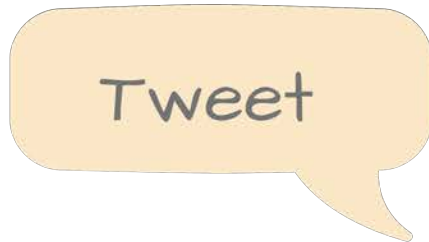


SOCIAL MEDIA

Marketing & Training



Presented by: Andrea Rangno



First thing

nice to meet you!

Andrea Rangno
Director, Marketing & Public Relations
arangno@ccd.edu



Official Golden West College Social Media Accounts



[instagram.com/goldenwestcollege/](https://www.instagram.com/goldenwestcollege/)



[tiktok.com/@goldenwestcollege_hb](https://www.tiktok.com/@goldenwestcollege_hb)



[facebook.com/goldenwestcollege](https://www.facebook.com/goldenwestcollege)



[linkedin.com/school/golden-west-college/](https://www.linkedin.com/school/golden-west-college/)

you can also find us at...



What are our goals?



1. Branding- GWC Welcomes You, GWC is Your College

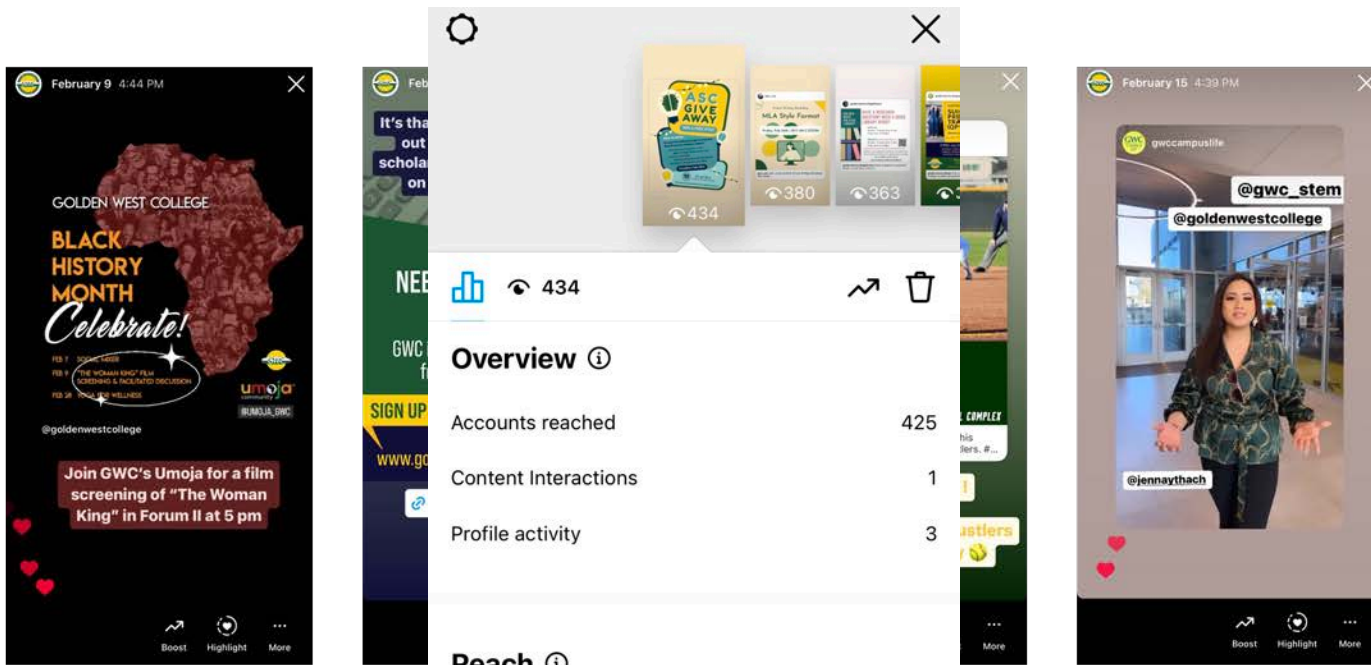
2. Engagement - increasing followers + building trust

3. Information - what's happening on campus?

4. Customer Service - DM's + follow up



Collaboration = Win Win!



425
Accounts reached

Impressions 430



Requirements for GWC-Sanctioned Accounts



Login Information

You will need to provide all login credentials to GWC's Marketing Dept.

Regular Posting Schedule

Accounts must post regularly, otherwise we reserve the right to close the account.

Student-Run Accounts

We strongly recommend that you do not allow a student to run your social media account.

Posting Guidelines

All GWC-sanctioned accounts must include the College's Social Media Posting Guidelines in their bio.



Social Media Posting Guidelines

Why do we need these?



- Legal liability - free speech, time and place
- Trolls - threats, harassment, vulgarity



Audience

great for information, sharing news, users span all age groups. Easy to redirect to website, great for customer service



more visual, younger audience. most of our students are here. Lots of creative options, easy to redirect to website, excellent for customer service.



older audience, great for community outreach and parents, easy to redirect to website.



very on-trend, most of our students are here. lots of creative options, young audience. limited options for redirecting to website, not a great option for customer service.



helpful tip: choose one platform to start, and then expand from there



How to Be Successful



helpful tip: if you aren't creative, and you want a student to create content, that's okay! You just have to supervise them.



Free Resources!!

... sort of

- ▶ For design: **Canva**

what i like: premium content can be purchased a la carte, for \$1

- ▶ For scheduling & analytics: **Later**

what i like: first account is free, and analytics are user friendly

- ▶ For video editing: TikTok 



I want a lot of followers FAST.
Should I try to create content that
goes viral??



NO.

This is not a good social media strategy and
you don't want it.

Trust us.

A better way to gain followers is organically.
Here are some ways to do that:



- Tag @goldenwestcollege
- Collaborate with more est. accounts
- Giveaways
- Analytics



"Analytics" sound scary... but they're not

**we promise*

Things to pay attention to:

- Engagement
- Click through rate (CTR)
- Demographics
- Best time of day to post



FOLLOWERS

12,496

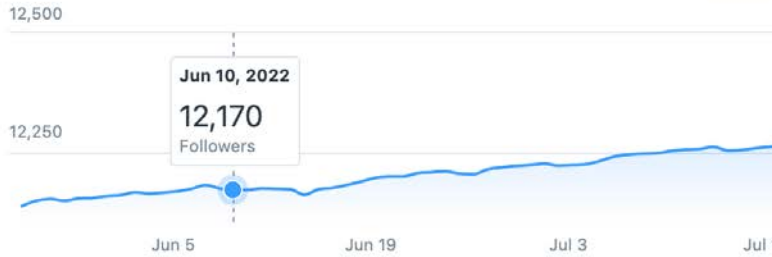
FOLLOWERS

360

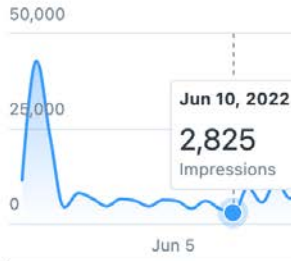
GROWTH

2.97%

GROWTH RATE



IMPRESSIONS



Best Performing Posts

Quickly see which 5 posts have the best engagement from your feed. Follower count and engagement rate will only show for posts that are not Reels.
 Note: Reels are not included.

Something to consider: engagement is calculated by what percentage of your followers regularly engages with your content. High follower counts don't always translate into good engagement AND as your follower count grows, it becomes more difficult to maintain high engagement. Harvard has 1.9 million followers and an average engagement of 1.08% ... and that's considered really good!



ENGAGEMENT

6.9%

LIKES

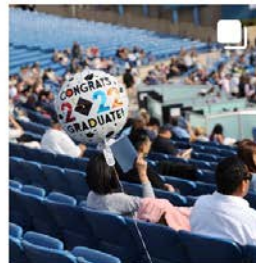
832

COMMENTS

19

POST CLICKS

N/A



ENGAGEMENT

6.7%

LIKES

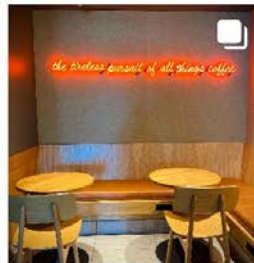
809

COMMENTS

4

POST CLICKS

N/A



ENGAGEMENT

5.8%

LIKES

715

COMMENTS

6

POST CLICKS

N/A



ENGAGEMENT

5.1%

LIKES

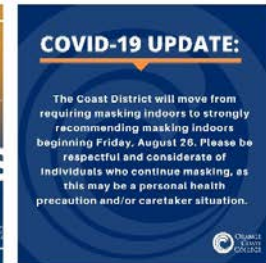
608

COMMENTS

19

POST CLICKS

123



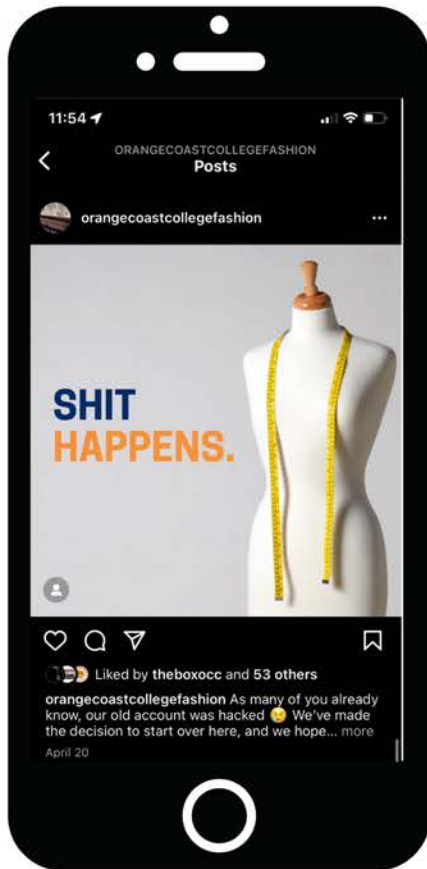
ENGAGEMENT

4.9%

LIKES

COMMENTS

POST CLICKS



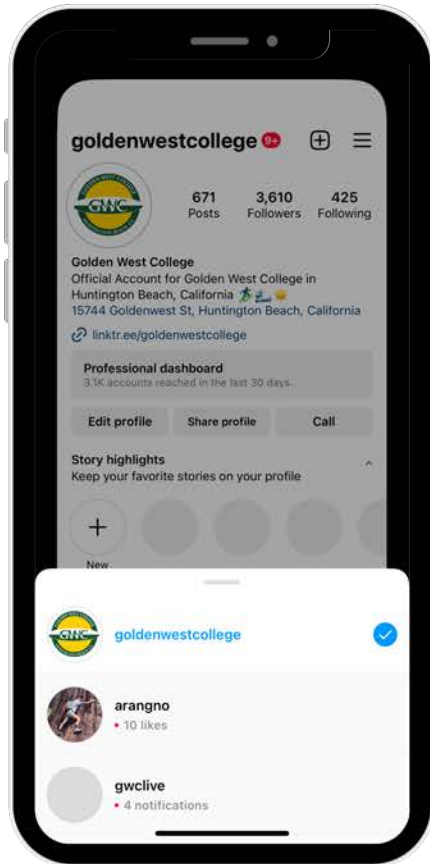
How to Prevent Hacking: A Cautionary Tale

- Pick a strong password
- Turn on Two-Factor Authentication + download and store backup codes
- Make sure your email account is secure
- Revoke access to suspicious third-party apps

**if you are hacked, contact Marketing and Public Relations immediately*

One Final Note:

If you plan to run a GWC-sanctioned account from your personal device, be mindful of which account you are logged into before posting and/or commenting. Inappropriate posting or commenting could result in GWC's Marketing dept. locking the account.



Questions?



...you can also email me at arangno@gwc.cccd.edu

