

PR & Social Media

July 19, 2016



**COLLIN
COLLEGE**

Public Relations DO'S

Crisis Communication



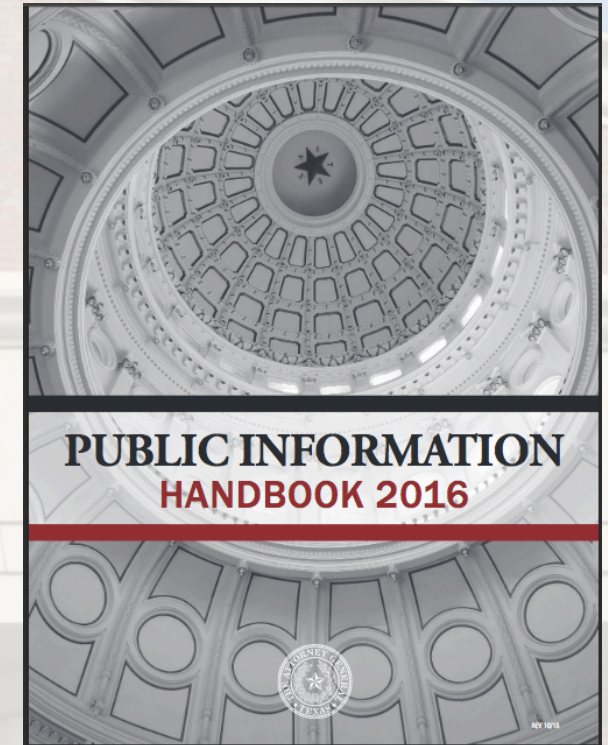
➔ Get CougarAlert texts

Media Relations



➔ Send Media Calls to PR

Public Information



➔ Send requests to PR

Marketing DO'S



Call us for help

- ✓ Marketing plans
- ✓ Strategy
- ✓ Messaging
- ✓ Creative, themes and graphics
- ✓ Publicity
- ✓ Collateral items
- ✓ Cougar News
- ✓ CougarVision
- ✓ CougarMail
- ✓ CougarWeb highlights
- ✓ Video
- ✓ Photography
- ✓ Web communication
- ✓ Social Media

Advertising DO's



Refer alumni & student stories

PROMISE.
POWER.
PRIDE.



Proud Alumni



**PROMISE.
POWER.
PRIDE.**

COLLIN COLLEGE
collin.edu

Richard Cheng
#attorney
#texasmonthlyrisingstar
#collincollegealum

College <news@collin.edu>
day, July 6, 2016 at 4:11 PM
a Vasquez

scribe Action Items



PROMISE. POWER. PRIDE.

The latest testimonial in our **Promise. Power. Pride.** awareness campaign is now showing in a theater near you. Dr. Roderick Hunter, a Collin College alum, has gone on to a stellar career in medicine. A podiatric surgeon and wound care specialist, Roderick brings his mastery of medicine, caring bedside manner and sense of humor to each patient he treats. Visit his website at <http://www.precisionpodiatryclinic.com/services.html> .

Collin College is proud to share Roderick's story and the ways Collin College empowered him to excel throughout his education and in life. Roderick's story will be on screen in Collin County movie theatres through July 14. For a preview of the commercial, click [here](#).



CARLY PATTERSON

Collin College

0:22 / 0:31

Social Media



SOCIAL MEDIA EXPLAINED



"LIKE" IF YOU
THINK MY DOG
IS CUTE



PLAYING
#FETCH WITH
SCRUFFY.
#BESTDOGEVER



WATCH THESE
DOGGONE
FUNNY VIDEOS



GUARD DOG
FOR HIRE!



HERE IS A
VINTAGE PHOTO
OF MY PUP.
#MODELDOG



HERE IS HOW
TO MAKE
YOUR OWN
DOG TREATS



BEST FIRE
HYDRANT IN
TOWN. HIGHLY
RECOMMENDED



EPIC GOOGLE
HANGOUT WITH
MY DAWGS!



LISTENING
TO THE SONG
"WHO LET THE
DOGS OUT?"



CHECKED INTO THE
DOG GROOMER
AND GOT MY
FUR DID



How many people on...



1 billion+



970 million



500 million



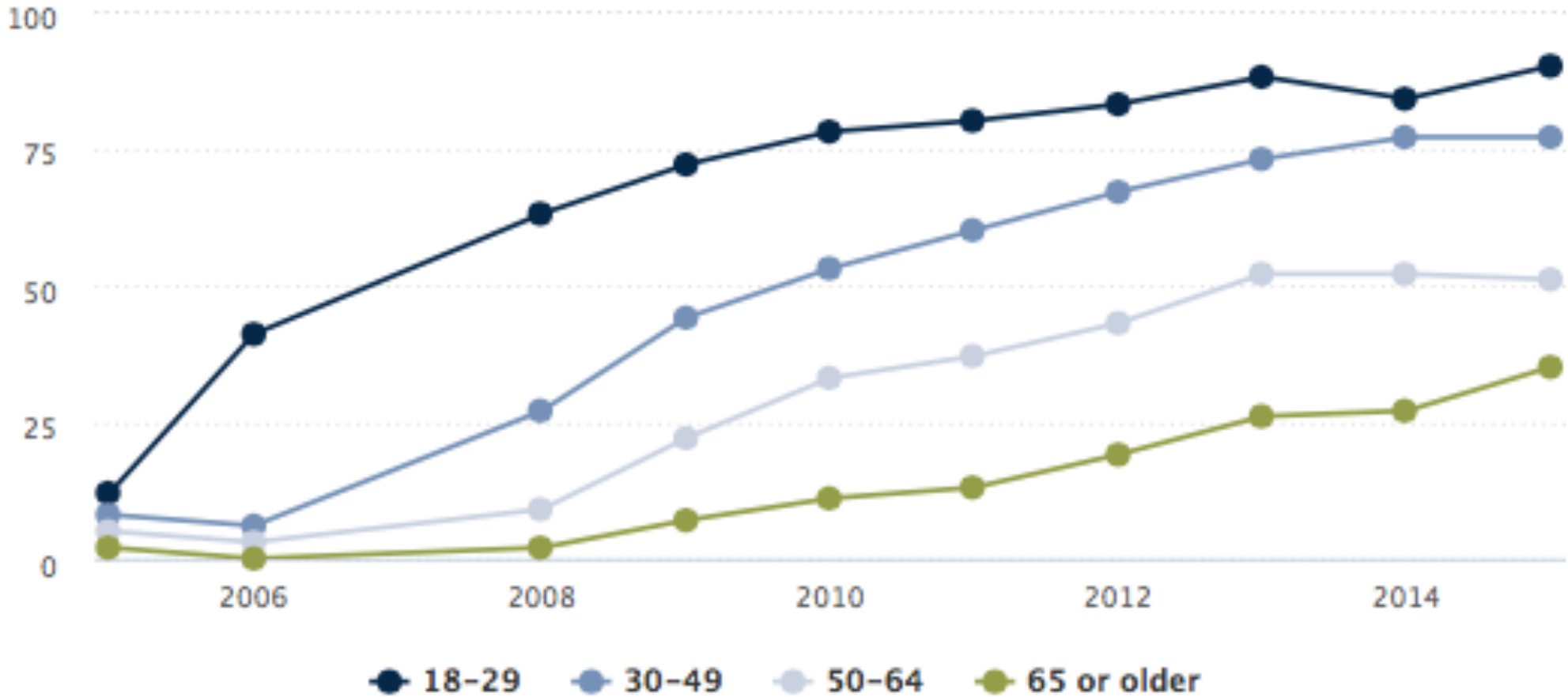
414 million



100 million+

Power of Social Media

Among all American adults, % who use social networking sites, by age



Social Media DON'Ts: "Dueced"



Justine Sacco @JustineSacco 5h
Going to Africa. Hope I don't get AIDS. Just kidding. I'm white!
from Hillingdon, London



Gilbert Gottfried

Comedian Gilbert Gottfried, voice of the Aflac duck, made some jokes about the Japanese tsunami over Twitter. He said, "Japan is really advanced. They don't go to the beach. The beach comes to them."

Aflac is the largest insurance company in Japan. Gottfried was fired.



Cisco just offered me a job! Now I have to weigh the utility of a fatty paycheck against the daily commute to San Jose and hating the work.

3:17 AM Mar 18th from web



LIKE

Follow

TWEET

Share

COMMENT

Social Media Tips

1. Remember, you are **establishing a brand**—both for yourself as a scholar and as an ambassador for the college.
2. You **don't have to do everything** just because it's there.
 - Your students already are there. Should you could engage them there?
3. Some people worry about **control** b/c can't control what people say on social media. They've always been talking, but the only difference is now we can hear what they are saying and have the chance to respond.
4. **Privacy filters** are wonderful things but nothing is completely private.
5. To **friend** or not to friend your students and employees?
 - Don't forget about the **power of alumni** following!
6. Social media in a **crisis** is one of the fastest ways to communicate.

LIKE

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COMMENT

Social Media DO's

- Use the Procedures Guide
- USE PRIVACY SETTINGS!
- Try LinkedIn
- “Lurk”
- Use bitly or a URL shortener
- Use hashtags wisely
- Try urbandictionary.com
- Size photos right
- Read Yik Yak for shock value
- Call Frank



Frank Penalver

Social media
coordinator, alumnus



Fun with Social Media

Questions?



Lisa Vasquez, APR

Vice President
Advancement

Collin County Community College District

Collin Higher Education Center
3452 Spur 399, 411
McKinney, Texas 75069

P | 972.758.3894 **F** | 972.985.3729

lvasquez@collin.edu | www.collin.edu