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

In true Hollywood fashion:
Be recognizable!

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

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.
Financial aid answers via Twitter

In the last few weeks, the fall semester at Tri-County Technical College began—making now a time when students and parents want answers about financial aid deadlines, scholarship requirements and how to manage bills. With financial aid experts on Twitter, students and parents can get answers on the go, which offers a new way to get connections across—both during the weekdays and over the weekend. It’s a Twitter account called #TACTATkilled. [Note: space in the original text is for non-compressing purposes.]

Tri-County students have free access to 1-2-1, a non-profit organization providing expert advice on higher education access, student loan repayment, analytics, default prevention and financial education.
It's a full time job, don't do it on your own.

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