

Overview

This at-a-glance document should be used as a reference to help understand DC's corporate social media strategy at a high-level and evaluate what type of content is appropriate for each platform.

Content strategy by platform

PLATFORM	PRIMARY CONTENT	SECONDARY CONTENT
<p>Instagram</p> <p>TARGET AUDIENCE</p> <ul style="list-style-type: none"> • Students (prospective and current) • Alumni <p>TONE</p> <ul style="list-style-type: none"> • Friendly and casual, use of internet-slang 	<p>STUDENT LIFE</p> <ul style="list-style-type: none"> • Inside look at programs and daily life at DC • Photos of campus and utilize user-generated content (UGC) • Celebrate and showcase DC and Durham Region • Show life after graduation (alumni) • Promotion of recruitment related events <p>COLLEGE HUMOUR & COMMUNITY BUILDING</p> <ul style="list-style-type: none"> • Capitalize on trends and memes • Re-purpose TikTok content as Reels • IG polls, quizzes, games, filters, stickers, etc. 	<p>CAMPUS EVENTS & SERVICES</p> <ul style="list-style-type: none"> • Small events – monthly round-up posts • Large events – dedicated posts (e.g. Convocation) • Highlight supports and services available to students and alumni <p>IMPORTANT UPDATES</p> <ul style="list-style-type: none"> • Campus status • Crisis communications • Corporate information/news
<p>Twitter</p> <p>TARGET AUDIENCE</p> <ul style="list-style-type: none"> • Broader community <p>TONE</p> <ul style="list-style-type: none"> • Varies, but leans corporate 	<p>COLLEGE NEWS & UPDATES</p> <ul style="list-style-type: none"> • New & Notables and blog posts • Success stories and #DCProud moments • Re-share positive news articles and UGC that mention DC • Campus updates and crisis communications <p>IMPORTANT DATES & EVENTS</p> <ul style="list-style-type: none"> • Tuition deadlines, reading week, etc. • National observances and holidays • Event promotion 	<p>COLLEGE HUMOUR & TRENDS</p> <ul style="list-style-type: none"> • Capitalize on memes and Twitter platform trends when relevant • Re-share TikToks • Utilize polls and unique platform features
<p>Facebook</p> <p>TARGET AUDIENCE</p> <ul style="list-style-type: none"> • Parents • Alumni • Students (prospective and current) <p>TONE</p> <ul style="list-style-type: none"> • Friendly 	<p>EVENT LISTINGS</p> <ul style="list-style-type: none"> • Facebook event listing for larger events or events that are open to the broader community (e.g. Open House, PIN) • Promotion of recruitment related events through regular posts <p>PROGRAM INFO</p> <ul style="list-style-type: none"> • General program information • Success stories and New & Notables • Program photos 	<p>PHOTO ALBUMS</p> <ul style="list-style-type: none"> • Photo albums for events, announcements, student work, program photos, etc. <p>IMPORTANT UPDATES</p> <ul style="list-style-type: none"> • Campus status • Crisis communications • Corporate information/news
<p>LinkedIn</p> <p>TARGET AUDIENCE</p> <ul style="list-style-type: none"> • Alumni • PPL • Employees • Community • Job seekers <p>TONE</p> <ul style="list-style-type: none"> • Professional 	<p>COLLEGE NEWS & UPDATES</p> <ul style="list-style-type: none"> • New & Notables and blog posts • College updates and success stories – leading the way • Re-share positive news articles and industry news <p>COMMUNITY & #DCPROUD STORIES</p> <ul style="list-style-type: none"> • Re-share positive UGC from the DC community 	<p>JOB POSTINGS</p> <ul style="list-style-type: none"> • Coordinate with HR to determine what postings to share • Generic "current openings at DC" posts • Highlight top employer, greenest employer, etc. <p>ALUMNI & PROFESSIONAL DEVELOPMENT</p> <ul style="list-style-type: none"> • Promote services available to alumni • Promote PPL and graduate-certificate programs • Promote PD opportunities for employees – this may include some events
<p>TikTok</p> <p>TARGET AUDIENCE</p> <ul style="list-style-type: none"> • Students (prospective and current) <p>TONE</p> <ul style="list-style-type: none"> • Friendly and casual, use of internet-slang 	<p>COLLEGE HUMOUR</p> <ul style="list-style-type: none"> • Memes and TikTok trends as they relate to DC or student life <p>STUDENT LIFE</p> <ul style="list-style-type: none"> • Inside look at programs and daily life at DC • Mini-tours of campus and Durham Region • Event re-caps 	<p>COMMUNITY CURATED</p> <ul style="list-style-type: none"> • Content submissions from other departments and service areas • Re-purpose student UGC with permission • Content developed by student content creators group

Requests for posting

Requests for posting to DC's corporate channels that fall outside of larger projects can be sent to socialmedia@durhamcollege.ca, with a minimum of 2-weeks notice. If C+M needs to create any digital assets to support the post more time may be required.

All requests are reviewed with the above platform strategy in mind in order to determine the level of support.

Student content creators

C+M is looking for engaged students to share their unique student experience on DC's social media channels through photos and short-format videos in exchange for gift cards and DC gear. Interested students can apply at <https://durham.college/dccrew>.

Support for departmental accounts

Employees that run an official or approved DC social media account for a department, program or service area have access to training and templates developed by C+M, social media news and more via Microsoft Teams. Please email socialmedia@durhamcollege.ca with a list of accounts you manage to be added.