Cañada College

EMP Update

Utilize relevant social media and websites to ensure we reach a diverse, inclusive audience

Overview & Goal

Strategic Initiative 3.3 -- Utilize relevant social media and other marketing platforms to reach community members in the formats and virtual environments in which they exist. Ensure College websites are up-to-date, accurate, informative, and speak to community members in language that is welcoming and inclusive.

In October we hired a Social Media Consultant to:

- attract and interact with targeted virtual communities
- advance social media and online marketing strategy to increase awareness and drive enrollment highlighting our programs and services available at Cañada College
- tell the story of who we are, how we support community and why to choose Cañada College to achieve your goals

Social Media: Projects to Start

- **Collaborate with the College (students, staff, faculty) and greater community to manage reputation/brand, identify key players and coordinate actions**

- **Promote upcoming events, classes and the life of our students** (and possible promotion of events afterwards)

- **Remind of upcoming deadlines** to know – priority registration, high school registration, payment deadlines, etc.

- **Share helpful tips** – finals tips, financial aid tips, college tips, DYK Cañada College offers: free transportation, a Promise Scholars program, basic needs offered by Cañada
  - Have posts that revolve around events, but also "needs to know" (priority registration dates, final exam schedule and tips, tutoring hours)

- FREE COLLEGE/Financial Aid/Basic Need Support

- Through December and January, spotlight programs 3+ posts per week, encouraging class registration. Continued with late start classes in late January.

- Met with: instructional programs, Umoja and Puente Programs, student life, international students, VROC, CTE programs, etc.

- Asked professors to email photos they find compelling from their class/on campus, such as in-class speakers, class projects, etc.

- Posted videos of student life/campus events that students can become involved with

- Spotlight on new Kinesiology & Wellness Building: showcase educational opportunities and athletics

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Work Contributing to Recommendations 8 & 9

Social Media: Since October:

- Daily presence on Facebook, Instagram and LinkedIn
- Instagram and Facebook is getting 15,000 to 20,000 views/month (previously 3,000 to 4,000 views/month)
- For each platform increasing about 50 new followers a month
- 25 percent of Instagram posts are reaching users who had previously not had a relationship with Cañada College

To expand our audiences and further our reach, all Instagram posts include #hashtags: #communitycollege #collegedays #communitycollegelife #collegelife #redwoodcity #menlopark #eastpaloalto #paloalto #canadacollege #cañadainyourcommunity #woodside #cañadainthecommunity #cañadacollege #coltpride

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Social Media Impressions

	FB Posts	FB Organic Impressions	FB Shares	IG Posts	IG Impressions	IG Likes	LinkedIn Organic Views
Sept. 2022	8	3,880	5	4	3,594	181	97
Oct. 2022	44	18,991	47	33	18,125	1,165	6,382
Nov. 2022	36	21,815	18	29	15,559	837	9,376
Dec. 2022	41	17,587	38	40	21,759	1,153	14,539
Jan. 2023	41	21,509	55	54	29,560	1,553	10,335

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Sample Story Posts on IG/FB
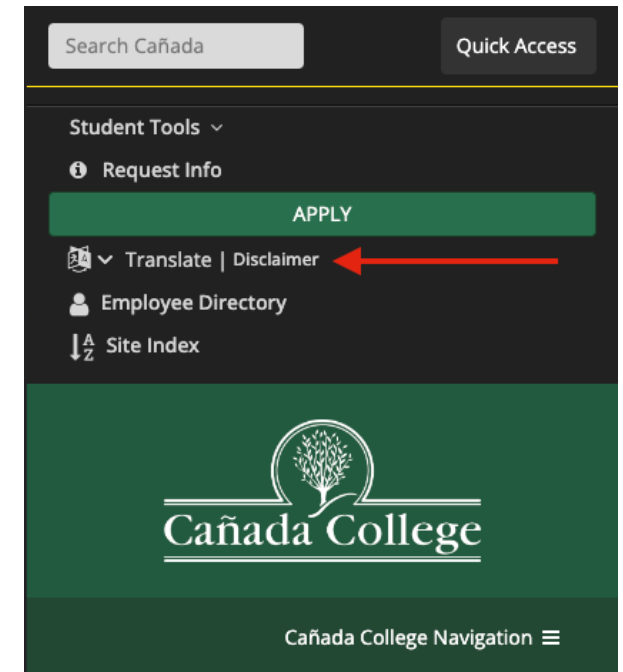
Our College Website

Strategies underway or complete include:

- Hiring a temporary, short-term consultant to work with campus community to update the content on college wide websites

- Lead a Web Content Group (students and employees) to review and discuss important content and design changes to college website

- Implemented Google Translation widget to allow users to translate website content in 130 + different languages

- Redesigned student facing websites such as the Admissions & Records website to facilitate the enrollment process for prospective student and enhance user experience

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Our College Website

Desktop/Tablet View and Mobile View:

Our College Website

Strategies underway or complete (cont'd):

- Addition of campus hours website to promote offerings for evening and weekend students

- Addition of collegewide online public events calendar which allows the campus and greater community to more easily access inclusive and diverse activities the college is hosting for students and the community

- Auto generate captioning on videos before embedding on website, ensuring accessibility

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Our College Website

Strategies underway or complete (cont'd):

- Align with standards for web content and accessibility to ensure we reach a wider audience, promote equality, and comply with legal requirements such as the Americans with Disabilities Act (ADA) and the Web Content Accessibility Guidelines (WCAG)

- Accessible websites can improve the user experience for all visitors, not just those with disabilities, and can have a positive impact on search engine optimization (SEO) and overall website performance

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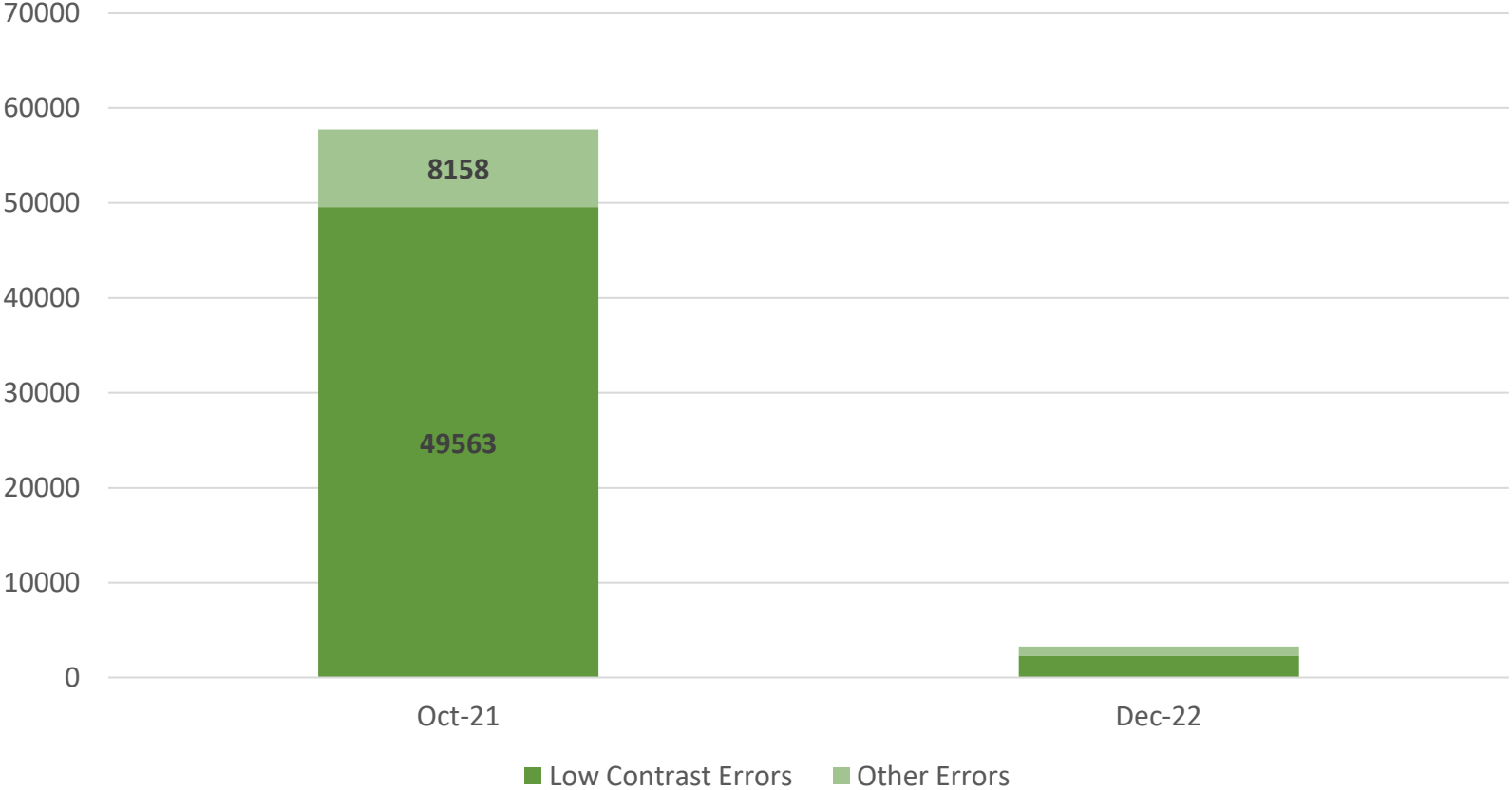
- Student stories (simple quotes and photos) to be used in multiple ways: social media, videos, web, printed collateral, etc.

- Student stories can feature:
  - student's culture and future goals
  - challenges of food insecurity, homelessness, working multiple jobs, etc.
  - Promise Scholars Program and/or Free College
  - Spotlight on CE/Strong Workforce, ESL, CWA, etc. programs
  - Successful transfer stories

- Celebrate our College as an HSI/AANAPISI institution and share a wide range of student stories

- Connecting with community-based programs through social media

CONTENT IS KEY.

@CONTENTKEY

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Resources Needed

- **Full-time Communications Manager -** Our Social Media Consultant is part-time, short-term and a temporary solution until a full-time Communications Manager is in place to work with the campus community and continue building momentum in sharing Cañada's story

- **Marketing is a team effort–** Marketing can not be in all places at once. Looking to faculty, staff, students share updates and/or content to help Marketing share activities/programs offered at the College

- **More student and employee participation in Web Content Group** – Meets virtually 1 hour/month

- **Full-time Web Promotions & Content Coordinator** – A short-term web content consultant is not a sustainable solution to ensuring our 16,000+ page website has current, impactful and relevant content

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Questions?