

South Texas College Editorial Calendar

November 2018 – October 2019

Presented by

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Section I. Strategy Overview

Public Relations Objectives

South Texas College has hired Interact Communications to develop long-term marketing and branding strategies. The core focus of the marketing plan is to integrate traditional and digital media, as well as public relations activities, to leverage PR and Marketing's advertising budget for the greatest possible impact on awareness and enrollment. The content in this editorial calendar has been curated to circulate the appropriate messages, with the appropriate timing and choice of platform, to engage the college's target audiences and inspire action.

The main Campaign goals are to:

1. Build positive perceptions about South Texas College throughout the region.
2. Reinforce community pride in South Texas College.
3. Increase "top-of-mind" awareness, throughout Hidalgo and Starr Counties, of the programs offered at the College's five campuses (as well as online) and support enrollment efforts.

The main Public Relations goals are to:

1. Lay out a strategy to guide the creation and implementation of media relations activities and organic (aka non-paid) social media activities.
2. Develop content that can be used on the South Texas College media site, on social media, in press releases and news advisories, and in other publications, both electronic and print.
3. Raise awareness, through engaging content, about the learning and career advancement opportunities that exist at South Texas College.
4. Promote the cultural and enrichment opportunities, such as music, art and theater performances, of South Texas College.
5. Position South Texas College as the premiere educational choice for general education, career education, lifelong learning, as well as in the region and beyond.

Target Audiences

1. **Traditional Transfer Students.** Potential students, as well as students who have applied to South Texas College but not enrolled, and high school students who are in dual programs.
2. **Non-traditional.** Students 24 and older who are just beginning their professional careers, looking to advance in an established career, or interested in changing their career trajectory.
3. **Parents and Influencers.** Parents of high school students and young adults, as well as those who influence the decisions of that population (high school counselors, extended families, etc.).
4. **General Public.** The general public, including members of the business community, local organizations, alumni and as those who influence older students (families, employers, etc.).
5. **Internal Audiences.** Administrators, staff, faculty and current students.

Desired Action

The main goal of these public relations activities is to increase positive perception of South Texas College among its multiple target audiences, increase pride and support for the college, and drive applications and subsequent enrollments. However, there are other benchmarks we can use to measure our success. The following action elements can be tracked throughout the life of the campaign:

1. Increase media coverage.
2. Increase engagement with social media and the website by key audiences.
3. Encourage enrollment growth.
4. Engage business, labor and industry to continue to develop and maintain partnerships.
5. Encourage community involvement.
6. Increase grant providers' awareness of South Texas College.

Section II. Communication Platforms

Communication Channels, Target Audience & Message Frequency

News Articles

Interact will research and write two news articles each month (see Section III for messaging topics). News articles will be given to South Texas College staff to be posted on the College's news site, for dissemination as press releases to news media, and for use in South Texas College publications.

Social Media

Each finalized story will have an accompanying social media post to be shared on the College's various social media platforms. Photography and video assets used in the story will also be made available, if applicable.

Email Marketing

Interact suggests that South Texas College use an electronic e-newsletter to distribute the two articles that Interact will be writing for the College each month. This is an effective way to reach key audiences with these stories of interest. Interact can create an electronic newsletter template for STC, which would count as one of the creative items that Interact is contracted to complete in the 2018-19 year. The college would be responsible for creating and distributing the newsletter. The newsletter would be an ideal vehicle to distribute other content created by the college, as well.

Section III. Deliverables

News Article Topics

Interact Communications will perform all research, reporting and writing tasks related to the two monthly features, but will rely on South Texas College to provide contact info for potential interviewees. This ensures that subjects realize they are representing STC, and are comfortable being featured .

interviewees could include faculty, students, employers, professionals, administrators and others in the region who have knowledge and connections to the college. STC marketing and public relations staff will also assist in gathering specific facts, figures, statistics and other relevant information, as well as provide any video or photography assets that might enhance the visual appeal of the features.

Each planned article is listed below beneath the month it is slated to be published. The writing and producing will occur in the month prior. Topics can be updated or adapted at any point during the year to cover items of interest to the college. However, the total number of articles should not exceed two per month, unless specially requested. It is the responsibility of South Texas College staff to post this content to the STC media site.

Also included in this list are suggestions for organic social media posts, which South Texas College is responsible for producing. These organic post suggestions are separate from the social media posts that will accompany the featured articles. The "Content" section on page 18 offers suggestions on specific options for organic social media posts, as well as general social media tips.

November **Articles**

- Nursing & Allied Health Feature
 - This article will take a look at how students in different nursing and health care professions are learning to work as a cohesive team at STC. Through their practical training, each member is playing an important role in patient care and working together to improve patient care as they would in the field. The programs to include in the article are Occupational Therapy Assistant (OTA), Respiratory, Vocational Nursing, and Emergency Medical Technology (EMT). Please include the college's new facilities including the new simulation hospital.
 - Photo Suggestion: The students from different health fields working in one of the new labs.
- Veteran Profile and Veteran Services
 - Let's do a story highlighting the services and programs STC offers veterans and their families. The college has already featured a veteran in a student profile, Enrique Cervantes. He can provide the student perspective on how STC has helped him succeed. And we can talk to the coordinator of veteran's enrollment services. The campus has been designated as "Military friendly" campus. The

story can promote the college's Operation Maday, a program where veterans on campus provide assistance to veterans in need in the community. Also include information about how the campuses will honor veterans on Veterans Day. This article is an opportunity to show the programs STC offers, the number of veterans and military families taking classes on campus and that STC is the right place for our veterans. The goal is to grow the veteran population.

- Photo Suggestion: Picture of Cervantes in the Veteran's office.

Organic Social Media Content Suggestions

- Nov. 1 National Author's Day
 - *Who's your favorite author?*
- Nov. 4 Daylight Savings – Friendly reminder.
- Nov. 6 Reminder last day to vote
- Nov. 7 Stress Awareness Day
 - *Listicle: Tips from nursing students on how to reduce stress (physically)*
- Nov. 8 International Day of Radiology
 - *How this invention change medicine forever and tie into Radiology Department*
- Nov. 11 Veteran's Day
 - *Cover the ceremony on campus (Event Coverage)*
 - *Student vignette: Veterans' experiences (Share story)*
- Nov. 14 National Spicy Guacamole Day
 - *Culinary student or faculty share a recipe for great guacamole (Would be great for a top-down video of a student cooking)*
- Nov. 18 National Game and Puzzle Week (November 18-24)
 - *We ask students to identify a cropped photo and where/what it is (Give away)*
- Nov. 20 Top 5 ways to prevent the flu
 - *Nursing or Allied health video about the importance of getting your shot.*
- Nov. 22 Thanksgiving
 - *Poll: Favorite Thanksgiving dish*
- Nov. 24 Small Business Saturday
 - *Pictures: Students working in small businesses they own*
- Nov. 30 Computer Security Day
 - *Have Cyber Security program talk about the importance of updating your password or 2 factor authentications*

December

Articles

- Accomplishments at the Bond Anniversary
 - An overall picture of the 2013 bond measure, what it funded and what has been achieved in the five years since its passing. Focus on what South Texas College students have gained from having the new facilities, and what the community has gained from the programs and events held at these facilities. In the spirit of the 25th anniversary, it would be good to show that this is an example of how the college has grown to accommodate the needs of a changing region and its struggle to pass the measure. The article should also give credit to the community for their role in improving opportunities for local students.
 - Photo Suggestion: Opportunity for "before and after" pictures of campus projects; pictures of students using the facilities: study rooms, labs, events, etc.

- Cyber Security
 - As we head into the largest online spending month of the year, discuss the state of cyber security from the voices of students and instructors in the new Cybersecurity Specialist program, which is certified by NSA. Showcase what they are learning and how these students can help companies protect their information and that of their clients once they embark in their careers. Explain what happens with information, and why these students have selected this program of study (Texas is one of the top 10 states for identity theft, for example -- <https://www.marketwatch.com/story/residents-of-these-states-are-most-vulnerable-to-identity-theft-2017-07-07>).
 - Include sidebar: Tips on how to keep your information private.
 - Photo Suggestion: If you're getting a student in front of the computer screen, try to take it from an interesting angle, perhaps using a computer where the keyboard is lit up. If it has to be posed, perhaps have them in front of servers, if the campus has that type of equipment.

Organic Social Media Content Suggestions:

- Dec. 1 Commencement
 - *Video*
 - *Photos*
 - *Commencement profile*
- Dec 3 Tips for a successful finals week (Dec. 3-7)
 - *Promote CLE & Library Services*
 - *Get "X" hours of sleep*
 - *Best places to study on campus*
- Dec 8 National Brownie Day
 - *Culinary Arts share a recipe on brownies*
- Dec. 10 Human Rights Day
 - *Infographic on human rights violations with comment from criminal justice or political science student/faculty*
- Dec. 10 Stress-relief puppy visits during finals week
 - *Image of students with puppies*
- Dec. 12 Feast of Our Lady of Guadalupe
 - *Image and quote from Mexican American Studies faculty or student on its importance or history*
- Dec. 14 Holiday and New Year's greeting
 - *Produced video of STC Jaguar mascot in a holiday scene (ideally loopable)*
- Dec 25 –Christmas post
 - *Video of random programs saying "Merry Christmas" or "Happy Holidays" or "Feliz Navidad"*

January

Articles

- 25th Anniversary: Profile Founding Board Member Gary Gurwitz
 - Gurwitz is serving his fifth term and is up for reelection in 2022. He has served on facilities and workforce committees, and can give perspective on the advancement of the college in those areas, particularly workforce programs. Why has he dedicated so many years to the college? What has changed?
 - Photo Suggestion: Find pictures from 25 years ago and have him in some of the locations that have had the most change or perhaps the most personal value to him and the people he represents.
- From Apprentice to Leader
 - The youth apprentices are a collaborative effort between STC, McAllen Independent School District, and McAllen's Chamber of Commerce, intended to provide on-the-job training for students who are enrolled in STC's U.S. Department of Labor Registered Apprenticeship Program. Students will work in McAllen businesses gaining experience and possible network connections for future careers. Apprentice occupations include Auto Technician, Heating, Ventilation, Air Conditioning (HVAC) and Culinary. (Please note, we're doing something on Culinary in February and a separate article on Auto Tech)
 - Photo Suggestion: A photo of students working on the HVAC equipment. This could be an opportunity to be creative. If the college has a section of an AC duct, take a picture of the student looking into the duct with a flashlight. Or, shoot a picture from above with the student working on an AC unit (which would show the fan), and perhaps have the student slightly looking up at the camera.

Organic Social Media Content Suggestions

- National Blood Donor Month
 - *Student events, blood drives*
- Jan. 1 New Year's Day
 - *Jerry throwing glitter (looping gif)*
- Jan. 4 National Trivia Day
 - *Question asking for interesting trivia about the region*
 - *Trivia about the college*
- Jan. 5 National Bird Day
 - *Name this bird – post a common RGV bird like a grackle or green parrot*
- Jan. 14 New Year's Resolutions
 - *Question: Resolutions: Worth the time?*
 - *Poll: What are you giving up?*
- Jan. 21 - MLK Jr. Day
 - *Suggestion: Image and Quote*
- Jan. 22 Classes begin
- Jan. 24 It's still chilly
 - *Ask HVAC students for tips to keep heating systems running well in the winter months*
- Jan. 29 Super Bowl (Feb. 2)
 - *Poll: Who's going to win the game*
 - *STC grads attending the game in Atlanta?*

February

Articles

- Culinary Arts: How to make a romantic dinner for Valentine's Day.
 - Tap into the skills Culinary Arts students learn when talking about their favorite romantic dishes. Highlight the new Baking and Pastry Arts Program with desserts that will melt a heart. Show the students' love for the profession and where they hope it takes them.
 - Pictures: Show them cooking the meal, onions sizzling in a pan or a student putting the finishing touches on a plate or splashing chocolate drizzle on a dessert.
- Victoria Quintanilla: From South Texas College to Korea
 - A feature on the STC Grad (two associates degrees) and current Yale student studying in Korea. Talk to her about how STC helped her on her journey and ask if there was something that happened at STC that inspired her to head East, the far East.
 - Photo Suggestion: Victoria outside, on campus.

Organic Social Media Content Suggestions

- Black History Month
 - *Library events on campus*
- Feb. 4 National Cancer Day
 - *Cancer Prevention facts*
- Feb. 7 National Periodic Table Day
 - *Fun fact about the periodic table from science faculty*
- Feb. 9 National Pizza Day
 - *Poll – Favorite pizza topping*
 - *Health care student – How long do you need to exercise to burn off a slice of pepperoni pizza*
- Feb. 10-16 Random Acts of Kindness Week (Second Full Week of Feb.)
 - *Video: interview students on nicest thing a faculty member has done to help them*
- Feb. 12 Lincoln's Birthday
 - *Picture and quote from Lincoln, relevant to current public debate.*
- Feb. 15 Susan B. Anthony's Birthday
 - *Quote*
- Feb. 18 President's Day
 - *Fun fact about Washington*
- Feb. 20 National Engineers Week (Feb. 17-23)
 - *Feature Engineering or AEDT students*

March

Articles

- Applied Technology Bachelor's Program
 - It was the first bachelor's program for the college in 2005. STC is one of three community colleges in the state that is allowed to offer a bachelor's degree. Focus on Medical & Health Services Management program, as industry demand for technology management is growing.

<https://www.bls.gov/ooh/healthcare/medical-records-and-health-information-technicians.htm>

- Photo Suggestion: Ideally a photo of a student working at a computer in health care, perhaps through an internship in a health care setting. This field often uses computer equipment on carts, which we could show the student pushing in the hospital to capture the environment.
- **SWAT Vehicle Redesign**
 - Let's write a story on a collaborative community project that several departments in the STC Division of Business, Public Safety, and Technology will be working on. Cesar Torres, Chief of Police for Edinburg PD, asked for the help of STC in redesigning the inside and adding to the outside of a SWAT vehicle so that it can be used in their department and allow more people to fit inside of it. It is currently stored in the Automotive/Diesel area of campus and the redesign will include additional railings on the outside of the vehicle, a ramming pole added to the front of the vehicle, benches to replace the bucket seats on the inside, and possibly restoring the A/C unit inside.
 - Photo suggestion: Students at work on the vehicle, with enough room to see the size of the vehicle. Perhaps one shot from the inside looking out.

Organic Social Media Content Suggestions

- Women's History Month
- March 1 Read Across America Day
 - *Any events on campus?*
 - *Dr. Seuss's birthday – picture and a quote.*
- March 2 Texas Independence Day
 - *Photo and greeting*
- March 4 National Grammar Day
 - *Top 5 grammar mistakes in listicle from English faculty*
- March 8 International Women's Day
- March 10 Daylight Savings Day reminder
- March 17 St. Patrick's Day
 - *Fun Fact: Irish 32.3 million Americans claim Irish heritage. That's almost 7 times the population of Ireland itself. <https://www.americamagazine.org/politics-society/2018/02/22/infographic-irish-diaspora-united-states>*
- March 31 Cesar Chavez Day (Texas)
 - *Image and quote*
- Upcoming Tax Day
 - *Photo: Students helping to prepare tax returns*

April Articles

- Arts and Cultural Enrichment at STC
 - Write about the Drama, Music and Fine Arts programs and the cultural enrichment they bring to the campus and the region. Include the student clubs: art, music and percussion, as well as the Write about the Drama, Music and

Fine Arts programs and the cultural enrichment they bring to the campus and the region. Include the student clubs: art, music and percussion, as well as the performances the college hosts for the college and the surrounding communities. An opportunity to show these programs, which have not received a lot of attention. Ask if they have graduates going into the arts – and also include the importance of having these cultural activities to enhance their experience as well as their academic achievement. Does it provide a community within the campus? Does it build confidence?

- Photo Suggestion: Great to include a photo of someone performing on stage. Would love to get something raw and unpolished, such as a dancer sweating in a beautiful pose. That would be unusual. This would be ideal to get a video – even a photo video with one of your students playing an instrument, with photos of past events mixed with students practicing (dance, drama, music).
- Women in Science and Technology
 - To accompany the Women and Technology event, a Science, Technology, Engineering, and Medicine feature telling the stories of three or four female students in Computer Specialist, Networking Specialist, Engineering, Architectural and Civil Engineering, and/or Emergency Medical Tech programs. Talk to instructors about how their field has (or has not) changed for women, and how STC is preparing them for a dynamic, challenging career. Showcase new and creative fields, such as Architectural and Visual Technology. Explain the College's crucial role in encouraging women and students of color into this field.
 - Photo Suggestion: It would be great to have a photo of a student and instructor working in a lab or in a health care career setting (med tech).

Alternative story option:

- High-Tech Under the Hood
 - Show how students in the GM Automotive and Diesel Tech programs (partnerships with GM and Ford) are learning more high-tech skills for newer cars. They are also keeping American cars running longer (a tradition that runs deep in Texas).
 - Photo: Ideally showing a student working on a GM car; even better to get a shot of a student or graduate working at a GM service center.

Organic Social Media Content Suggestions

- TBA ComicCon South Texas (no dates yet)
 - *Feature student who is involved or attending*
- April 8 National Empanada Day
 - *Photo of administrator or instructor who has a favorite memory of eating/making empanada*
- April 12 National Library Week
 - *Any library events?*
 - *Highlight some of the online resources through the library as finals approach*
- April 15 Tax Day
 - *Boomerang – Someone jumping for joy after filing her/his taxes*
 - *Fun Fact – Number of people who file extensions. Better late than never*
- April 19 Question: Favorite traditions for the holidays
 - *April 20 Passover*
 - *April 21 Easter Sunday*

- April 25 National Take Our Daughters and Sons to Work Day
 - *Photo – any sons and daughters on campus?*
- April 29 International Dance Day
 - *Video of students who have cool dance moves*

May

Articles

- 25th Anniversary Year: Dual Credit Program
 - In 1997 the program, now one of the largest in the nation, started with eight dual credit students; the campus now has 16,000 students from 22 school districts and 79 high school sites. Show the benefit for the region, economically, and highlight those students who have continued their education at STC.
 - Photo Suggestion: A student who is now taking classes at STC, doing work in that field. Great to highlight one of the labs.
 - Infographic Suggestion: The amount of money the students saved per year by participating in the dual credit program. Show where students can go from this program, including STC.
- Festo Robotics “Kid Camp”
 - Interview some past participants, kids/parents, ideally a parent who is also a student at STC, to talk about the program. Include STC participants views on how this could have benefited them if they had something like this early on. This shows STC as a resource. Expand to include other opportunities available to kids during the summer (sewing, guitar/music, etc.). Perhaps we can consider shifting to May so we can use to also promote those opportunities.
 - Photo Suggestion: Use last year’s photos of children working on the machinery, ideally with STC faculty or students in the picture.

Social Media Organic Content Suggestions

- May 1 International Workers Day
- May 4 Star Wars Day
 - *May the Fourth be with You.*
- May 6 National Nurses Day
- May 8 Prepare for finals week (starting on May 10)
 - *Counselors provide tips on preparing to take tests*
 - *Photo: Puppies on campus to reduce stress*
- May 10 SimMom for Future Moms
 - *Photo of students working with the Simulation mother, showing future health care providers for mothers.*
- May 12 Mother’s Day
 - *What are your favorite Mother’s Day traditions*
- May 17-18 Commencement
 - *Live coverage (photo, live feed)*
 - *Prior to Commencement: Photos of seniors trying on cap and gown.*

June

Articles

- Continuing the Investment in You.
 - Let's look at Continuing Education at South Texas College that need the most boost for Fall 2019. Let's focus on the ROI for students by looking at the jump in salaries from retraining and added education, and how that effects the student and his or her family/quality of life. Focus on the time and financial investment compared to the higher salaries and other benefits. Technology and trades, business and truck/bud driving would be cool professions to feature.
 - Photo Suggestion: Profile a student and picture them on the job – or even doing something fun/hobby/time with family that they can now afford to do.
- Power People Behind the Cloud
 - Cloud Computing is hot career today, with the industry growing and investment pouring into new technologies in the field. More companies are relying on cloud computing, so having cloud computing expertise is a bonus—particularly when IT departments are being reduced in size. These are the skills companies need. This story should focus on cloud computing and other related learning opportunities available through our Advanced Computer Technology programs, and where jobs are most available – particularly in companies that do sales abroad. The EU's new regulations tightening security for online information is also increasing the cloud computing expertise.
 - Photo Suggestion: Find a student working in the field. This is an opportunity for an abstract picture. A dark room for a background, computers lit up, the main person with a spot light on them, and the colored glow from a computer on him/her.
 - Another option would be to take a picture of a person in a dark room with data projected on to him/her. (The person would be standing in front of a projector with lines of code or numbers projecting onto the screen and the person.)

Social Media Organic Content Suggestions

- June 3 Summer Session 1
 - *Have a student describe a class offered during spring semester*
- June 6 Higher Education Day
- June 16 Father's Day
 - *Question: Best Father's Day gift. These could be funny*
- June 19 Juneteenth <https://www.timeanddate.com/holidays/us/juneteenth>
 - *How do students celebrate this?*
- June 21 International Yoga Day
 - *Great to photograph a Yoga class outdoor. This can be taken in the spring*

July

Articles

- Fire Prevention in the Hottest Months Of The Year
 - Talk with fire science students and faculty about the increase in fires across the country. Do we have any volunteer firefighters? A good option might be “a day in the life of a firefighter.”

- Sidebar tips on fire prevention. (could be used on Social Media)
- Photo suggestion: Students practicing in the field with gear on and using equipment. If this is a “day in the life”: three settings showing the student in the classroom, in the fire house, and using equipment.
- Mechatronics/Automations
 - What does it take to automate manufacturing lines and where are the jobs in this industry? It sometimes has a negative image for taking away jobs. The college is working with 75-85 companies, including Black and Decker. This might be an opportunity to highlight the college’s strong relationships with the business community. Show the benefits to the students by what they gain from these relationships.
 - Photo Suggestion: This is important to perhaps have a representative from one of the companies working with students in the classroom or the student at the partner company.

Social Media Organic Content Suggestions

- July 2 World UFO Day
 - *Ask an instructor in physics or philosophy: Are we alone?*
 - *Something to do during the spring semester and save.*
- July 4 Independence Day
 - *Photo*
- July 7 World Chocolate Day
 - *Photo of baking students creating a dish with chocolate*
- July 10 Summer session II
 - *Photo and have a student describe the class he/she is taking*
- July 13 Car appreciation day
 - *Feature automotive student who has a classic car or who repairs classic cars*
- July 21 HVAC – Air conditioning tips.

August

Articles

- Serve and Protect
 - Talk to local law enforcement, ideally STC graduates, who have used the new Regional Center for Public Safety Excellence building for training. What value does it bring to the region? Crime statistics tend to peak in August, so look at what they are learning to curb crime. Also include the students’ perspective on what they gain from this type of facility.
 - Photo Suggestion: Plan to take pictures during one of the training.
- Fast and Furious Career Advancement
 - Let’s write about “career in a year” options. Let’s find two students who came back college and returned to the workforce within a year. We could also highlight the stackable credential options to take individuals to the next level.

- Photo Suggestion: Depending on the course, it would be good to capture classroom photos of one new course (may have to be taken in the spring, while faculty are on campus).

Social Media Organic Content Suggestions

- TBD New Faculty Orientation
 - *Feature some of the new faculty and the classes they will be teaching throughout the month*
- August 9 National Book Lovers Day
 - *Listicle of librarian's favorite books*
- August 16 National Tell a Joke Day
 - Video: STC community members telling jokes
- August First day of classes
 - *Photograph a new class offered on campus*

September

Articles

- Pathways and Their Importance
 - Interview Child Development and Early Education students to discuss how they can help close the achievement gap, working with very young children and inspiring literacy. Highlight the students working at the MidValley Campus childcare center, where they offer childcare for students, and have them explain how these experiences are preparing them.
 - Photo Suggestion: Pictures of the students working at the childcare center, including bright backgrounds of the play areas.
- A Numbers Game
 - Mathematics is one of the fastest-growing fields in the country. What are graduates doing with this degree? Why do people love it so much? What demand is there in the region, given that the major has more than doubled in students over the past five years. Show its relationship to Engineering, Computer Science and Physics programs.
 - Photo: Picture of students in front of a chalkboard with math equations.

Organic Social Media Content Suggestions

- National Hispanic Heritage Month (9/15-10/15)
- First Day of Classes
- Sept. 2 Labor Day
 - *Infographic*
- Sept. 4 Palmfest International Folklife Celebration
 - *Highlight a student who is involved in this popular celebration held later in the month*
- Sept. 9-15 National Truck Driver's Appreciation Week
 - Vignettes: feature a student in the truck driving program
- Sept. 11 Day of Remembrance
 - *Photos from ceremonies*
- Sept. 12 National Video Game Day

- *Old-school Atari graphics*
- Sept 16: Mexico's Independence Day
 - *Fun facts from Mexican American Studies faculty*
- Sept. 19: Talk Like a Pirate Day
 - *Video of students talking like a pirate*
- Sept. 23 National Voter Registration Day
 - *Video: A student explaining why it's important to him/her to vote*

October

Articles

- Online Campus feature
 - Talk to students in the Import/Export/Logistics program about what it takes to move a product. Look at the journey a product takes and the technology and mechanics that are involved. Follow the product's journey. Let's talk to instructors about how new trade regulations are affecting this field. Highlight any companies that partner with the college, especially companies that hire STC graduates.
 - Photo Suggestion: Take a picture of a student with a product on an assembly line.
- Diagnostic Medical Sonography
 - In honor of National Ultrasound Awareness Month, let's showcase this new program, which is expected to grow 17 percent by 2026.
<https://www.bls.gov/ooh/healthcare/diagnostic-medical-sonographers.html>
 Interview a student in this field about why they wanted to enter the field. Another good option for a "day in the life" profile, if we can identify a graduate who works in the field.
 - Photo Suggestion: Close-up of the student using the equipment.

Social Media Content Suggestions

- LGBT History Month
 - *Student activities planned?*
 - *Quote:*
 - *Fun Fact:*
- National Bullying Prevention Month
 - *Talk to Education or Psychological Science students about tips to prevent bullying among children*
- Oct. 4 National Taco Day
 - *Poll: Best tacos near campus. Or what makes a great taco? Craziest ingredient in a taco?*
- TBA A Night with the Stars
 - *Prior to event: Preview announcement and reminders*
 - *Prior to event: Fun Fact: How many (flowers, lights, etc.) are used for this event.*
 - *Photos: Attendees at the event*
 - *A day later: Graphic of how much money raised*
- Oct. 15 National Clean out Your Virtual Desktop Day
 - *Tips on organizing your computer from a computer science faculty member*

- October 21-27 Medical Assistants Recognition Week
 - *Photo and quote from a Medical Assistant student*
- Oct. 31 Halloween
 - *Reminder to wear culturally responsible costumes*
 - *Events on campus?*
 - *Photo: Anyone dressed up on the day*

Other key events that can be included in social media posts:

- Registration
- Theater auditions
- Annual events
- Library exhibits
- Voter registration
- Student organization events
- Intramural sports

Content Creation

Social Media Posts: Content Types

- Article Teasers
 - *Links to content on the news site*
- News
 - *Links to press releases or news media stories*
- Announcements/Reminders
 - *Academic and social*
- Events
 - *Previews*
 - *Live coverage*
 - *Follow-up coverage*
- Fun Facts
 - *South Texas College*
 - *About a program*
- User-Created Content/Photos
 - *Start Here Go Anywhere*
 - *Students on vacation, during studying abroad, at internships*
 - *Selfies in Sports*
 - *Not just on campus teams.*
 - *South Texas on the Job*
- Facebook Stories – sparks FOMO (fear of missing out, similar to snapchat)

Social Media Post Formats

- Text
- Photos
 - Action shots
 - Boomerangs
 - Fewer “grip and grins”
 - Fewer, but more selective photos
 - More people, less places
 - Zoom in—think of how this looks on mobile
 - Know your platform sizes
 - Write useful captions
 - Use names when possible
 - Give event information: Who, what, when, where...
- Video
 - Types of Video
 - Produced
 - Live
 - Cell phone shorts
 - 90 percent of all content shared on social media was video, according to *Smart Insights*.
 - 86 percent of all web traffic will be video by 2019, according to Cisco.

- Listicles
 - Top 5, Top 10
 - Tips/advice
- Quotes (Stand-alone)
 - On holidays (example: MLK Jr. Day)
 - For fun (What an actor says about a profession with link to program page)
- Audio with photo montage
 - Student answering a “question of the day”
 - Reaction to news
 - Twitter now offers audio-only livestream
- Vignettes
 - StoryCorps style
(<https://itunes.apple.com/us/podcast/storycorps/id250500859?mt=2>)
- Infographics
 - Graduation rates
 - Money raised for scholarships
 - Stats that make STC unique
- Questions/Polls
 - Fun topic
 - News reaction

Content Creation Tips

- Listen and respond to people who post on your social media sites
- Give love, get love—“Like” posts that mention STC
- Keep your social media calendar updated
- Schedule evergreen content
- Use mentions and hashtags
- Social media is a group effort. Find your ambassadors among students and community members
- Engage in the moment – use hashtags during live events
- Use your campus experts
 - A quote from faculty or STC administrator for a hot news topic (This is something that can be a useful tool for news organizations)
- What do you like?
 - Notice what other schools/companies/organizations are doing well and copy it.

Section IV. Results

Activity	Nov.	Dec.	Jan.	Feb	March	April	May	June	July	Aug.	Sept	Totals
News Media Coverage												
Number												
Website												
Visits												
Social Media												
Facebook Fans												
Instagram Fans												
Twitter Fans												
E-Newsletter												
Total Subscribers												
Open Rates												
Click-Throughs												
Unsubscribe Rate												
New Sign-Ups												

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