

Creating Engaging Social Media

CCCSFAAA 2018 Conference • March 21, 2018





@ernestorivera

HELLO!

My name is Ernesto Rivera
Marketing Communications Associate
Southwestern College

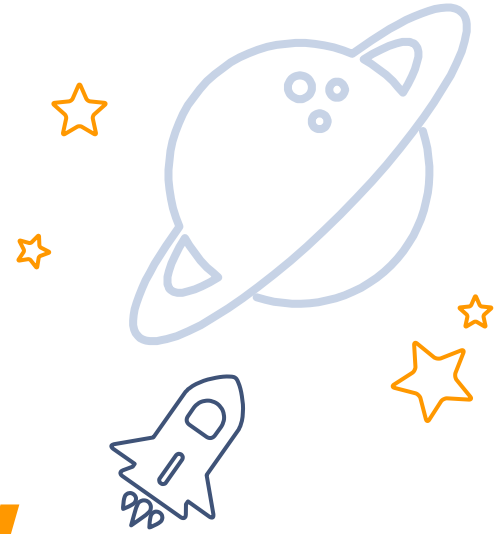
erivera2@swccd.edu

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

The stuff you make.

Platform



Where that stuff goes.

Reach



Who saw it.



**Social media is not a way to get
your students to do things.**





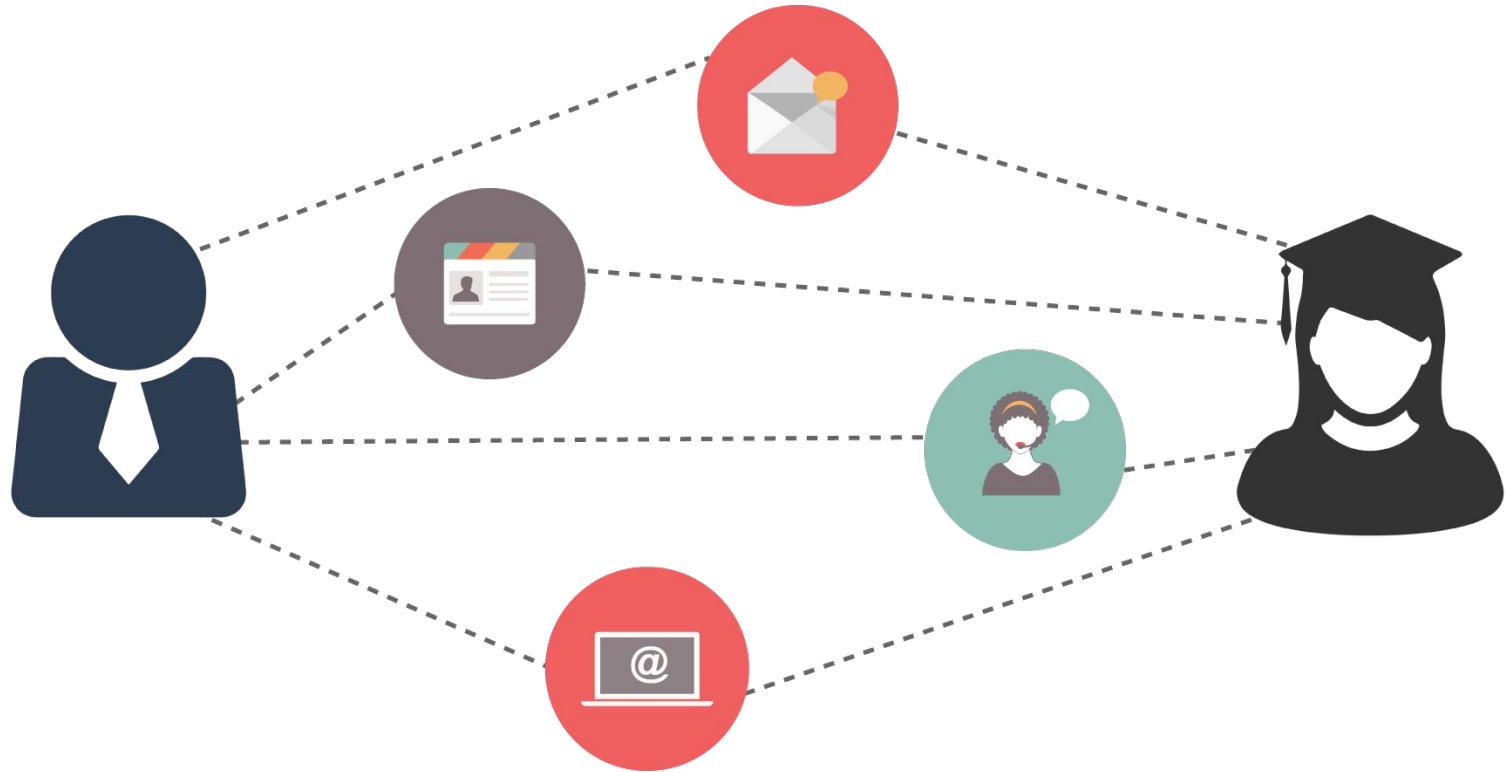
Social media is about providing a service and creating engagement.

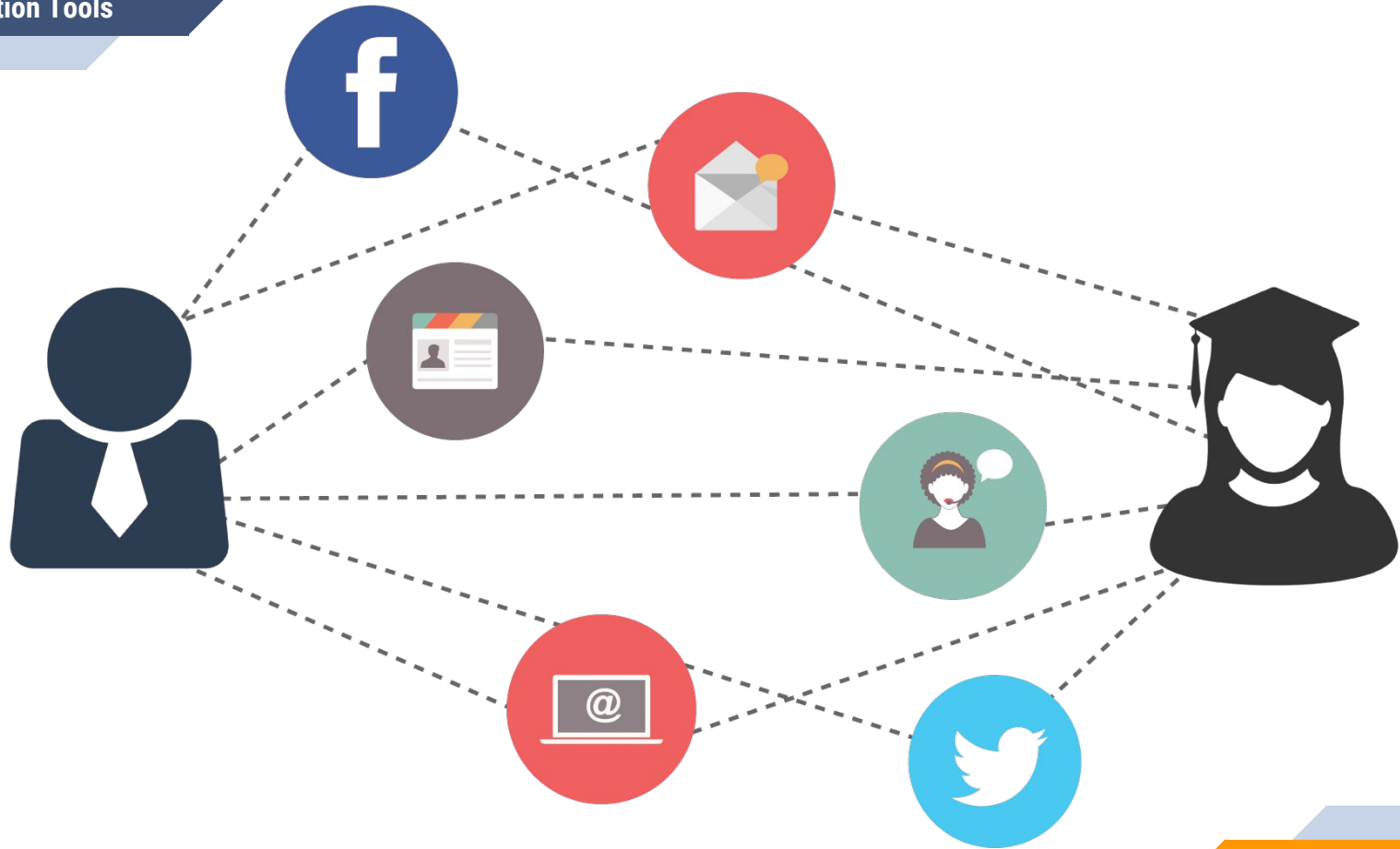




**Social media is a communication
tool, not a magic wand.**







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.

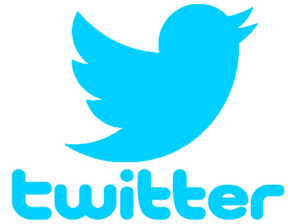
Engage Your Audience

Your social media will most likely turn into a customer service channel, be ready for that.



Where to post

Recommendation: Twitter and Facebook



330 million (MAU)



facebook

2.2 billion (MAU)



How to Post

Prioritize your information



Social media feed



Website

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



Always Have Art

Photos, videos, graphics, GIFs.





How to Post

Do not post flyers



How to Post



Are you going to the Commencement Ceremony tomorrow? Here is more info on times & locations ow.ly/wepV300CDrt

SWC FIFTY-FIFTH ANNUAL Commencement Ceremony
LOCATION AND TIME
 SWC DeVore Stadium | Friday, May 27, 2016 | 4 p.m.

CHECK-IN DETAILS
 Report to DeVore Stadium Lot P by **3:00 p.m.** in cap and gown - **DO NOT BE LATE.** Look for signage leading you to the student check-in tables in Lot P off of H Street.

PARKING
 On Commencement day, free parking is available in all parking lots on the SWC campus, except for some reserved areas.

AFTER THE CEREMONY
 Upon conclusion of the ceremony, students will be released into parking lot "F" to meet family and friends. Please inform your family/friends that they will not have access to you during the ceremony.

PHOTOGRAPHS
 A professional photographer from Grad Images will be taking photos of all graduates as they receive their diploma cover. Graduates will be contacted after the ceremony with a website link to view and purchase photos.

COME RAIN OR SHINE
 Commencement is held outdoors rain or shine. Please dress for the weather. Umbrellas will not be permitted, bring a rain poncho to cover yourself.

ATTIRE
 Wear comfortable shoes as you'll be walking, and going up several steps to the stage to receive your diploma.

TRANSFER MEDALS
 All graduates who listed a transfer college when registering for the ceremony will receive a transfer medal upon check-in. You must have provided this information to ceremony staff no later than May 27th to receive the medal. We cannot accept any transfer information on the day of the ceremony.

VETERAN MEDALS
 All graduates who declare being a Veteran or Graduate will be verified with Veterans Affairs. Upon confirmation, student will receive a veteran medal at check-in. No medals will be provided without prior verification.

HONORS
 All students who registered for the ceremony prior to May 27th will be welcomed for honors. The list of honors students will be sent to graduates on May 13, 2016. Honors students will receive a special honors tassel at the ceremony check-in. Any questions or concerns about being an honors graduate should be directed to the Evaluations Office no later than May 16th. We cannot address any honors concerns the day of the ceremony.

DIPLOMA/PROGRAM INFORMATION
 • All students will receive a diploma cover with a letter of congratulations inside.
 • If you meet all requirements, you will receive your diploma(s) and/or certificate(s) for:
Fall 2015: April
Spring 2016: September
Summer 2016: October

GUESTS/SEATING
 Students may invite as many friends and family members as they desire. Tickets are not needed as seating is open.

CONTACT INFORMATION
 For more information on the Commencement ceremony, please email gradinfo@swccd.edu or call Jenny Managias at 619-482-6537.

www.swccd.edu/commencement

SPECIAL ACCOMMODATIONS OR ACCESSIBILITY
 Students that may require special accommodations or accessibility, please contact Jenny Managias at jmanagias@swccd.edu or call 619-482-6537.

VENUE RESTRICTIONS

4:05 PM - 26 May 2016

SWC FIFTY-FIFTH ANNUAL Commencement Ceremony
LOCATION AND TIME
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VENUE RESTRICTIONS

Bags or backpacks may be checked

Strollers will not be allowed in the seating area

NO BALLOONS
NO UMBRELLAS
NO AIR HORNS
NO ALCOHOL
NO COOLERS
NO VAPORENG
NO SMOKING
NO DRONES



How to Post

Southwestern College
@swc_news

Follow

Tonight! Join the SWC Music Department for a night of instrumental music! 7:30pm, Mayan Hall

Featuring Music from W.A. Mozart, Felix Mendelssohn, John Rutter, and Edward Hart



PERFORMANCES BY
SWC Concert Band
SWC Symphony Orchestra

DIRECTED BY
Daklan Nevins
Jeff Nevins

SPECIAL-GUEST
PERFORMANCE BY
SWC Concert Choir

DIRECTED BY
Terry Russell

FEATURED SOLOISTS:
Roberto Limón on guitar
Jesus Jimenez on violin

May 24, 7:30 pm
MAYAN HALL THEATRE

4:59 PM - 24 May 2016

THE MUSIC DEPARTMENT OF THE SCHOOL OF ARTS, COMMUNICATION & SOCIAL SCIENCES PRESENTS

A Night of Instrumental Music

Featuring Music from W.A. Mozart, Felix Mendelssohn, John Rutter, and Edward Hart



PERFORMANCES BY
SWC Concert Band
SWC Symphony Orchestra

SPECIAL-GUEST
PERFORMANCE BY
SWC Concert Choir

FEATURED SOLOISTS:
Roberto Limón on guitar
Jesus Jimenez on violin

DIRECTED BY
Daklan Nevins
Jeff Nevins

DIRECTED BY
Terry Russell

May 24, 7:30 pm
MAYAN HALL THEATRE

TICKETS:
\$10 General Admission
\$7 Students/Seniors

Box office opens one hour before each performance. Cash Only. Free parking in Lot O.
Southwestern College 900 Chula Vista Road, Chula Vista Information (619) 421-6700 ext. 1895







How to Post


A few good examples

TASK: PROMOTE COMMENCEMENT

Compose new Tweet

The deadline to apply for commencement is on April 27. Don't forget to apply.
<http://www.swccd.edu/index.aspx?page=1434>

39 

TASK: PROMOTE COMMENCEMENT

**Southwestern College**

Published by Ernesto Rivera [?] · April 4 at 9:03am · 🌐

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

Boost Post

TASK: PROMOTE COMMENCEMENT



Southwestern College

@swc_news

When commencement is less than two months away. 🎓 🎓 swccd.edu/commencement



TASK: CHAMBER SINGERS



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](#)



RETWEETS

7

LIKES

19



TASK: PROMOTE SWIM TEAM



Southwestern College

Published by Ernesto Rivera [?] · February 13 · 🌐

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/2ltr7GL.




2,917 people reached

Boost Post

Tie Into National
Events (when you
can)

 **Southwestern College** with Nada Dibas and 4 others at
Southwestern College.
Published by Ernesto Rivera [?] · March 17 · 🌐


Southwestern College is powered by women! More than 53 percent of students and more than 54 percent of employees identify as female. Happy #WomensHistoryMonth!





3,309 people reached

Boost Post

👍 Like 💬 Comment ➦ Share

 ▼

  Freda Hernandez, Sunita Yonzan and 59 others

Top Comments ▼

4 shares



How to Post

Fall Semester

**CLASSES BEGIN
AUG. 21, 2017**

swccd.edu/fall

SWC
SOUTHWESTERN COLLEGE

Southwestern College
Published by Ernesto Rivera · 71
Page Liked · July 26, 2017 · 0

Open registration for the fall semester has begun!
Head to <https://webadvisor.swccd.edu/> to search and register for classes.

Haven't applied? www.swccd.edu/apply

Tag Photo Add Location Edit

7,188 people reached **Boost Post**

Like Comment Share 59 Top Comments

32 Shares 2 Comments

Gaby Fimbres Has the bookstore started selling the semester pass, and if yes how much is it? Thank you
Like · Reply · Message · 29w · 1

Southwestern College Yes, they have! It's \$168 regular price or \$160 with ASO discount.
Like · Reply · Commented on by Ernesto Rivera · 71 · 29w · 1

Write a comment...

TASK: PROMOTE NEW SEMESTER

TASK: STUDENT SERVICES HOURS



Southwestern College

July 19, 2017 · 🌐

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.

1.2K Views

76 Likes 7 Comments 5 Shares



Dorothy Dory, Maria Cardenas, Ana Barajas and 73 others like this.

Top Comments ▾

5 Shares



Audrianna Bretz Can I still apply for BOG if I have an associates and bachelors already?

34w

TASK: HUNGER & HOMELESSNESS AWARENESS WEEK



Southwestern College

@swc_news

Much ❤️❤️❤️ to our Culinary Arts students. They spent all last night making special meals for the Jag Kitchen Food Pantry in honor of Hunger & Homeless Awareness Week. #HHweek



10:23 AM - 14 Nov 2017

6 Retweets 18 Likes



SWC Jag Kitchen and H&H Awareness Week



6



18



TASK:
SCHOLARSHIP
DEADLINE



Southwestern College
@swc_news

Follow



Scholarship deadline extended

Monday, March 5! ⚠️💰

Spend the next few days applying to more than \$100,000 in scholarships.

Apply here: swccd.edu/scholarships



3:55 PM - 28 Feb 2018

6 Retweets 5 Likes



6



5

TASK:
SCHOLARSHIP
DEADLINE



Southwestern College

February 28 at 3:52pm · 🌐

⚠️💰 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



26 Likes · 1 Comment · 18 Shares

TASK:
SCHOLARSHIP
DEADLINE



Southwestern College
@swc_news

Follow

More the \$100,000 in scholarships is up for grabs. Apply now. Deadline is Feb. 28
swccd.edu/scholarships



2:23 PM - 7 Feb 2017

4 Retweets 5 Likes



4



5

TASK:
SCHOLARSHIP
DEADLINE



Southwestern College

@swc_news

Follow

⚠️ Don't wait! ⚠️ The 💰 scholarship 💰 deadline is this Wednesday, Feb. 28. Head to swccd.edu/scholarships now!



3:40 PM - 26 Feb 2018

3 Retweets 10 Likes



↻ 3



10



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/>) 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.





Tools and Tech



Analytics



Scheduler

(Tweetdeck, Hootsuite)



Content Calendar

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)

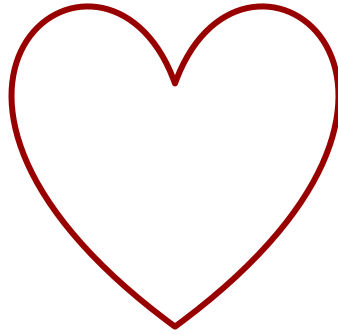
- Tag your college's main account
- Follow and like other college accounts

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.