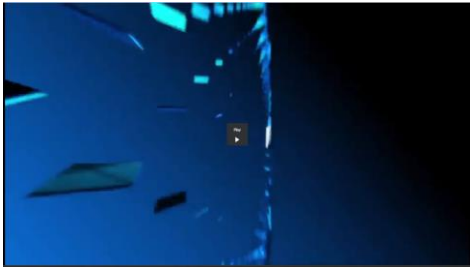




Get Ready for your Close-up!

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



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.





Horizontal lines for writing.



Financial aid answers via Twitter

July 25, 2014
In six weeks, the fall semester at Tri-County Technical College begins...
Twitter questions usually have an answer within 10 minutes.

Horizontal lines for writing.



News
Twitter, 2/16/2015
@Aunt FAE Answers Financial Aid Questions Via Tri-County Twitter Account

CONTACT: CATHERINE DEWANT @AuntFAE 686-1058 or dewant@tc3.edu
FOR IMMEDIATE RELEASE 7/26/2014
NEWS
PRAISELTON — 1985, the first woman to sit in a woman's seat...

Horizontal lines for writing.



NCTE Financial Aid @nctefinancialaid Aug 22 Our work study coordinator at "Get Connected" #nctefinancialaid #nctefinancialaid



Focus

"This is information the world needs to know."

What do you want to disseminate?

- Default management
- Loans
- Q&A or Chat





Hootsuite

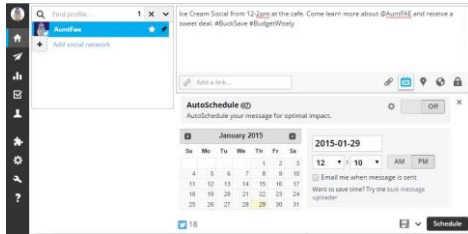
It's a full time job, don't do it on your own.



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

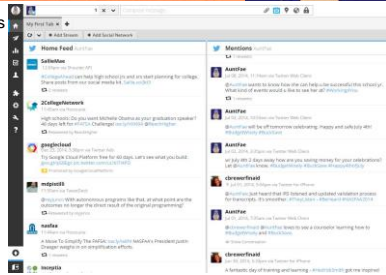


Schedule Tweets





View Multiple Threads





Questions/Discussion?