Social Media Plan

Communications & External Affairs Office
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INTRODUCTION

What is Social Media?

Social Media is a term used for people who socially gather and interact with one another on a media-type platform. Social Media does not pertain to the type of platform (i.e.: Facebook, Twitter, etc.), but the non-physical social interaction that one has. However, the term “Social Media” instead is more commonly referred to as the platform that one uses to interact with people virtually, and is how we will refer to Social Media throughout this document.

Crash Course Lesson on Social Media

The first reported Social Media site is GeoCities that started in the early 1990’s. Facebook launched in 2004. Two years later, Twitter joined the party. It was not until Facebook and Twitter gained popularity in society when businesses started recognizing the potential impact that Social Media had in their business plan, especially in sales and public relations (PR).

How does Social Media relate to Universities and Colleges?

In today’s economic landscape it is imperative that we attract and retain students to our college in order for us to meet our strategic outcomes. Honolulu Community College’s Social Media is a multi-purpose tool that provides customer service, is a teaching tool, and is a public relations and marketing outlet.

Social Media is gaining popularity everyday and will not be losing steam any time soon. One cannot deny or ignore Social Media, especially when used as a teaching tool. USA Today journalist Jonathan Dame writes about the increasing popularity and effectiveness of using Social Media as a teaching tool in today’s classroom. A survey conducted by Pearson Learning Solutions and the Babson Survey Research Group, surveyed over 8,000 teaching institutes and found that 41% of college professors use Social Media as a teaching tool, up from around 34% in 2012.

Here at Honolulu Community College, we use our Social Media slightly different. Besides the daily customer service interactions with our “Fans”, such as, answering new, current, and potential student questions and complaints we also like to keep students up-to-date of the upcoming events, deadlines and classes on our campus.

Last summer, we launched the “Class Suggestion” program for any classes (i.e.: Distance Learning and In-Classroom) that is available on our campus. We started this program to help Faculty advertise their class in hopes of increasing enrollment.

In a Spring 2014 survey of Honolulu CC users of this service there were a total of 7 responses out of 18 possible respondents.

- 57% noticed an increase of students joining their class or attending an event.
- 85.7% of respondents said that this is a communication method they will continue to use.
- 85.7% of respondents would recommend this service to promote a class or event.

**Social Media Policy HCC #2.211**

In 2011 a Social Media policy was created in alignment with the UHCC System’s Social Media policy to ensure that all Social Media interactions on behalf of the College represent the College's best interests and to assist College employees in implementing effective online communications.

Any program or unit within the College who wishes to have a Social Media presence are asked to review the policy and fill out the Social Media Brief.
SOCIAL MEDIA OBJECTIVES

Purpose

Honolulu Community College shapes Hawai‘i’s future through higher education preparing individuals for entry into the workforce or transfer to a 4-year degree granting institution. The College uses social media for a variety of purposes as a means to communicate specific messages to target audiences as well as reconnect with alumni, engage the community, and recruit perspective students. Due to the ever-changing nature of social media, Honolulu Community College stays active in watching for trends, best practices and emerging ideas.

Objectives

- Increase engagement with high school students
- Initiate community engagement
- Provide timely information to our audience (students, alumni, faculty and staff, community)
- Publicize our programs, classes, services and events to all constituents
- Build our brand as a leader in liberal arts and career and technical education for the State of Hawai‘i

Parameters to Measure Success

- Participation – tracking engagement with Honolulu’s content
- Influence – tracking the size of the user base subscribed to various platforms
- Web traffic – the amount of unique visitor page views referred to Honolulu’s website
Honolulu Community College is in its third year of actively using Social Media (SM), and finding that age is the determining factor when it comes to SM preferences. Other factors like race, ethnicity, social class, and educational background are secondary factors when determining what type of SM platforms should be actively pursued. However, age is the most consistent variable when it comes to each SM platform.

The above diagram is 2013’s data results provided by the Pew Research Center’s Internet Project Tracking Survey. In 2013, after Facebook bought Instagram for $1 billion dollars, Instagram has increased in popularity. When visiting any business’s website, the top four SM icons that a person will find are Facebook, Twitter, YouTube, and Instagram. Not convinced? Besides our school, University of Hawai‘i News, UH Hilo Admissions, UH Hawai‘i Athletics, UH West O‘ahu, Windward Community College, Leeward Community College and Hawai‘i Community College are actively on Instagram.
The 2013 Social Admissions Social Media report by Intigral, a social media based company that works with higher education institutions reported the following:
Three-quarters say student conversations on social media influence school they enroll at.
SOCIAL MEDIA PLATFORMS

Honolulu Community College participates in the following social media platforms:

- Facebook – HonoluluCC
- Twitter – HonoluluCC
- Instagram - HonoluluCC
- YouTube – HonoluluCC
- Blog (Wordpress) – The Water Cooler: honolulucblog.com
- Ning – HCConnect: honolulucc.ning.com
- Pinterest - HonoluluCC
- Flickr – HonoluluCC
- Laulima

Others:
  - Yelp

Possible Additions:
  - Google+
  - LinkedIn
Honolulu CC’s Facebook was started on August 23, 2008 and by August 2011 we reached a fan-base of about 500 “likes”. In 2014, we have a steady increase of fans, averaging at least 10 new likes a week, and as of April 25, 2014 have 2,718 “likes”. Honolulu Community College currently ranks the third in most fans behind University of Hawai‘i Manoa (#1) and UH West O‘ahu (#2). Leeward CC is currently fourth.

Facebook con’t
Our fans are not all Honolulu Community College students. Since Facebook is a public domain, we cannot control who likes our page. We have three categories of fans: current students, Alumni, and the general public (which includes future students).

Per Facebook Insights page, our most popular age demographic is the 18-24 year olds (the Millennials). Majority of our fans are current, former, or graduated students, because of that we mainly target in-house news. Our secondary target is promoting our achievements to the public by showing the great works of our faculty, staff, and students.

In September 2013 the University of Hawai‘i Community Colleges conducted a survey amongst current students regarding a range of media preferences. Below is a chart on Favorite Social Networking Site by age group. Facebook continues to be the top preference for all of the age groups. This survey does not include Instagram.

Facebook con’t
However, it should be noted that the national trend is showing that the 13-17 and 18-24 age group is leaving Facebook by the millions each year and moving towards Twitter.

**Target Audience(s): Students, Faculty, Staff, Alumni, Parents, and General Public.**
There is no surprise that Twitter is not as popular amongst our students. The almighty Twitter is a Networking texting machine. The word “network” usually targets a certain age demographic—the graduated and in-the-working-field age demographic.

Using Twitter as a tool to connect with our current students is not as effective. Twitter is instead used for its intended purpose – networking. Honolulu’s Twitter is focused on connecting with our Kalihi community through local businesses, politicians, and other iconic Kalihi community members as well as our sister campuses within the UH System. From there we can expand and connect with others in Hawai’i, then branch out to the United States, and more.

Locally, Twitter is not as popular among the 18 -24 age group as referenced in the above noted Interact graph on page 11.

Twitter con’t
Target Audience: Community
INSTAGRAM – HonoluluCC

Instagram (IG) is a photo and video-sharing site that has really taken off in popularity since 2013. Visual is king. We use Instagram as a fun way to show the happenings on our campus. Majority of our photos have an uplifting message, which receives amazing feedback. It gives us an opportunity to show our fun side through the campus life lens. We also make a point to showcase the students’ work from across the campus.

Instagram con’t
Like Facebook, majority of our fans are Honolulu Community College students as well as local businesses, organizations, and public figures. Often times, students will hash tag a picture of themself, otherwise known as a “selfie” or an activity on campus that we may repost on our IG feed. Our Instagram community is extremely positive.

2013 Social Media Admission Report by Intigral

Target Audience(s): Students and General Public.
Since YouTube is a public video-sharing site, we use YouTube as a way to store finished videos about Honolulu Community College. We have informational videos on our programs, as well as, how-to videos on how to register or get a school ID. YouTube's sharing capabilities makes it easy for us to share our videos on Facebook and our Blog. At the same time, it's a one-stop hub for students who want to see all videos on our campus.

We see the future of our YouTube page to have more in-class (how to) videos. For example, if a Fashion Tech Student lost his or her notes on how to stitch a sleeve, there will be a video on that. Or new students confused on how to adapt to college life. Another great thing about YouTube is that, we can make videos unsearchable, but still make it viewable by giving the students a special link. YouTube has a great app, where on-the-go students can re-watch this morning's class on their smartphone or tablet.

Target Audience(s): Future and Current Students.
The Water Cooler blog’s main objective is to convey any messages we may have publicly. With the limitations of Twitter’s 140 characters and Facebook’s AD-like scrolling, blogging allows us to write without restrictions. An individual who visits any blog tends to slowdown (a tad bit) and enjoy reading an article.

A blog is basically an online journal or magazine. Our blog shares news that pertains to Honolulu Community College. Majority of the time, we address the public on the great and interesting things our faculty, staff, and students are up to. On occasion, we share updated operational hours, like our library, Financial Aid, etc.
Target Audience: General Public
HCConnect is a Ning site, which is an invitation-only SM platform. Imagine Facebook and Laulima merged together. That would be Ning. Many faculty's main concern when interacting with students on FB is the protection of their personal life. With FB's ever changing (and somewhat “loose” definition) of privacy, faculty are quick to not participate on our FB page.

Meet Ning. It looks just like FB, feels like FB, but we give 100% control on what content that the faculty wants to share. Faculty can share their picture of their pets (if they choose to do so) and not fear that their tagged photos from their best friend’s infamous Las Vegas birthday-extravaganza will appear.

This gives students a sense of acceptance from their classmates and teachers. There is nothing more devastating (in SM terms) than when someone doesn’t “friend” you on Facebook. Or worst, when you have been “de-friended”.

This in no way replaces Laulima, but instead is another tool in the faculty’s educational tool kit. Here students can ask questions to other classmates and/or with faculty on any questions they may have. Or instructors can load yesterday’s PowerPoint presentation and have students comment down below any questions they may have.

Yes, Laulima can do exactly the same thing. However, the layout of Ning is very similar to Facebook that students are more comfortable and quick to use it more than Laulima.

Target Audience(s): Current Students, faculty and staff.
PINTEREST

Pinterest is a site where an individual can save (aka pin) blog posts into personalized folders. Imagine seeing an awesome article on how to change a tire. One can pin (save) that article on their Pinterest board (aka folder named “How-Tos”) where other Pinterest users can see it and repin (re-save) it on their own board.

How does this help Honolulu Community College? Pinterest is a female-dominated world. 80% of users on Pinterest are women.

Famous Fashion bloggers and Make-up gurus use Pinterest as a marketing tool. It’s amazing how much traffic and buzz they can generate by simply pinning their blog post on their favorite blush.

Pinterest con’t
We foresee using Pinterest as a way to showcase our students' work. It doesn’t have to be limited to Cosmetology or Fashion Technology. We can extend it toward Communication Arts, Auto Body, and literary works from the Liberal Arts students. We are creating buzz or opportunity for others to see the great works of our students, which may lead to job offers, internships, and scholarships. At the same time, we can show potential new students an insight on what they will be learning if (or when) they start attending here at Honolulu Community College.

These pins can re-direct people to our website, where they can receive more information about our school.

Target Audience(s): General Public with the heavy emphasis of showcasing student work.
Flickr is an image hosting and video hosting website, and web services suite that was created by Ludicorp in 2004 and acquired by Yahoo in 2005. In addition to being a popular website for users to share and embed personal photographs, the service is widely used by photo researchers and by bloggers to host images that they embed in blogs and social media.

The College utilizes Flickr as an online photo gallery to share and store photos of a variety of campus events.

Target Audience: General Public
THE FUTURE

Yelp

Every business has a love-hate relationship with Yelp. On one hand, a great review can increase business. However, one really bad review can almost void a handful of positive reviews in the eyes of a potential consumer.

We, as a society, tend to vocalize to 10 or more people about the bad experience we had at a restaurant. However, we are not as vocal (to the amount of people we tell) on how great a restaurant is.
Some may argue that we don’t have any control on our reviews on Yelp. On the contrary, we do. Giving great customer services will produce positive Yelp reviews. The more positive comments will push down those pesky negative comments.

Why is the age demographic important? The people who are commenting on our Yelp could possibly be students. However, most likely, judging by this graph, it could be the student’s parents that are commenting on Yelp.

Target Audience(s): N/A. We can’t directly control this SM platform. Indirectly by our action can influence the type of comments we receive from Yelpers.

**Google+ (Google Plus)**

Google’s attempt to have a platform rivaling to Facebook. Google+’s longevity is still up in the air. Maybe due to its low popularity, there are no definitive demographic stats.

So, why care? Because it’s the ULMIGHTY GOOGLE! This company has enough surpluses to keep this fledgling SM platform alive. Google is not afraid to wait. Just look at its history. The early days of Google financing were key. Google’s founders were this close on selling Google to Yahoo! due to lack of funding. Google is patient when it comes to new endeavors. Just look at YouTube and Blogger.

There is no immediate plan on Google+, but the team is keeping a close eye on it. Possible we could use Google+ to target our Alumni since our Hawaii.edu email system is Google-based. That will give us an advantage to adding them to the site.

Target Audience(s): TBD. Possible Alumni.
LinkedIn
LinkedIn is a SM site that directly targets one demographic – the professional. This is where individuals are willing to share their professional information for all to see.

Unlike Pinterest, LinkedIn is the only SM platform where gender visitors equal each other. In our society, it is becoming all too common for family to have two working parents. The stay at-home parent is becoming more temporary than a permanent job career.

In Hawai’i (as well as on the mainland), it’s not only who you know, but it’s also where you grad. On LinkedIn, we can create a bridge to connect a recent grad to affluent alumni.

Target Audience(s): Recent Graduates and Alumni