

SOCIAL MEDIA AS AN OUTREACH TOOL

PRESENTED BY JONATHAN SAXON
& KRISTELL NUNEZ



PRESENTATION TOPICS

1. Introduction
2. Platforms
3. @ vs #
4. Tools
5. Content
6. Q & A



@ vs

- @ - “at sign” goes at the beginning of your account name
- Ex: Follow us **@arclavc!**
- # - type a “hashtag” at the end of a post making it easier for users to find messages or specific themed content
- Ex: **#TechFest**

MOST POPULAR PLATFORMS



Twitter



Instagram



Facebook

VIDEOS



Use this platform to archive long form videos for public viewing.



Use these platforms to post short videos.

TOOLS: GRAPHIC DESIGN - CANVA

- **Not** “Canvas”
- Graphic design made easy
- Great for making digital flyers
- canva.com



TOOLS: SCHEDULING POSTS - SOCIAL PILOT

- Schedule your posts for multiple platforms
- Saves time
- Instagram requires separate app
- Socialpilot.co
(".co" **not** ".com")



SOCIALPILOT

TOOLS: SCHEDULING FOR INSTAGRAM - LATER

- Schedule posts ahead of time
- Made for Instagram
- later.com



TOOLS: ARCHIVING DIGITAL CONTENT - GOOGLE DRIVE

- Store your content
- Helpful when sharing content with team members
- google.com/drive



Google Drive

BEST PRACTICES: CONTENT

- Know your audience
- Keep information simple & concise
- Readability is crucial



BEST PRACTICES: POLICIES

- **Is my account an “official” LAVC account?**
 - If you start your own LAVC social media account, it is not considered an “official” LAVC account
 - Nonetheless, the ethical thing to do is to still follow all LAVC regulations because you are acting as a rep of the college
- **ADA Regulations**
 - Include a notice about accessibility on event flyers
 - Include subtitles on videos



BEST PRACTICES: PHOTOS

If other people are in your photos, be sure to get permission to post.



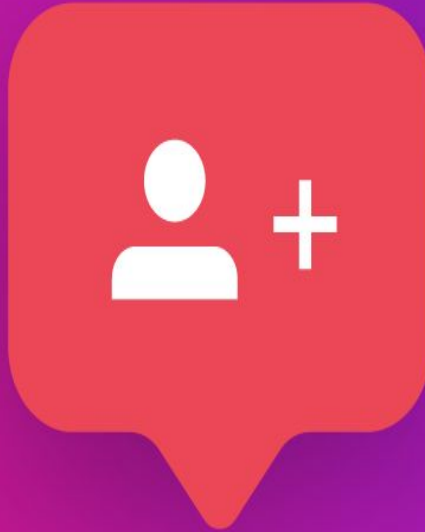
CONTENT: BRANDING

Consider creating a logo that can be added to your digital and printed flyers.



SUGGESTIONS FOR INCREASING FOLLOWERS

**Along with creating
interesting content,
you can...**



- **Deliver short presentations in classrooms, at workshops & special events**
- **Post signs around campus**
- **Make announcements on LAVC homepage**
- **Include your social media platforms in your email signature**