorrow by sending any high school students you know to _____ (application page).

Use Image File: *Comm/Inv2.png*