Selkirk College Social Media: Program/Service Pages

A Review

Background: Early in the days of social media, Selkirk College embraced this new medium as a way to reach a captive web audience. We established main pages; pages for services and programs; pages for schools.

Today:

2018 worldwide numbers:

- 2+ billion active users on Facebook
- 700 million on Instagram
- 328 million on Twitter

Selkirk College is active on all three of these mediums and is very successful in our reach. The reason is that we continue to offer high quality, meaningful and relevant content that speaks to people in our immediate community as well as around the world.

September 2018 numbers:

- Selkirk College on Facebook (close to 8,000 likes)
- Student Central on Facebook (over 1,200 likes)
- Selkirk College on Twitter (2,300 followers)
- Selkirk College on Instagram (1,600 followers)

Problem: Selkirk College social media family has grown to over 40 pages on Facebook, There are five Instagram accounts and several Twitter accounts. While this could be considered robust, unfortunately, it's spread our efforts too thin. The following are the primary reasons for review of our current state:

- Limited time of the online marketing coordinator
  a. Monitoring close to 50 social media pages, at varying degrees is too much. Tasks include but aren't limited to: managing page roles, monitoring for problem posts, answer private messages, hiring student moderator, monitor student moderator, arrange payment for student moderator, share to pages when applicable
- Limited Marketing & Communications department budget and time resources
- Pages created but not maintained degrade the program or service they are representing as well as Selkirk College's over all brand.

- Marketing, communication and recruitment efforts should be focused through limited, gold standard, flagship pages rather than spread thin across many mediums. (See Social Media 2018-19 Goals below)
- Program and service pages have evolved to a community building tool rather than marketing for Selkirk College.
- Program and service pages currently require uneven levels of support.

Social Media 2018-19 Goals:
- Explore current trends such as video and live stream
- Increase contests and opportunities to engage
- Increase likes to the Selkirk College Student Central page to reach more students about future initiatives, events, etc.
- Attract User Generated Content to use in all marketing platforms (UGC is super effective. By some estimates, it can generate 6.9x higher engagement than brand-generated content)
- grow employee interactions/support on our social media by 10% in 2017/18
- Grow the internal of tagging sponsors and partners in specific initiative to showcase partnerships as well as provide recognition for sponsors (ie FORTISBC, Teck for GLOWS, school districts for specific recruitment initiatives, organizations for student scholarship celebration)

Solution to Problem:
To focus on department priorities and strengthen our flagship pages:
- the Online Communications coordinator will move to a supportive role only
- employees will take ownership of these pages including hiring the student moderator
- employees using Facebook will

Action Plan: Programs/Departments using student Facebook moderators are currently being contacted individually to facilitate transition to the new system.
1. Compose positioning statement
2. Compile resources at My.Selkirk.ca to set programs up for success with student moderator program
3. Outline criteria each page will be required to follow to follow to maintain an official status
4. Outline responsibilities for employee moderator