

## Social media plans keep CDC and Service Learning in touch

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Judson sports his dress-up clothes to promote Cheryl's Closet

The Robert R. McComsey Career Development Center and the Gary Horowitz Service Learning Program have new social media plans! Created and curated by students working at the CDC, the new plan pushes the Career Development Center and the Service Learning Program&s reach into new territory: Alfred University student phones. Our goal is to post relevant and helpful information several times a week. We want students to be able to explore what the Career Development Center and Service Learning Program can offer both offline and online.

So far, “Transformation Tuesday” posts are making the biggest impression: posts go up every Tuesday on <https://www.facebook.com/...>. Each post shows a before and after photograph of a student who has used Cheryl&s Closet, the CDC&s new free career clothing resource. Check back again on Wednesdays to see “What&s Happening Wednesday” posts, where CDC interns highlight service-related events or programming, either on campus or in the community. On the CDC&s Facebook page, <https://www.facebook.com/...>, you can find posts about our corporate sponsors and upcoming events like the Spring Career Fair! Soon, we&d like to start posting profiles of alumni and faculty, as well. If you&re interested in being highlighted, reach out to us on Facebook!

Our Facebook pages aren&t the only platform we&re using; the Career Development Center and Service Learning Program are on Twitter and Instagram, too! Through our Twitter accounts ([www.twitter.com/alfredcar...](http://www.twitter.com/alfredcar...) and [www.twitter.com/alfreduse...](http://www.twitter.com/alfreduse...)) we share resources, articles, and other campus news. On our Instagram pages ([www.Instagram.com/alfredu...](http://www.Instagram.com/alfredu...) and [www.Instagram.com/alfredu...](http://www.Instagram.com/alfredu...)) you can see photos of events like our career fairs, keep up with the latest Cheryl&s Closet fashions, and our student intern&s service-dog-in-training, Judson!

On LinkedIn (<https://www.linkedin.com/...>) you can join the Career Development Center group. We encourage students to reach out to the network of Alfred University alumni on LinkedIn. Here you can follow alumni in the news, find job postings, and learn about regional employers.

To stay up to date, follow us on our social media today!

-- Emily Rush McClintock

Mental Health Counseling Graduate Candidate, Alfred University

B.A. English, B.A. Sexuality Studies, The Ohio State University