Creating Engaging Social Media

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HELLO!

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What is social media?
Planning and Strategy

Breakdown of platforms, key questions, developing strategy.
Questions to Consider

What do you want to accomplish?
- Publish news
- Promote key deadlines
- Tips on applications
- Raise awareness of services

Who is your audience?
- Students (perspective, current)
- Campus community (employees, community members)

Who is in charge?
- Make one person the lead on this
- Make social media a part of your conversations
- Involve a student worker
**Key Terms**

**Content**
- Text
- Graphics
- Pictures

**Platform**
- Twitter
- Facebook
- Instagram

**Reach**
- Who saw it.

The stuff you make. Where that stuff goes. Who saw it.
Social media is not a way to get your students to do things.
Social media is about providing a service and creating engagement.
Social media is a communication tool, not a magic wand.
Best Practices

What to post, how to post, when to post.
Language is important

Be Authentic
Tweet like you talk, don't tweet like your forms read.

Be Fun
Our main audience is students.
No jargon. Use casual, fun language.

Engage Your Audience
Your social media will most likely turn into a customer service channel, be ready for that.
Where to post

Recommendation: Twitter and Facebook

Twitter: 330 million (MAU)
Facebook: 2.2 billion (MAU)
Prioritize your information

What do students need to know now vs. what they need to know later.
Always Have Art

Photos, videos, graphics, GIFs.
Do not post flyers
Are you going to the Commencement Ceremony tomorrow? Here is more info on times & locations ow.ly/wepV300CDrt
How to Post
A few good examples
The deadline to apply for commencement is on April 27. Don’t forget to apply.  
http://www.swccd.edu/index.aspx?page=1434
Before you can snap the perfect commencement selfie, you have to register to participate by April 28. www.swccd.edu/commencement

1,938 people reached
Southwestern College
@swc_news

When commencement is less than two months away. 🎓 🎓 [swccd.edu/commencement](http://swccd.edu/commencement)
Southwestern College
@swc_news

The SWC Chamber Singers are helping kick off @BalboaPark's @DecemberNights. They take the Botanical Garden Stage at 3:30 p.m.
#BPDN2016

TASK: CHAMBER SINGERS
Southwestern College's swimming pools are getting an upgrade, but that didn't sink the men's and women's swim teams. They're temporarily making a splash upstream in National City at the Las Palmas Pool. The season is just getting started and they're looking for swimmers to join them in the water.

Contact Matthew Ustaszewski (mustaszewski@swccd.edu) or Jennifer Harper (jharper@swccd.edu). More info: bit.ly/2lr7GL.
Tie Into National Events (when you can)
How to Post

**Fall Semester**

**CLASSES BEGIN**

**AUG. 21, 2017**

swccd.edu/fall

**TASK: PROMOTE NEW SEMESTER**
The Chavez is in full swing getting students ready for the fall semester. Stop by and get help with registration, financial aid, counseling and more.

What questions do you still have? Let us know in the comments.
Much ❤️❤️❤️ to our Culinary Arts students. They spent all last night making special meals for the Jag Kitchen Food Pantry in honor of Hunger & Homelessness Awareness Week. #HHweek
$ Scholarship deadline extended Monday, March 5! $ Spend the next few days applying to more than $100,000 in scholarships. Apply here: swccd.edu/scholarships
Scholarship deadline extended to Monday, March 5! ⚠️⚠️

Y'all got until this Monday at midnight to apply for scholarships, so pause your Netflix, tell your homies you can't kick it this weekend and go watch "Black Panther" some other time. You're spending the next few days applying to more than $100,000 in scholarships.

Apply here: www.swccd.edu/scholarships
More the $100,000 in scholarships is up for grabs. Apply now. Deadline is Feb. 28
swccd.edu/scholarships
Don’t wait! 🚨 The 🥇 scholarship 🥇 deadline is this Wednesday, Feb. 28. Head to swccd.edu/scholarships now!
What to post

**Anticipate Questions**
- What are your hours?
- How long does the Promise Grant take to process?
- What happened to BOG?
- When do I get my aid?

**Identify Needs**
- I don’t know where to find “X” form.
- Does this office offer walk-in help?
- Where even is your office?

**Brag About Yourself**
- “More than 70 percent of students at Southwestern College qualify for free tuition.”
- “There’s no wait right now! The lines are all clear, come say hi inside the Chavez building!”

* Don’t forget your art.*
Creating Art

Smartphone photography (and videography)
- Your phone is a powerful tool
- Use it to take photos and videos
- Try to show me faces or visually interesting things, don’t show me flyers
- Always try to be better

Social media graphics
- These are unique, not like posters or flyers
- **Canva** ([http://canva.com/](http://canva.com/)) is an easy and quick online graphics software.
- Keep your graphics horizontal or square.

Links
- Try to use a brand-specific short URLs (when you have them)
- Use a generator every other time (ex: Bitly)
Let’s do one together

We’ll design a quick graphic and write a quick tweet.
Great stories and important messages will always be the key to great social media, but technology is necessary to deliver those messages.
Resources Available to You

Your college’s main account (and other accounts)
- Tag your college’s main account
- Follow and like other college accounts

FAFSA account
- Great resources to share, retweet, like
- Don’t overuse these, be yourself first

Twitter widget
- Display on your website to use as a news feed
THANKS!

Any questions?

You can find me at erivera2@swccd.edu or @ernestorivera on Twitter.