2019 COMMUNICATIONS

Branding Guidelines and Social Media Strategy

PRESENTERS:
Lisa King, American College Application Campaign
Adam Shapiro, Adam Shapiro Public Relations
Maya Cade, Verified Strategy
Danielle Hatchett, Verified Strategy
AGENDA

• Why ACAC Brand Standards
• Brand Standards Best Practices
• Audience – Where are they?
• Social Media Strategies
• Q&A
State Coordinator Feedback

- “Allow states to have as much flexibility as possible.”
- Interest in wanting to pursue more national and local stories and public attention about the campaign
- One state coordinator said its steering committee would be “more motivated and inspired if they better understood that they are part of a national effort”
Coalition/Affiliate Examples

- **Examples:**
  - United Way (national); 1,200 local United Way offices throughout the country
  - U.S. Agriculture Dept.; state agriculture departments; local ag offices
  - NBC network; local NBC affiliate
Building a Coalition for Success

Home Visiting Coalition:
• 48-member coalition formed in 2016
• Organized to press Congress for a five-year reauthorization of federal funding for home visiting
• Each nonprofit focused on energizing its board, supporters and communities
• Joined together for: strategy and coordination, media outreach, Hill fly-ins, sign-on letters, advertising, social media, website
Funding expired Oct. 1, 2017
Feb. 2018: Congress passed bipartisan spending bill which reauthorized funding
President Trump signed into law
Funding provides $400 million each year for five years for states to expand their programs
The program is making a difference in the lives of young families across the country, thanks to the Coalition’s hard work!
Brand Standards Best Practices

- Utilize ACAC logo on your materials
  - Website
  - Handouts
- Add tagline: A program of the American College Application Campaign
- Create a state campaign logo similar to ACAC’s (if you don’t already have one)
Social Media: Audiences

Where Are They?

U.S. adults 18 to 64
- YouTube
- Facebook
- Instagram
Social Media: Audiences

18 to 24 year olds
- YouTube
- Facebook
- Snapchat
- Instagram

Social platforms like Snapchat and Instagram are especially popular among those ages 18 to 24

% of U.S. adults in each age group who say they use...

Source: Survey conducted Jan. 3-10, 2018. "Social Media Use in 2018" PEW RESEARCH CENTER
#WhyApply Social Strategy Training

Social Media Training
May 2019
Why should I elevate #WhyApply on social media?

- Reach your audience where they are
- Interact with like minded peers using the hashtag
- Change lives
What does a “perfect tweet” have?

A. Thoughtful content
B. Less than 140 characters
C. Interesting information
D. Grammatically correct
How do I write a great tweet?

Writing tweets can be intimidating, but it doesn’t have to be! It’s important to think carefully about the content you want to post – you usually won’t have room to fit in everything you’d like to. Including interesting information or points of view will increase the chance that someone else will retweet, like, or share your content.
Tweeting Photos and Video

Visuals are no longer a nicety; they’re an essential component of winning on Twitter. Tweets with photos receive 35% more RTs on average. Tweets with videos receive 15% more engagements on average. Want to jazz up your tweet? Add a photo or video!
Tweeting Links

If you come across an article, report, or interesting piece of content about the college going process online — Tweet it!

To tweet a link, we recommend copying the link and pasting it into the body of your tweet. Links from most sites should populate a link preview. When you’re ready, click “tweet” to publish it.
How do I tweet about my #WhyApply event?

#WhyApply season is a great opportunity to live tweet and show how your state encourages kids to pursue higher education. Here’s how:

- Create a calendar of the host site events so they know when to monitor for #WhyApply activity at specific schools. Make note if the high schools use Facebook, Twitter, or Instagram more and use that platform accordingly.
- Use #WhyApply and any relevant host site hashtag.
- Tweet throughout the event if you can – at least 1-2 times. Good times to tweet are whenever an announcement is made or when a speaker has a memorable quote (Example: Did a student thank your org for your work? Tweet it!)
How do I tweet about my #WhyApply event?

- Communicate to your host site coordinators that you will need pictures and videos, with permission of students under the age of 18, for the specific purpose of tweeting the event.
- Retweet other #WhyApply tweets as appropriate - this will populate your account with more content. You can search for these by typing in the hashtag on Twitter.
Engaging with Others

Engaging with others is what makes Twitter fun. It also helps to amplify your org and #WhyApply. Do you see a relevant tweet about the college going process? Take time to follow other orgs before #WhyApply day. You will see people’s content show up in your Twitter feed. You can engage with them in a variety of ways – liking their tweet, replying to it, or retweeting it. When you retweet a tweet, you can add a comment with extra info or an opinion before you publish it. This is called quote retweeting.
Tweets We Love

ID State Board of Ed
@IDBOE

College Application Week starts today. Heed Governor Otter’s advice and apply! apply.nextsteps.idaho.gov #whyapply #idedu #highereld #Idaho

LOSFA
@LOSFA

Timenee credited @LAGEARUP and her family with helping her find the motivation to apply for college at @LATech. #WhyApply

Eufaula City Schools
@EufaulaECS

Approximately 140 seniors at Eufaula High School have applied to college or joined the military this week! #WeApplied #WeAreECS #IApplied #WhyApply
1 MINUTE EXERCISE

How would you reply to Michelle Obama’s tweet about #CollegeSigningDay?

Michelle Obama
@MichelleObama

I'm loving all these photos from #CollegeSigningDay events happening across the country. Can't wait to celebrate in LA on May 1! #BetterMakeRoom
What do I need to know about Instagram?

- Instagram is a visual platform
- Teens use Instagram more than Facebook and Twitter.
- 70% of teens said they prefer brands to contact them through Instagram.
How do I create a great Instagram post?

Creating posts for Instagram seen daunting, but it doesn’t have to be! Instagram is a visual storytelling platform. After selecting a photo or taking a photo, use the caption to introduce the place you are visiting, to share some odd things you discovered or maybe some historical facts. Remember to also tag your location, any relevant users (like @American_CAC), and use the hashtag #WhyApply.
Instagram Posts We Love

Instagram Post 1:

“PICK FROM A LARGE RANGE OF CLASSES AND MAKE NEW CONNECTIONS.”

Instagram Post 2:

“Intrigue you, this is your opportunity to pursue that interest at a deeper level. Check out what our students are looking forward to accomplish ❤️ #WhyApply #CollegeSpiritDay #AgriculturePower #FollowYourDreams #Quality #Donations #CRPS

Francesca Ruberti, Student Success Coordinator @ SG Campus

Instagram Post 3:

“It’s National WhyApply Day! Everyone has a reason to apply for college whether it’s to change the world, create more job opportunities for yourself or just having more money to buy snacks...#WhyApply

Instagram Post 4:

“MORE $ FOR SNACKS”

Instagram Post 5:

“%CollegeSuccess Education #College #NationalWhyApplyDay #DogDays #goldieenraver #problems #necronomicon #puppylove #sponsored #snacks #sponsoredtraining

##liked by american, sac and 35 others

Instagram Post 6:

“Add a comment...”
How do I create winning content on Facebook?

- **Know your audience:** On Facebook your audience is mostly parents, teachers, and counselors, write content catered to them.
- **Create engaging content:** Developing content with your audience in mind, allows for a more engaged, responsive audience.
- **Post videos and pictures:** Video content is the most engaged with content on Facebook. Consider posting videos and photos from #WhyApply events. This could be content you reuse from Instagram.
- **Tagging:** To reach a wider audience, remember to tag American College Application Campaign and other relevant pages using the [@] sign.
1 MINUTE EXERCISE

Create a sample Facebook post for parents about #WhyApply day.
What are some conversations I can engage in?

Education is one of the most talked about conversations on social media! Here are just a few of the conversations you can engage in:

- #WhyApply
- #EdEquity
- #EdChat
- #RepresentationMatters
- #CommunityColleges
- #ReachHigher
- #BetterMakeRoom
- #HigherEd
Organizing Your Social Media Efforts with an Editorial Calendar

An editorial calendar is a tool used for planning, scheduling, and managing publication of content across your social media platforms.

- Plan and create content that focuses on specific goals and prevents haphazard execution of content
- Ensures you have quality content to share with your audience on a regular basis
- Builds the framework for what you are going to share
- Allows you to schedule content at optimal times and at a consistent cadence
- Enables you to map out time sensitive content ahead of time
- Serves as a system of record
You Can’t Plan for Everything!

- Daily monitoring
- Breaking news
- Crisis Response
Things I Consider When Approaching Editorial Calendar

- Blog posts
- Holidays / Social Media Holidays (i.e. Mother’s Day, Pride Month, Community College Month, World Book Day, International Day of Women and Girls in Science)
- Weeks of Recognition (School Counselors Week, Community College Month)
- Events/ Announcements
- Research Reports
- Connecting with Communities (#FirstGen, #WorkingLearners, #EduColor, #RuralStudents)
- Connecting with Partners (Better Make Room/Reach Higher, Ed Excelencia, Roadtrip Nation)
- Daily Hashtags: #MondayMotivation, #TBT
<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Theme</th>
<th>Twitter Copy</th>
<th>Facebook Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday, February 1</td>
<td>First day of BHM</td>
<td>[THREAD: 1] Today is the start of #BlackHistoryMonth. Throughout this month, we will be shining the spotlight on African-Americans who changed education, racism, and discrimination in the classroom and through the tireless fight for #EdEquity. [<a href="https://media.giphy.com/media/vmLPeJkqlnsA/giphy.gif">https://media.giphy.com/media/vmLPeJkqlnsA/giphy.gif</a>]</td>
<td>Repost on FB</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>[THREAD 2] We're starting BHM by celebrating Marian Wright Edelman. Edelman has been a longtime advocate for underserved learners through @ChildDefender. Her critical work to end child poverty and inequality has made the world a better place. [GRAPHIC]</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Saturday, February 2</td>
<td>Ed Equity</td>
<td>Heartbreaking: According to #AFSA applications, 88,000 students claim homelessness. &quot;I think the idea that hard-working, talented people who are trying to get an education are being derailed by homelessness, is a crisis,&quot; @saragoldrickrab <a href="https://www.cbsnews.com/news/homelessness-on-campus-the-toughest-test-faced-by-tens-of-thousands-of-college-students-in-america/?fref=CNM-00-10aab8c&amp;linkId=62624313">https://www.cbsnews.com/news/homelessness-on-campus-the-toughest-test-faced-by-tens-of-thousands-of-college-students-in-america/?fref=CNM-00-10aab8c&amp;linkId=62624313</a> #RealCollege</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>[applause emoji] for @KDTRey5, who in partnership with @CollegeTrack and @PGCPS has started a transformative new program at the @DurantCenter in his home county to empower students from underserved communities to graduate from college. <a href="https://www.washingtonpost.com/amphtml/sports/kevin-durant-opening-prince-georges-county-facility-to-help-kids-reach-graduate-college-2019/01/22/ed3d739e-1e7d-11e9-8e21-59a09ff1e2a1_story.html">https://www.washingtonpost.com/amphtml/sports/kevin-durant-opening-prince-georges-county-facility-to-help-kids-reach-graduate-college-2019/01/22/ed3d739e-1e7d-11e9-8e21-59a09ff1e2a1_story.html</a> #EdEquity</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Christina’s Radio Piece</td>
<td>@ChristinaGlDC and @Racial1219 appeared on @EduTalkRadio to talk #digitaldivide and #equity and how @ACT is moving forward to ensure education and workplace success for everyone. Give it a listen! <a href="http://www.blogtalkradio.com/edutalk/2018/11/19/acts-center-for-equity-in-learning">http://www.blogtalkradio.com/edutalk/2018/11/19/acts-center-for-equity-in-learning</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Date</td>
<td>Event</td>
<td>Content</td>
<td></td>
<td></td>
</tr>
<tr>
<td>--------------</td>
<td>---------------------</td>
<td>-------------------------------------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Roadtrip Nation</td>
<td>Difficult circumstances can breed character and resolve. Watch the @RoadtripNation documentary “Beating the Odds,” made possible with our support: <a href="http://beatingtheoddsfilm.com">http://beatingtheoddsfilm.com</a> #BTORoadtrip</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ed Equity</td>
<td>Thread 1: “Social-emotional learning (SEL) skills can help us build communities that foster courageous conversations across difference so that our students can confront injustice, hate, and inequity.” - Incredibly insightful must-read piece for @ASCD via @DenaSimmons #SEL <a href="http://www.ascd.org/publications/newsletters/education_update/apr19/vol61/num04/Why_We_Can't_Afford_Whitewashed_Social-Emotional_Learning.aspx">http://www.ascd.org/publications/newsletters/education_update/apr19/vol61/num04/Why_We_Can't_Afford_Whitewashed_Social-Emotional_Learning.aspx</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Thread 2: Last summer, we were thrilled to welcome @DenaSimmons and other social and emotional learning researchers and practitioners to our #SEL Summit to discuss how we can work together to change #edpolicy and practice to ensure student success. <a href="https://equityinlearning.act.org/equity-in-action/five-difficult-realities-we-face-when-we-talk-about-social-and-emotional-learning-set/">https://equityinlearning.act.org/equity-in-action/five-difficult-realities-we-face-when-we-talk-about-social-and-emotional-learning-set/</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Saturday, April 13</td>
<td>Fee Waiver</td>
<td>With the ACT Fee Waiver Program, the registration fee for up to 2 @ACT tests are covered for low-income students and they also have access to free learning resources. Learn more: <a href="https://mysuccess.act.org/resource/fee-waiver-program/">https://mysuccess.act.org/resource/fee-waiver-program/</a></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Sample #WhyApply Editorial Calendar

**SEPTEMBER 2019 - NOVEMBER 2019 Sample Social Media Editorial Calendar**

**SEPTEMBER 2019 (Hispanic Heritage Month - 16th)**

<table>
<thead>
<tr>
<th>Publish Date</th>
<th>Twitter</th>
<th>Facebook</th>
<th>Instagram</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday, 9/1</td>
<td>RT content from Reach Higher/Better Make Room/ Get Schooled</td>
<td></td>
<td></td>
<td>Labor Day</td>
</tr>
<tr>
<td>Monday, 9/2</td>
<td>#WhyApply to college? Because Americans with college degrees earned 56% more than those with just a high school diploma in 2015. That’s the difference between earning $36,000 a year and $56,000 a year. <a href="https://www.usatoday.com/story/money/2017/01/12/pay-gap-between-college-grads-and-everyone-else-record/96493348/">https://www.usatoday.com/story/money/2017/01/12/pay-gap-between-college-grads-and-everyone-else-record/96493348/</a></td>
<td></td>
<td></td>
<td>Beyonce Birthday (Homecoming/HBCU)</td>
</tr>
<tr>
<td>Wednesday, 9/18</td>
<td>Check out our college application checklist which covers the basics to prepare for college. #WhyApply</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>----------------</td>
<td>--------------------------------------------------------------------------------------------------</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thursday, 9/19</td>
<td>Tomorrow is the big day! Don’t forget to wear your college t-shirts tomorrow to celebrate #WhyApply! Tweet your photos to @American_CAC using #WhyApply</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friday, 9/20</td>
<td>It’s #WhyApply Day! Tweet your selfies in your college gear to @American_CAC with the #WhyApply hashtag. Let students know why they should apply to college.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>It’s Why Apply Day! Share your selfies in your college gear to American College Application Campaign with the #WhyApply hashtag. Let students know why they should apply to college.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>It’s #WhyApply Day! Share your selfies in your college gear to American_CAC with the #WhyApply hashtag. Let students know why they should apply to college.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>National #WhyApply Day</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Sample #WhyApply Editorial Calendar

**OCTOBER 2019 (Hispanic Heritage Month ends on the 15th)**

<table>
<thead>
<tr>
<th>Publish Date</th>
<th>Twitter</th>
<th>Facebook</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday, 10/1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wednesday, 10/2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thursday, 10/3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friday, 10/4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Saturday, 10/5</td>
<td></td>
<td>#WorldTeachersDay</td>
<td></td>
</tr>
<tr>
<td>Sunday, 10/6</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday, 10/7</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tuesday, 10/8</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wednesday, 10/9</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thursday, 10/10</td>
<td></td>
<td>#WorldMentalHealthDay</td>
<td></td>
</tr>
<tr>
<td>Friday, 10/11</td>
<td></td>
<td>International #DayOfTheGirl</td>
<td></td>
</tr>
<tr>
<td>Saturday, 10/12</td>
<td></td>
<td>#TrainYourBrainDay</td>
<td></td>
</tr>
<tr>
<td>Sunday, 10/13</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday, 10/14</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tuesday, 10/15</td>
<td></td>
<td>End of Hispanic Heritage Month</td>
<td></td>
</tr>
<tr>
<td>Wednesday, 10/16</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
5 MINUTE EXERCISE

Write a tweet, Facebook post, and Instagram post for today’s session using what you’ve learned today. We’ll come around and answer any questions you may have.
Questions?