

Submitted by: The G. Raymond Chang School of Continuing Education, Ryerson University

**CAUCE 2016 Design and Marketing Awards**  
**Category:** M6. Social Media Marketing (Unpaid)  
**Project:** #ChangChat Tweet Chats

## SUPPLEMENTAL MATERIALS

### STORIFY RE-CAPS

We develop a curated selection of Tweets from our chats, ordered chronologically so they can be viewed as a story. These continue to be used as a resource by The Chang School and our partners.

#ChangChat: Job Search Strategies for Career Changers  
August 12, 2015

LINK: <https://storify.com/ChangSchool/changchat-job-search-strategies-for-career-changer>

#ChangChat: Tackling Tough Job Interviews  
November 25, 2015

LINK: <https://storify.com/ChangSchool/changchat-tackling-tough-job-interviews>

### SAMPLE CREATIVE

Promotional images (shared with partners for social sharing):



 **Ryerson CareerCentre** @RyersonCareer · 12 Aug 2015  
 We're minutes away from joining the @ChangSchool #ChangChat about career transitions! Why don't you join us?!

Let's #ChangChat

## JOB SEARCH STRATEGIES FOR CAREER CHANGERS

Wednesday, August 12, 2015 @ 12 p.m. – 1 p.m. (ET)



THE CHANG SCHOOL  
 RYERSON UNIVERSITY

← ↻ 1 ❤️ 3 ⋮

Let's #ChangChat

## Tackling tough job interviews.

Wednesday, November 25, 2015 @ 12 p.m. – 1 p.m. (ET)



Ryerson University | The Chang School of Continuing Education

 **Chang School**  
 @ChangSchool Follow

Just a few minutes away from the start of our #ChangChat on tackling tough job #interviews. Join us!

11:51 AM - 25 Nov 2015

← ↻ 7 ❤️ 4



Note that the Ryerson branding refresh in September included an updated colour palette/font/new logo, so we adapted the creative for the second chat to align.

### PERSONALIZING THE SOCIAL EXPERIENCE

We used a photo of our Career Consultant to kick off the #ChangChat and put a face to the voice behind the career advice.



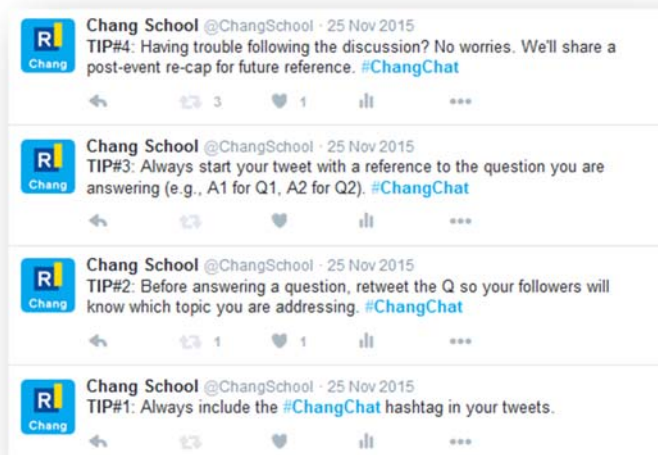
## RAISING THE PROFILE OF OUR PARTNERS

We recognized our partners through Tweets, including designed creative including their handles.



## HELPFUL TIPS

We start our Tweet chats with a few tips on participating to put chat newbies at ease:



## TWEET CHAT QUESTIONS

In addition to including the question text, we include an image to increase the visibility of our Tweets, to promote shareability of the content, and to reinforce the #ChangChat branding.



## TRENDING HASHTAG

In our November #ChangChat, our hashtag was trending across Canada (right below a Drake hashtag!). This was the first time a Chang School hashtag has trended.

