Get Ready for your Close-up!

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

Policies and procedures

- Developing policy
- Agreeing policy
- Updating
- Implementing
- Reviewing
- Monitoring
In true *Hollywood* fashion:

**Be recognizable!**

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

TCTC Financial Aid @AuntFae · Jan 9
Tuition can be expensive. Are you making the most of available resources? #BudgetWisely to #BuckSave ow.ly/GMI6L
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.
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 non-profit organization providing expertise in higher education access, student loan repayment, analytics, default prevention and financial education.
@Aunt FAE Answers Financial Aid Questions Via Tri-County Twitter Account

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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 following @AuntFAE, you can have immediate access to the answers you need.
Focus

“This is information the world needs to know.”

What do you want to disseminate?

– Default management
– Loans
– Q&A or Chat
It’s a full time job, don’t do it on your own.

Hootsuite™

• Make optimal use of your social media platform www.Hootsuite.com
Ice Cream Social from 12-2pm at the cafe. Come learn more about @AuntFAE and receive a sweet deal. #BuckSave #BudgetWisely
Questions/Discussion?