Using Social Media to Engage your Students

LearnOn 2022 Session
July 21, 2022
AGENDA

- Brief Intros
- Platforms & usage
- Expert view: Hear from our guest
- Classroom resources
- Q & A
Using Instagram & TikTok to Engage Your Students

Ryan Trauger

Gianna Gurga
Using Instagram & TikTok to Engage Your Students

- Why social media?
- Why now?

7 in 10 American Teens Use TikTok

% of U.S. teens who use the following social media platforms at least once a month

- Instagram: 84%
- Snapchat: 80%
- TikTok: 69%
- Twitter: 39%
- Pinterest: 32%
- Facebook: 28%
- LinkedIn: 3%

Based on a survey of 9,800 U.S. teens with an average age of 15.8 years conducted in Q3 2020

Source: Piper Sandler
Financial Literacy Month Tip of the Day

Do you want to start saving money?

Start collecting your DIMES!!

Take an empty water bottle, milk carton, or juice bottle, clean it out, and start saving! Watch your money GROW!

DID YOU KNOW: Out of all the coins, the dime is the smallest but worth the most! The more you save, the more you earn!
Using Instagram/TikTok to Engage Your Students

- Have fun!
- Take chances to engage with students and the community.
- You never know the connections that will made by using social media to engage with your students.
Q&A
Thank you! Let’s go Forward Together!

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