



**Student Services & Marketing
Social Media Content Partnership**

Background

- Marketing and Student Services partnered for a pilot in the Fall 2023 semester to identify how Student Services and the CAN student experience can be amplified on our social media channels, specifically receiving student input and incorporating the student voice into our strategy
- Marketing and SSPC held a social media brainstorm where students and staff conceptualized ideas around promoting registration to students via social media
- Based off of the ideas from the brainstorm, Marketing presented recommendations to SSPC to assist Marketing in providing the information to build social media content. This includes sharing program updates, students to feature, photos, videos, etc.



Recommendation #1

Hold Student Services social media brainstorm meeting with students, Student Services professionals and Marketing team at least once per quarter

- Timeline: Hold meeting every three months. If recommendation is accepted, in March the Marketing team will work with SS program leads to identify staff and students to join meeting and send Doodle poll set meeting.
 - Identify one SS professional and student per SS program to join the quarterly brainstorm meeting: VROC, Student Life, Promise, TRIO, Financial Aid, Counseling/Welcome Center, etc.
 - The goal of the meeting:
 - Gauge the effectiveness and challenges of strategies implemented from last meeting – did it work or what can we do different?
 - Keeping student voice/perspective top of mind, identify new strategies that align with new services and/or discoveries within Student Services
 - Incorporate student feedback for content building and brainstorm ideas for videos and posts
- Identify resources- what SS professionals and students can support Marketing to recruit students or employees to record content?

Recommendation #2

Marketing to create and send calendar invite for content submission reminders to uplift live voices from students as well as Student Services Staff and Faculty

- Marketing to send reminders every other week to Student Services leads to email canmarketing@smccd.edu (or create a Dropbox for upload) with hot news, student success stories, department spotlights, photos and videos, arrange time for Marketing to capture content, etc.
- Timeline: Send calendar reminder for first and third Friday morning of every month (or as recommended by SS leads). If recommendation is accepted, in March the Marketing team will send calendar invite reminders.

Questions & Discussion on Next Steps

