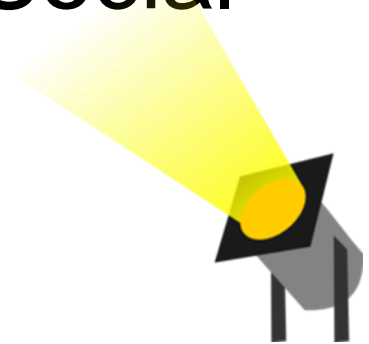


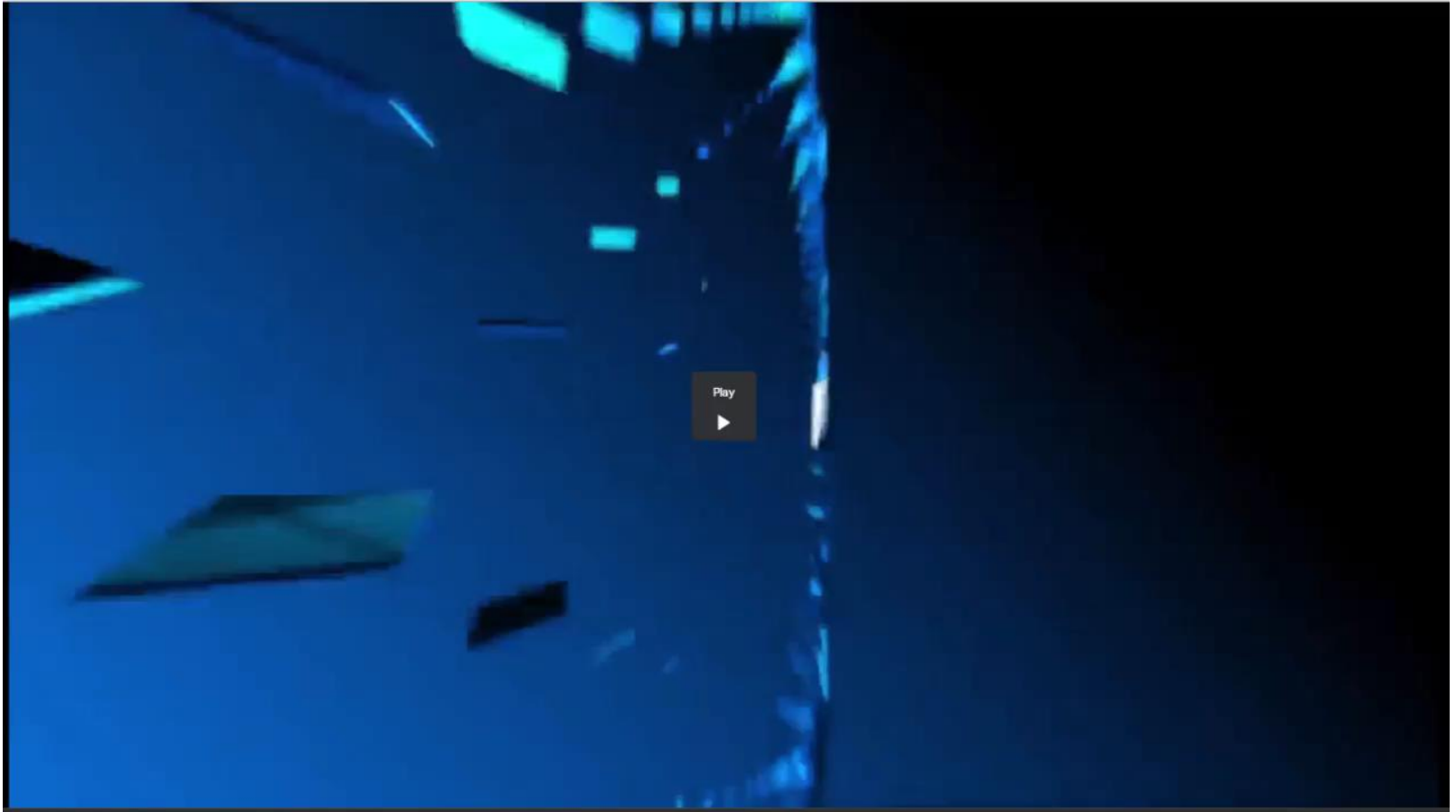


Get Ready for your Close-up!



How to develop, Implement &
Maintain a Successful Social
Media Program







Policy and Procedures



Branding



Promotion



Focus



Hootsuite



Q&A



Policy and Procedures



Branding



In true *Hollywood* fashion:


Be recognizable!

- Get creative.
- Maintain consistency.
- Establish regularly used hashtags, phrases, etc.



@AuntFAE

**Financial Aid Expert
Owl**

 TCTC Financial Aid @AuntFae · Jan 9
Tuition can be expensive. Are you making the most of available resources? #BudgetWisely to #BuckSave ow.ly/GMI6L



Promotion (PR)



Who's your agent?

- Utilize depts. on your campus
- Mugs, t-shirts, pens
- Send information to local newspapers & other media outlets
- TV & radio promotion
- Workshops, Campus Engagements, Etc.







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Financial aid answers via Twitter

July 15, 2014

In six weeks, the fall semester at Tri-County Technical College begins—making now a time when students and parents want answers about financial aid deadlines, scholarship requirements and how to manage debt. Tech’s financial staff reports high volumes of phones calls and emails that await answers. But the college now offers a new way to get immediate answers—both during the weekend and over the weekend. It’s a Twitter account called @Aunt FAE—spelled F-A-E. Twitter questions usually have an answer within 10 minutes. All Tri-County students have free access to Inceptia, a non0-profit organization providing expertise in higher education access, student loan repayment, analytics, default prevention and financial education.



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News

Tuesday, July 15, 2014

@Aunt FAE Answers Financial Aid Questions Via Tri-County Twitter Account

CONTACT: CATHERINE DURANT, @Aunt FAE, 646-1650 or cdurant1@tctc.edu

FOR IMMEDIATE RELEASE 7/14/2014

(By Lisa Garrett)

PENDLETON --- With fall semester just six weeks away, the phones in Tri-County Technical College's Financial Aid office are ringing off the hook with returning, prospective, and current students, along with parents and the general public, calling with questions about FAFSA deadlines, scholarship requirements, and debt management.

Instead of waiting on hold or e-mailing your questions, you can get instant answers via social media through a new Tri-County Twitter Account called @AuntFAE (Financial Aid Expert). Financial Aid Coordinator Catherine DuRant and Ross Hughes, quality assurance/work study coordinator, and Jessica Hollifield, part-time administrative specialist, are giving instant feedback through @AuntFAE, an expert in financial aid and literacy, who advocates making smart choices as a student "so your post-graduation paycheck belongs to you, not Uncle Sam."

In addition to a high volume of daily phone calls about every aspect of financial aid, the Financial Aid staff has 30 - 35 e-mails waiting for answers when they come to work every morning. Over the weekend, that number is higher. By tweeting @Aunt FAE, you can have immediate



Instead of waiting on hold or e-mailing your questions, you can get instant answers via social media through a new Tri-County Twitter Account called @AuntFAE (Financial Aid Expert). From left are Ross Hughes, quality assurance/work study coordinator, Catherine DuRant, financial aid coordinator, Jessica Hollifield, part-time administrative specialist, and Sharetta Bufford, financial aid counselor.



TCTC Financial Aid @AuntFae · Aug 27
Our work-study coordinator at "Get Connected".
pic.twitter.com/aTZRcXMik6



FOCUS

“This is information the world needs to know.”

What do you want to disseminate?

- Default management
- Loans
- Q&A or Chat





Hootsuite

It's a full time job, don't do it on your own.



- Make optimal use of your social media platform
www.Hootsuite.com



Schedule Tweets

Find profile... 1 x v

AuntFae ★

+ Add social network

Ice Cream Social from 12-2pm at the cafe. Come learn more about @AuntFAE and receive a sweet deal. #BuckSave #BudgetWisely

Add a link...

AutoSchedule Ⓞ ⚙️ Off ✕
 AutoSchedule your message for optimal impact.

January 2015

Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

2015-01-29

12 : 10 AM PM

Email me when message is sent

Want to save time? Try the bulk message uploader

🐦 18

📁 v
Schedule



View Multiple Threads

1 x v Compose message...

My First Tab x +

+ Add Stream + Add Social Network

Home Feed AuntFae

SallieMae
12:04pm via Shoutlet API
#CollegeAhead can help high school jrs and srs start planning for college. Share posts from our social media kit. Sallie.co/Jkt3
2 retweets

2CollegeNetwork
11:45am via Hootsuite
High schools: Do you want Michelle Obama as your graduation speaker? 46 days left for #FAFSA Challenge! ow.ly/HXN9A @ReachHigher
Retweeted by ReachHigher

googlecloud
Dec 23, 2014, 3:38pm via Twitter Ads
Try Google Cloud Platform free for 60 days. Let's see what you build: goo.gl/qG8Egx pic.twitter.com/uLh1714PD
Promoted by GoogleCloudPlatform

mdpistilli
11:50am via TweetDeck
@reyjunco With autonomous programs like that, at what point are the outcomes no longer the direct result of the original programming?
Retweeted by reyunco

nasfaa
11:44am via Hootsuite
A Move To Simplify The FAFSA: ow.ly/1a6ht NASFAA's President Justin Draeger weighs in on simplification efforts.
1 retweets

Inceptia

Mentions AuntFae

1 retweets

AuntFae
Jul 08, 2014, 11:14am via Twitter Web Client
@AuntFae wants to know how she can help u be successful this school yr. What kind of events would u like to see her at? #Working4You
1 retweets

AuntFae
Jul 03, 2014, 10:53am via Twitter Web Client
@AuntFae will be off tomorrow celebrating. Happy and safe July 4th! #BudgetWisely #BuckSave

AuntFae
Jul 02, 2014, 3:35pm via Twitter Web Client
w/ July 4th 2 days away how are you saving money for your celebrations? Let @AuntFae know. #BudgetWisely #BuckSave #Happy4thofJuly

cbrewerfinald
Jul 01, 2014, 5:04pm via Twitter for iPhone
@AuntFae: Just heard that IRS listened and updated validation process for transcripts. It's smoother. #TheyListen - #BeHeard #NASFAA2014

AuntFae
Jul 01, 2014, 7:35am via Twitter Web Client
@cbrewerfinald @AuntFae loves to see a counselor learning how to #BudgetWisely and #BuckSave.
Show Conversation

cbrewerfinald
Jun 30, 2014, 5:33pm via Twitter for iPhone
A fantastic day of training and learning - #HedrickSmith got me inspired



Questions/Discussion?

