



Mission College Marketing and Public Relations Office

We are here to serve the Mission College community. Things we will be implementing in the upcoming months:

- Consistency. Similar look and feel.
- An Event Calendar to track/promote events.
- Better search and cleaner web pages.
- A cleaner online directory.

- Your class/department is not alone. Our office is here to help you!
- Streamlining the process. Many programs have gone out on their own, where consistent messaging and branding might be warranted.
- We will promote what is going on. But need your help! Take pictures at your events. Tell us about speakers. Tell us what your current/former students are doing. We will make our best efforts to be at many of them, but sometimes we can't make it to everything.

Priorities will be made in the following order:

- Increasing and maintaining enrollment.
- Promoting events which benefit the students and the MC community.
- Promotion of the college and its programs, which include grant funded programs.
- Requests by the WVM Board and in the name of Accreditation.
- Time and resources available.

Ways we will promote:

Some examples of promotion include our Social Media Channels, Facebook (@missioncollegesantaclara), Instagram (@go2missionSC), Twitter (@go2missionSC) and LinkedIn. We also have internal monitor signage, catalogs/schedules, brochures, posters and postcards.

Event Calendar:

In the near future we will have an online product for collecting and promoting events on campus. Events not listed on the calendar, may not be promoted. Submissions will be available online and must be a MC event hosted, coordinated or sponsored by the Mission College community. Details forthcoming in regards to how to use the system.

There are a number of classes, clubs and events that occur every day on our campus. We may not be able to promote every event and class in the same way. We encourage leaders in their respective areas to meet with the Director in regards to needs for certain events.

Follow Us and Encourage Your Students to Tag us:

Facebook: [facebook.com/missioncollegesantaclara](https://www.facebook.com/missioncollegesantaclara)

Instagram/Twitter: twitter.com/go2missionSC or [Instagram.com/go2missionSC](https://www.instagram.com/go2missionSC)

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Should you want to start a Social Media Page (Facebook, Twitter, Instagram)

- Keep it Visual. Be Consistent
- Promote Yourself and Others.
- Is it Interesting?
- Cross Promote and Tag.
- Don't Post if You Don't Have Anything.
- Create a list of like-minded pages (borrow ideas, similar posts, similar interest)

HOW TO START

- Ask us about what to "name it" (we will figure out a short URL for you)
- Make us an Admin (so in case you leave, we don't have to start new)
- Create a calendar of major events.

WHAT TO POST

- Ask your members of their interests.
- Something Interesting
- Photos with your Class
- Tips and Tricks
- Accolades and Awards
- Job openings/internships
- Speakers to Class/Team
- Alumni/Student Happenings/Jobs
- Student Projects
- Historical Posts #TBT #FBF ... what was done in the past
- Products and Services That You Use
- Basic Information / Schedules
- Does it Make You Chuckle?

REMEMBER...

- Don't Force It!
- When You Have an Event.
- When You See Something.

FILE SIZES

- Look at the file size, if it's 1.5MB or bigger, it's perfect. 30K is not.

GENERAL RULE OF THUMB...

- For Facebook, 1-2 posts a day if larger following, a few times a week if smaller. Basically stay consistent; For Twitter, 6-10 tweets a day, depending on size of your audience.
- It is a social medium, some negativity exists.
- Trolls will post to get attention (simply delete)
- Negative posts with a "point" should be responded to quickly. Escalated if needed. Responding to falsehoods actually helps your brand.
- Crisis Communications... if there is a serious problem, discuss immediately with upper management ASAP. Social Media can also be your eyes on such things in advanced.
- Be our eyes and ears on campus.
- Promoting others (rather than yourself) will build your feeds faster
- Avoid "weeds" Posting a lot without a purpose. Quality over Quantity.
- Stay consistent. Don't post once and then not again for two weeks.
- Sometimes bad posts will happen. Breathe, react, respond.
- Don't stress if you don't have time. Marketing can help you!
- Work with Marketing to help.

