

Content strategy by platform

PLATFORM	PRIMARY CONTENT	SECONDARY CONTENT
<p>Instagram</p> <p>TARGET AUDIENCE</p> <ul style="list-style-type: none"> • Students • 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 • Celebrate and showcase Durham Region • Show life after graduation (alumni) <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. Open House) • 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>Facebook</p> <p>TARGET AUDIENCE</p> <ul style="list-style-type: none"> • Parents • Alumni • Students <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) <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>Linked In</p> <p>TARGET AUDIENCE</p> <ul style="list-style-type: none"> • Alumni • PPL • 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 • 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 <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
<p>YouTube</p> <p>TARGET AUDIENCE</p> <ul style="list-style-type: none"> • Prospective students • Parents <p>TONE</p> <ul style="list-style-type: none"> • Friendly 	<p>LONG-FORMAT VIDEOS</p> <ul style="list-style-type: none"> • Informative and in-depth videos that showcase life as a DC student, including highlighting it’s programs, campuses and student supports 	<p>SHORT-FORMAT VIDEOS</p> <ul style="list-style-type: none"> • Re-purpose videos from Instagram and TikTok to be posted as YouTube shorts, including: memes, trends and student-life videos

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 will be 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 email socialmedia@durhamcollege.ca for more info.

Support for departmental accounts

Employees that run 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.