



Hocking College Social Media Plan

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A. Organization's core mission

- a. **Mission Statement** (Source: Hocking.edu): Hocking College provides a unique, innovative, and quality education in a supportive experience-based learning environment, preparing students for employment and transfer education opportunities, while teaching the value of lifelong learning, promoting diversity and developing citizens who are engaged in their local and global communities.
- b. **Commitment to Diversity:** The mission of Hocking College is immeasurably enriched by the students, faculty and staff many flavors, not just those typically considered--race, religion, color, age, gender, national origin, sexual orientation, physical challenge, or marital status--but also in thought, political persuasion, physicality, and spirituality.

Hocking College is committed to fostering an inclusive environment where the individual differences among us are understood, respected, recognized as a source of strength, and valued as qualities that enrich the environment in which we work.

Hocking College believes that diversity is a matter of institutional integrity and plays an integral role in educational excellence. Students learn better in a diverse educational environment, and are better prepared to become active participants in our pluralistic global society.



Our institutional commitment to diversity is made visible through celebration, through opportunities for introspection, and through artistic expression. It is a commitment that never ends, an open and ongoing dedication to creating an environment within which all individuals feel safe, valued and welcomed.

Hocking College expects the members of our campus community to promote this vision as fully and conscientiously as possible.

c. Market Position: (Source: Hocking College Spring 2013 Marketing Plan): Hocking College needs to define itself as the alternative to the four-year college for the traditional-age student, and a viable option for those traditional and non-traditional students who may not have the confidence in their ability to complete a degree. For those students who have competing priorities, the college should position itself as a convenient, low-cost way to complete a degree, while reinforcing the necessity for a degree. The college needs to tell the story of the hands-on advantage to those students who may not excel in traditional classroom settings.

B. Organization's social media goal(s)

- a. General:** Maintain a cohesive image of Hocking College throughout all media and be available for engagement on a frequent basis. Monitor all social media avenues and remove inappropriate content, as defined by established guidelines on the media, if necessary.
- b. Strategic Goal #1:** To develop a large, engaged audience base.
- c. Strategic Goal #2:** To increase reach to females and males ages 18-24 (traditional students) and ages 25+ (non-traditional students) by two percent.



d. Strategic Goal #3: To be a resource by providing relevant, up-to-date information and news to the community and Hocking College's customers.

f. Individual Platforms

- 1. Website:** The website, Hocking.edu, should serve as the main hub / source of information for past, current and potential faculty, staff, students, parents and community.
- 2. Facebook:** The Facebook page should be the secondary hub of the college. Many text and photo updates shall be posted on the page regarding news and events. Topic examples include: holiday hours of operation, scheduling deadlines, campus events and achievements. Visitors of the page should be linked or referred back to the website for more detailed information.
- 3. Twitter:** The Twitter profile should be linked to the Facebook page and will push the same content, until more time can be dedicated to individual platforms by the Director of Public Relations and Marketing. Visitors of the Twitter profile should be linked or referred back to the website for more detailed information.
- 4. Instagram:** Instagram should be used to share photos of campus events, programs and the atmosphere / scenery of the campus. Visitors of the Instagram profile should be linked or referred back to the website for more detailed information.
- 5. LinkedIn:** LinkedIn should serve as very general source of information about the college. The LinkedIn page should also be the official page that employees have listed



on their profiles. Visitors of the page should be linked or referred back to the website for more detailed information.

- 6. YouTube:** The Hocking College channel should be used to share promotional videos of students, the college and the college's programs. Updates from the administration and event coverage should also be shared through this medium. Visitors of the page should be linked or referred back to the website for more detailed information.

C. SEO Strategy

a. Unpaid SEO

- 1. Traffic:** Hocking College will take the three types of website traffic into consideration: direct, referral and search traffic. The college will take steps to generate organic search traffic to the website, hocking.edu.
- 2. Text Content:** The strategy is to continue to create a website / hub that past, current and potential students, parents, faculty and/or staff are interested in. The website will remain well-organized and be frequently updated with current, relevant and informational content.
- 3. Images:** Images will be used on nearly every page of the website. These images should be relevant to the content, clear and include a cutline.
- 4. Links:** Include links whenever relevant and possible. Inbound links to Hocking College's website from an external source is instrumental to improving SEO.
- 5. Website Navigation:** The website should be easy for users to navigate and have accurate categories, tabs or pages of information.



b. Paid SEO

- 1. General Keywords:** Ohio two-year degree, career training, Ohio technical college, on-campus housing, Ohio associate degree, Ohio associate degree program, transfer program, affordable tuition, Southern Ohio college.
- 2. Program-Specific Keywords:** business management degree, accounting degree, wildlife management degree, natural resources degree, heavy equipment management degree, social services degree, criminal justice degree, culinary arts degree, baking degree, fire and emergency services degree, physical therapy assistant degree, natural resources law enforcement degree, hotel and restaurant management degree, advanced energy degree, music management degree, police science degree, medical assistant degree, ecotourism degree.

D. Listening

- a. Developing Understanding:** The college should seek to know and better understand the college's various audiences, before asking or seeking anything from the audiences. Be available for engagement on a frequent, almost constant, basis.
- b. Addressing Complaints, Concerns and/or Suggestions:** Hocking College will listen to the complaints, concerns and/or suggestions of its past and present students, faculty and staff. In addition, Hocking College will listen to parents and educators at the high school and collegiate levels. Legitimate complaints, concerns and/or suggestions will be addressed, such as budget information, parking issues, etc. Steps to aid in the giving of information or resources will be taken. However, comments such as the weather is a problem, "why do we



have school the day before thanksgiving?”, etc. will not be addressed, rather those comments will be ignored, so as not to stir any more irrelevant conversation. Since Hocking College is a public institution, comments cannot be deleted from social media pages unless they contain the “Seven Dirty Words” as used by comedian George Carlin. The reasoning is because of freedom of speech ruling during *FCC v. Pacifica Foundation* (1978).

c. Competitive Observation: Monitor competitors’ websites, social media and other content to benchmark Hocking College against other two-year institutions such as itself. Observe policies, campaigns or programs similar colleges employ.

d. Monitor Hocking College in the News: Create Google News Alerts for “Hocking College” and any special campaign or program that may be running to keep tabs on information being provided to the public.

E. Voice

a. Clarity and Attitude: The voice of Hocking College should be that of clarity and should not include any slang language. The voice should foster a positive attitude and content should add value to the readers.

b. Images: Images will be used throughout the website and social media mediums when relevant and possible. These images should promote a program, event or cause that Hocking College has created or endorses.

F. Outreach

a. Targeting Various Audiences: (Source: Hocking College Spring 2013 Marketing Plan):

Hocking College will target the primary markets of 18-24 year olds (traditional students) 50



miles from all campuses, 25+ year olds 50 miles from all campuses (non-traditional students) and current Hocking College students. Secondary target markets include parents of 18-24 year olds (traditional students) 50 miles from all campuses, student supporters (family, partners), alumni, Hocking College faculty and staff and community members.

G. Engagement

- a. Content to Engage:** Videos (YouTube), newsletters (Verbatim, Student Centered), images and text.
- b. Hours of Engagement:** Engagement (interaction) with the various audiences will take place from 9 a.m. - 5 p.m. Monday - Friday, however the Director of Public Relations and Marketing will monitor social media on an almost constant basis, even during non-work hours to make sure that content is appropriate and that no situation needs immediate attention.

H. Risks

- a. Humor:** Jokes are to be seriously considered before being posted. For most circumstances, humor is not necessary to aid in the achievement of the college's goals and objectives.
- b. Question-format posts:** Be cautious of how posts are worded. If a post is created in a question format, it can sometimes trigger or encourage negative and pointless feedback. For example, "Have you liked these Hocking College Facebook pages yet?" Response: "Nope, the programs are all stupid and wastes students' money."
- c. Being Discussed in the Media:** Events or news can spark interest in the community, newspapers or T.V. It is important that the college remain up-to-date on the information being



distributed by the media and respond in an appropriate manner on social media and when replying to people's comments on social media regarding the situation.

d. Employees on Social Media: View additional handout regarding Social Media Policy for Faculty and Staff

e. Complaints, Concerns and/or Suggestions: See section D(b)

I. Evaluation of Goals

a. General: Verify that Hocking College is maintaining a cohesive image throughout all media and has been available for engagement on a frequent basis.

b. Strategic Goal #1: View "engaged users" tool on Facebook analytics to see if engagement has increased since start of social media plan.

c. Strategic Goal #2: Evaluate if reach to females and males ages 18-24 (traditional students) and ages 25+ (non-traditional students) has increased by two percent since start of social media plan, by using Facebook analytics tool.

d. Strategic Goal #3: Gauge whether Hocking College has been a resource by providing relevant, up-to-date information and news to the community and Hocking College's customers through the number of posts / content published on a weekly basis.

f. Individual Platforms

1. Website: The website, Hocking.edu, should be the main hub / source of information for past, current and potential faculty, staff, students, parents and community. Google Analytics will be used to monitor a wide variety of activity, such as demographics, behavior and the technology used to view the site by customers.



***For the following:** Evaluate whether visitors of the page were linked or referred back to the website for more detailed information, as stated in goals.

2. **Facebook:** Use Facebook insights to evaluate various aspects of effectiveness, such as reach, engaged users, likes, demographics of users and location of users.
3. **Twitter:** Influence will be determined by using Klout. Although Klout is not necessarily a sound tool, it can provide measurement about increased or decreased activity.
4. **Instagram:** Instagram will be evaluated on the number of photos/posts made on a weekly basis and the number of likes received on those posts. Evaluation can also be determined by calculating the percentage of events that were covered using the platform.
5. **LinkedIn:** LinkedIn should be evaluated on the basis of maintaining up-to-date content. Alumni and employees that list Hocking College on their profiles should be confirmed to ensure that individuals are not falsely using the Hocking College name.
6. **YouTube:** The Hocking College channel evaluation will be based upon the number of views per video on the channel.

J. Key Message Points (Source: Hocking College Spring 2013 Marketing Plan):

- a. You can do it! Hocking College is a realistic option; academic support services and financial aid are available
- b. Apply your passion to a new career, it's time for a college experience that emphasizes experience



- c. You can get a degree and successfully manage your busy life. Hocking offers student services for working students, and schedules/formats to fit in your busy life
- d. The Hocking College Logan and Perry Campuses offer a close, affordable option for those students looking to take the first two years of a bachelor's degree.

K. Various Content Ideas

- a. Quotes from current students about their programs
- b. Student referrals- have one student per program that prospective student can email
- c. Post links to programs
- d. Post scholarship opportunities
- e. Student organizations / campus activities
- f. YouTube videos - Apply Your Passion
- g. Post brochures online under programs
- h. Emphasize Hocking College's affordable tuition
- i. Emphasize Hocking College's on-campus housing, shuttle buses, etc.
- j. Multiple campus locations with opportunity to transfer to four-year institution
- k. Opt-in to email link