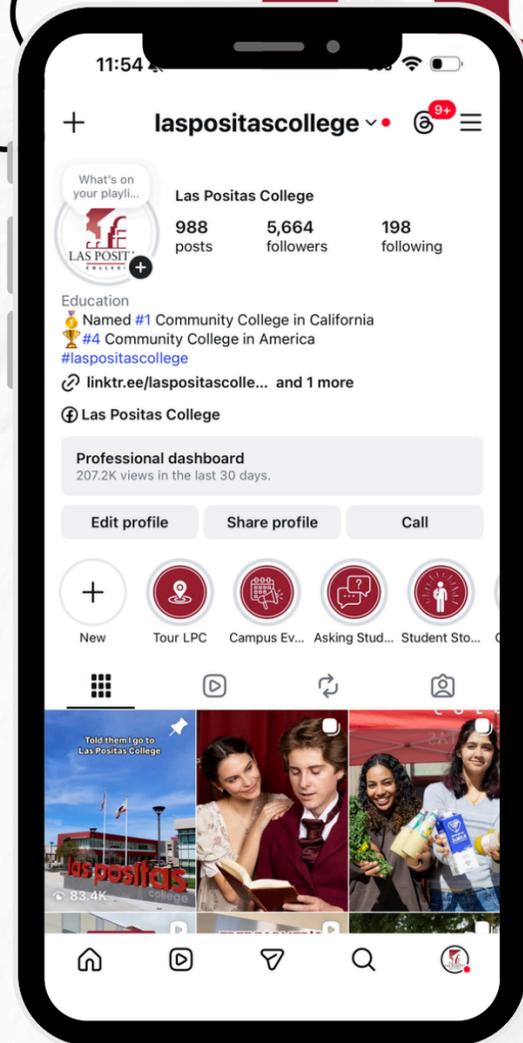


ELEVATING LPC'S SOCIAL FOOTPRINT

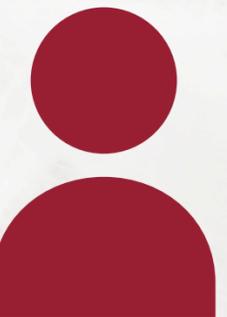


FOLLOW US!



@LASPOSITASCOLLEGE

PRESENTED BY
CHIP WOERNER
BRYN LUX
ZARLASHT AHMADZAI



MEET THE TEAM



Chip Woerner

Director of Marketing
and Communications

Las Positas College



Bryn Lux

Marketing and
Communications Associate

CLPCCD District Office



Zarlasht Ahmadzai

Student Assistant

Las Positas College

MORE ABOUT YOU



WHY SOCIAL MATTERS



- SHARING IMPORTANT INFORMATION
- INCREASING AWARENESS OF EVENTS/ PROGRAMS/ RESOURCES
- AMPLIFYING WHAT'S HAPPENING ACROSS CAMPUS
- STUDENTS ATTACH VALUE TO OUR SOCIAL CHANNELS
- ELEVATING STUDENT CONNECTION TO LPC AND STRENGTHENING THE BRAND

A BRIEF HISTORY



PHASE 1: CIRCA 2022

INFREQUENT FLYER POSTINGS

PHASE 2: CIRCA 2023-2025

ALMOST ALL VIDEOS

PHASE 3: MID 2025-PRESENT

STUDENT INSPIRED
EXPERIMENTATION:
COMBINATION OF PHOTOS,
CAROUSELS, VIDEOS, PHOTO
GRAPHICS, POLLS

LPC SOCIAL PLATFORMS



INSTAGRAM

@LASPOSITASCOLLEGE

PHOTOS AND SHORT VIDEO CONTENT;
YOUNGER AUDIENCE



FACEBOOK

LAS POSITAS COLLEGE

PHOTOS AND SOME VIDEO;
LEANS TOWARDS OLDER AUDIENCES



TWITTER/X

@LPCOFFICIAL

SPORTS AND NEWS CONTENT;
PRMARILY TEXT-BASED



LINKEDIN

LAS POSITAS COLLEGE

FORMAL BUSINESS CONTENT AND COLLEGE UPDATES

OUR TYPICAL PROCESS



1. BRAINSTORM CONTENT IDEAS BASED ON TRENDS, DEADLINES AND EVENTS ON A WEEKLY BASIS
2. PARTNER WITH STUDENTS AND RESOURCE GROUPS TO CAPTURE CONTENT
3. DRAFT, EDIT, AND POST CONTENT
4. MONITOR ANALYTICS
5. INCORPORATE LESSONS LEARNED AND REPEAT CYCLE

LESSONS LEARNED

TRENDS ARE CONSTANTLY EVOLVING

ANALYZE TRENDS AND AUDIENCES FOR CONTENT IDEAS BECAUSE THEY CHANGE

EXPERIMENTATION IS KEY

TAKE CHANCES AND SEE HOW THE CONTENT PERFORMS

VARIETY IS THE SPICE OF LIFE

MIX UP CONTENT TYPE AND TOPICS (PHOTOS, CAROUSELS, VIDEOS)

WHEN IN DOUBT, ASK STUDENTS

STUDENTS LIKE SEEING STUDENT FACES
ASK STUDENTS WHAT THEY WANT TO SEE (FORMAL & INFORMAL FOCUS GROUPS)

HOOKS / THE THREE SECOND RULE

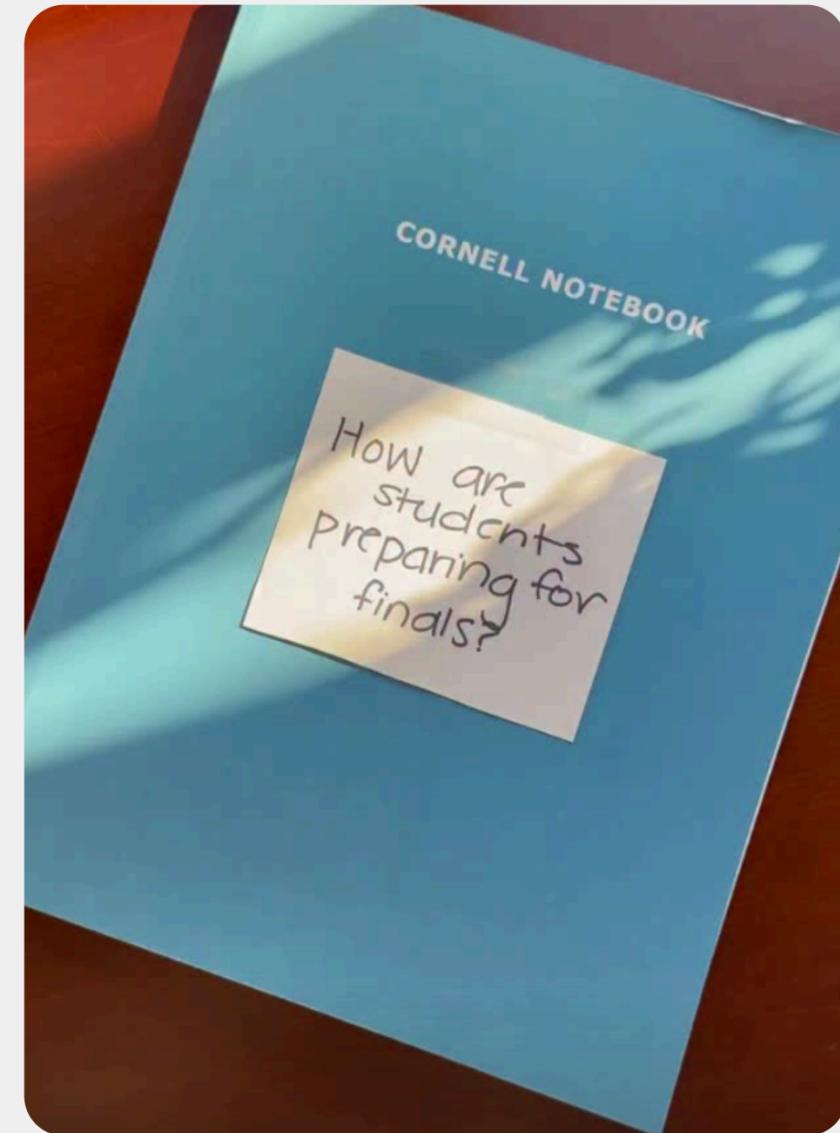
UTILIZE ENGAGING HOOKS TO STOP THE SCROLL

IT'S GAME TIME!!

POST 1



POST 2



IT'S GAME TIME!!

(A)

METRICS

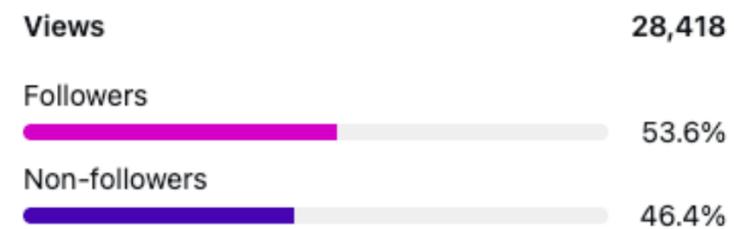
Post interactions

539

- ♥ Likes
- 🔖 Shares
- 🔖 Saves
- 💬 Comments

392
139
5
0

Views ⓘ



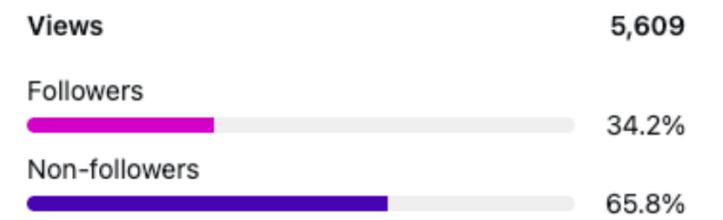
Reels interactions

141

- ♥ Likes
- 💬 Comments
- 🔖 Saves
- 🔖 Shares

86
0
2
51

Views ⓘ



(B)

KEY TAKEAWAYS

- PHOTOS OF STUDENTS WORK GREAT
- COMBINATION OF TEXT ON SCREEN PLUS PHOTOS ARE GREAT
- MAKING CONTENT THAT IS "EDUCATIONAL" IN SUPPORT OF FINALS WHEN IN REALITY STUDENTS MIGHT JUST WANT FUNNY

IT'S GAME TIME!!

POST 1



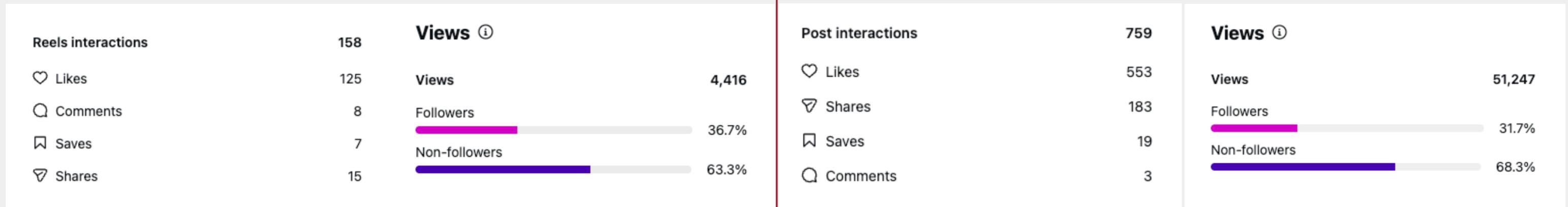
POST 2



IT'S GAME TIME!!



METRICS



KEY TAKEAWAYS

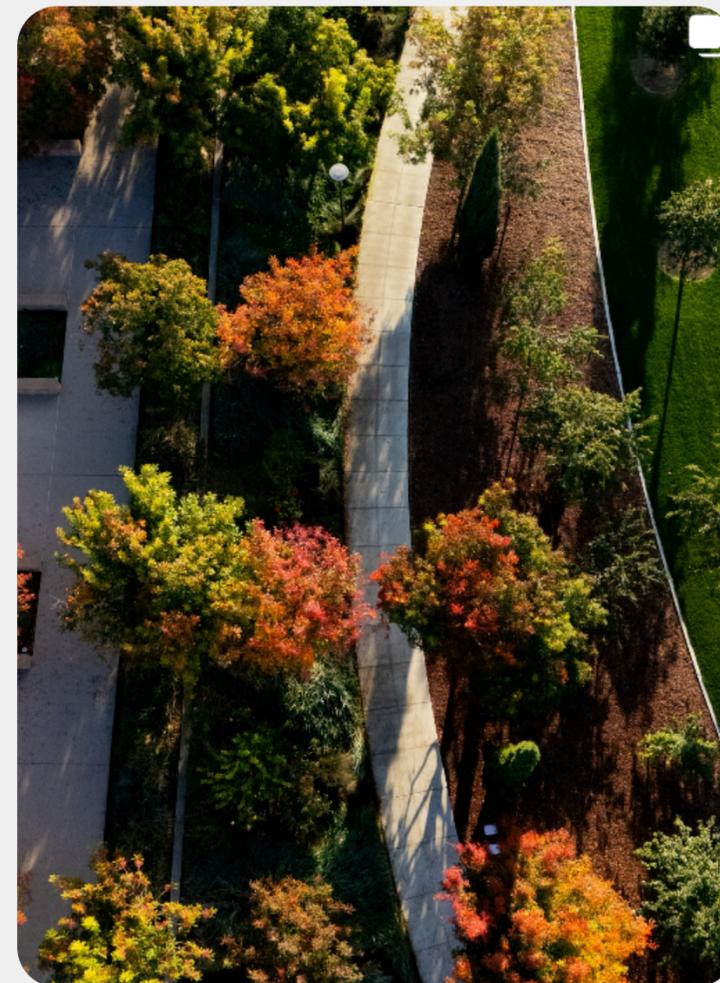
- STUDENT PHOTOS PERFORM WELL; STUDENTS LIKE TO SEE THEMSELVES!
- TIMING ALSO MATTERS. FIRST WEEK OF SCHOOL STUDENTS ARE ENGAGED, VERSUS STUDENTS ALREADY BEING CHECKED OUT DURING BREAK.

IT'S GAME TIME!!

POST 1



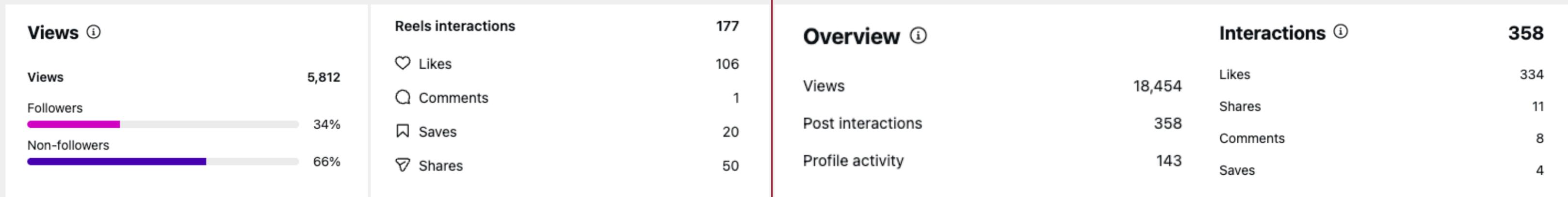
POST 2



IT'S GAME TIME!!



METRICS



KEY TAKEAWAYS

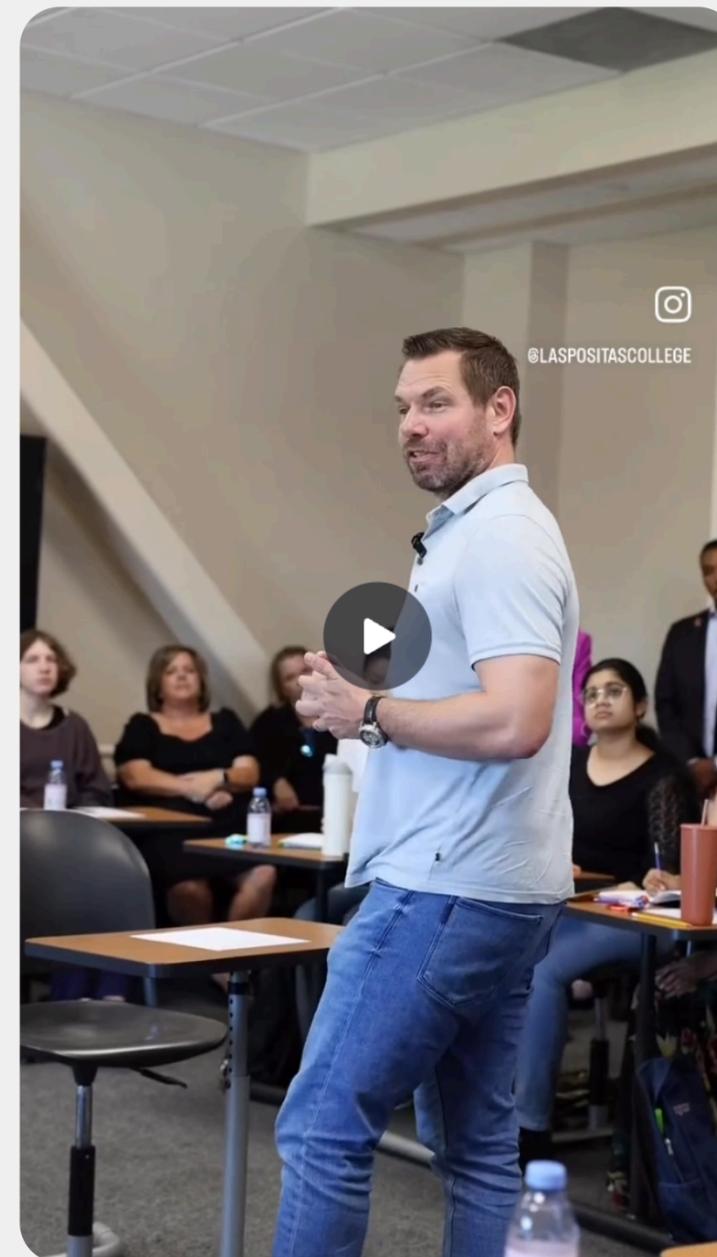
- PHOTOS OF BEAUTIFUL CAMPUS VIEWS -> STUDENTS HAVE SHOWN THROUGH ANALYTICS AND ALSO VERBALLY CONFIRMED THEY REALLY ENJOY THAT
- COMPARED TO TALKING HEAD AND FACULTY INDIVIDUAL, TALKING ABOUT A LIMITED SCOPE OF CLASSES

IT'S GAME TIME!!

POST 1



POST 2



IT'S GAME TIME!!

(A)

METRICS

Views ⓘ

Views 83,647

Followers 11%

Non-followers 89%

Reels interactions

Likes 2,112

Comments 70

Saves 142

Shares 1,152

3,485

Views ⓘ

Views 5,091

Followers 37.4%

Non-followers 62.6%

Reels interactions

Likes 113

Comments 8

Saves 7

Shares 8

136

(B)

KEY TAKEAWAYS

- ELEVATING LPC'S VALUE PROPOSITION HAS SUCCESS
- DON'T SWEAT THE TYPOS
- YOU CAN'T EXPECT A BIG NAME OR PLATFORM TO CARRY A POST; STUDENTS WANT TO ENGAGE WITH WHAT IS BEING SHOWN
- LACK OF COLLABORATION MEANT A LACK OF ENGAGEMENT AND PUSH

IT'S GAME TIME!!

POST 1



POST 2

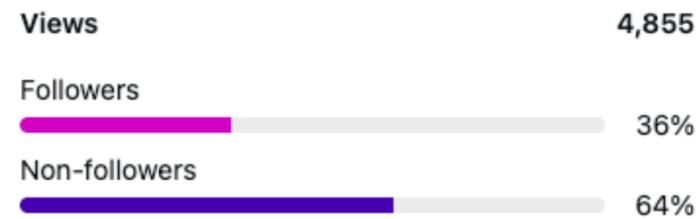


IT'S GAME TIME!!



METRICS

Views ⓘ



Reels interactions

Reels interactions	209
♥ Likes	149
💬 Comments	4
🔖 Saves	9
📤 Shares	44

Overview ⓘ

Views	24,254
Interactions	591
Profile activity	8

Interactions ⓘ

Interactions	591
♥ Likes	314
🔖 Saves	23
📤 Shares	241
💬 Comments	5



KEY TAKEAWAYS

- FOCUSES ON STUDENT SUCCESS, ENJOYMENT AND CAMPUS CULTURE
- COMPARED TO A "POST JUST TO POST" FOR THE SEMESTER STARTING AND ALSO NOT FEATURING STUDENTS

IT'S GAME TIME!!

POST 1



POST 2

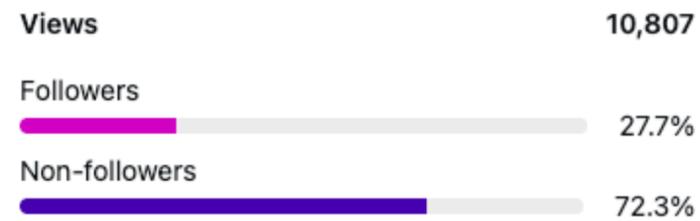


IT'S GAME TIME!!



METRICS

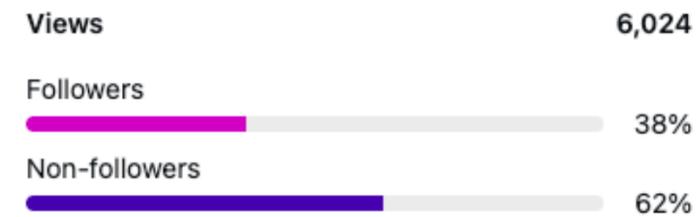
Views ⓘ



Reels interactions

Reels interactions	633
♥ Likes	500
💬 Comments	10
🔖 Saves	12
🔄 Shares	98

Views ⓘ



Reels interactions

Reels interactions	87
♥ Likes	59
💬 Comments	0
🔖 Saves	9
🔄 Shares	17



KEY TAKEAWAYS

- FUNNY/SILLY WORKS; THINGS THAT ARE RELATABLE
- AI VIDEO WAS PRODUCED SHORT ON TIME, FOR A ONE TIME EVENT WITHOUT BROAD APPEAL; ALSO A LONG VIDEO
- BOTH INVOLVED STUDENTS BUT ONE WAS FUNNY

METRICS MATTER

(1)

VIEWS

(2)

LIKES

(3)

COMMENTS

(4)

SHARES

(5)

**FOLLOWERS VERSUS
NON-FOLLOWERS**

(6)

WATCH TIME

METRICS MATTER

11:25 SOS

Post insights



February 27 at 5:07 PM

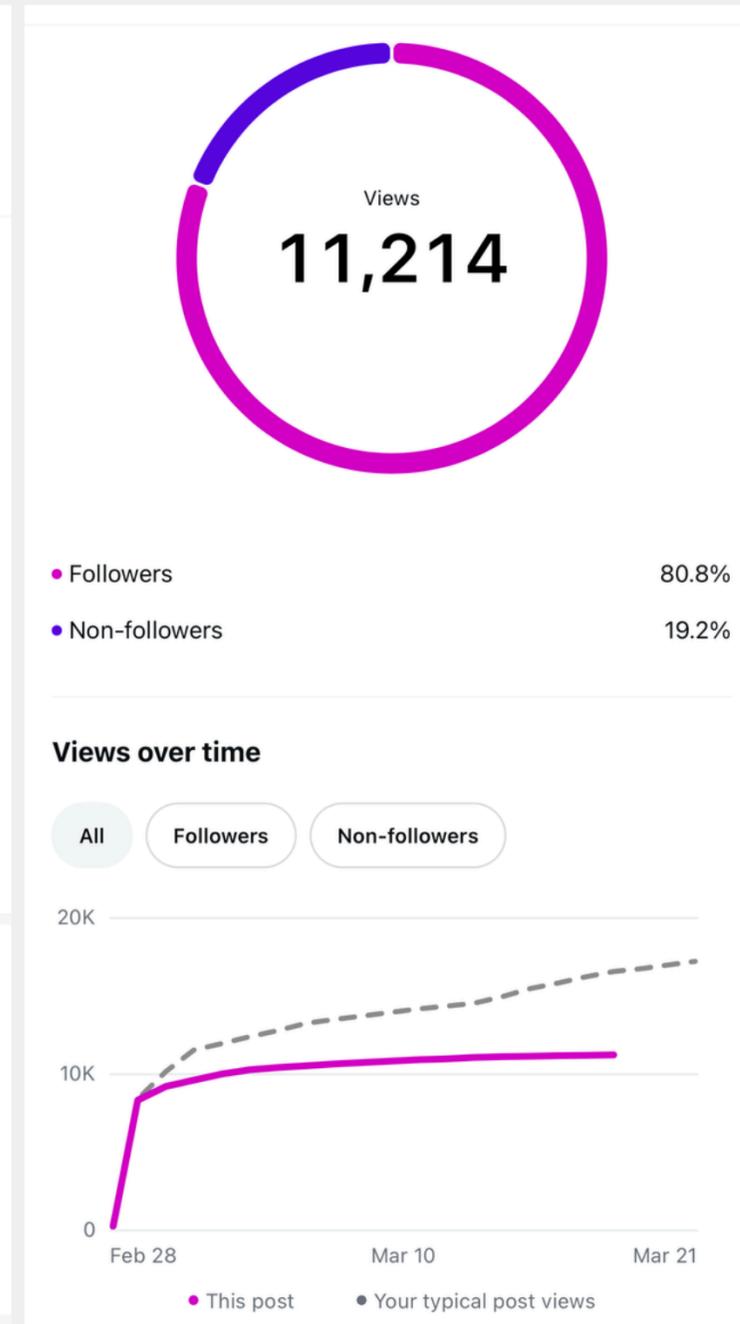
297 2 48 2 3

Overview ⓘ

Views 11,214

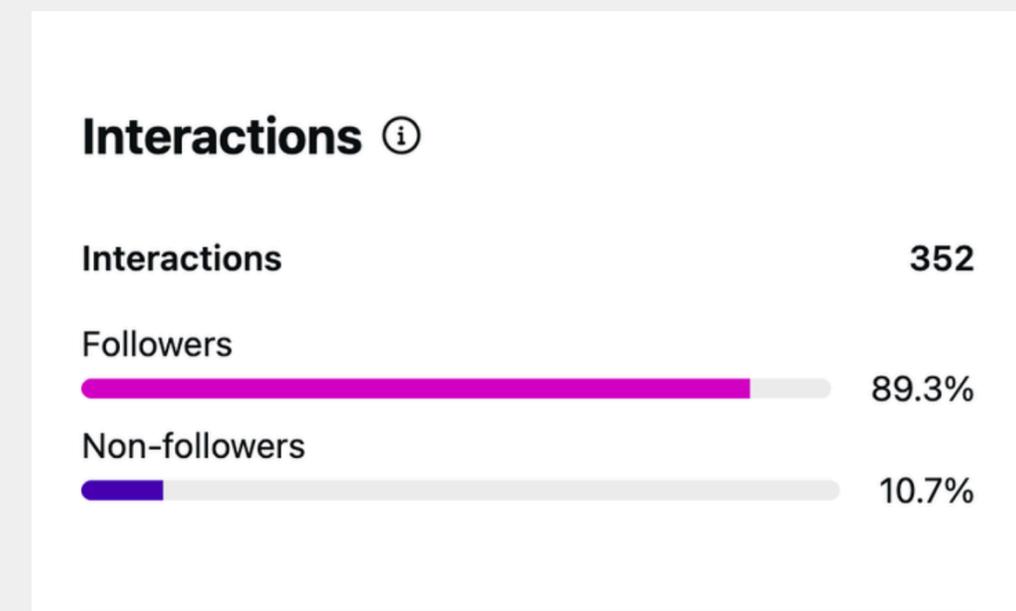
Interactions 352

Profile activity 16



CAROUSELS AND PHOTOS

HIGHER ENGAGEMENT WITH FOLLOWERS



METRICS MATTER



Views ⓘ

Views	8,759
Followers	25.2%
Non-followers	74.8%

Accounts reached	5,026
------------------	-------

Interactions ⓘ

Interactions	279
Followers	73.7%
Non-followers	26.3%

VIDEOS

HIGHER VIEWS OF NON-FOLLOWERS BUT HIGHER ENGAGEMENT WITH FOLLOWERS

Reels interactions	279
♡ Likes	202
💬 Comments	12
🔖 Saves	13
🔄 Shares	46

COLLABORATION IN ACTION

(1)

REACH OUT TO CHIP ATLEAST 2 WEEKS AHEAD OF TIME
(IDEALLY 1 MONTH)

(2)

TOGETHER WE BRAINSTORM CONTENT IDEAS,
PRODUCTION, AND ROLL OUT

(3)

IDENTIFY STUDENT ACTORS TO BE FEATURED

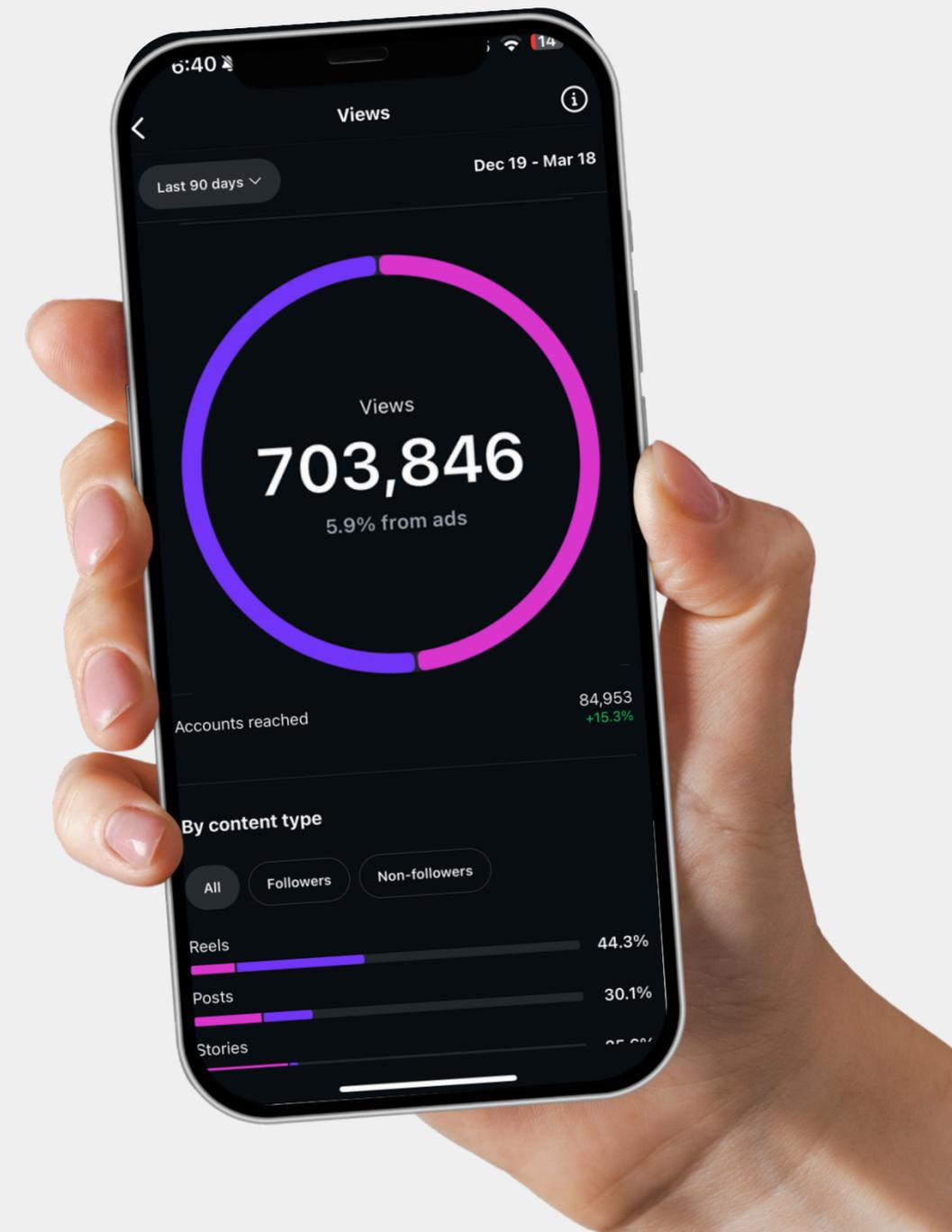
(4)

FILM, EDIT, POST AND COLLAB!

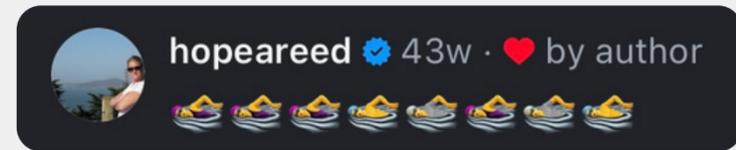
WHAT ACTUALLY GETS STUDENT ATTENTION

WHAT WE THINK WORKS VS. WHAT ACTUALLY WORKS

- INFORMATION ALONE IS NOT ENOUGH
- THE FIRST 3–5 SECONDS MATTER
- THE HOOK IS WHAT STOPS THE SCROLL
- STRONG VISUALS > TEXT-HEAVY OPENINGS
- THE PLATFORM ITSELF ALSO MEASURES THIS.



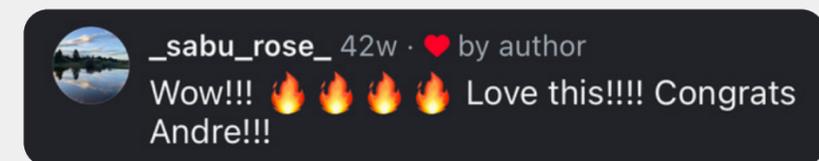
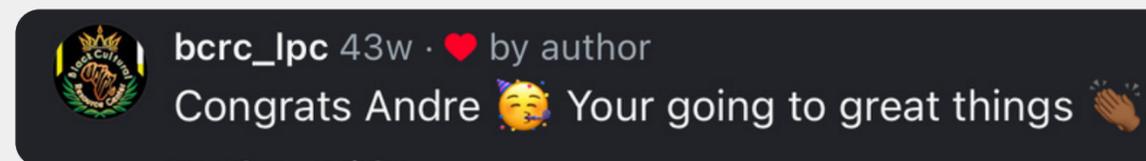
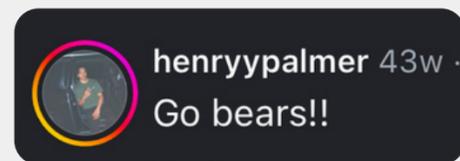
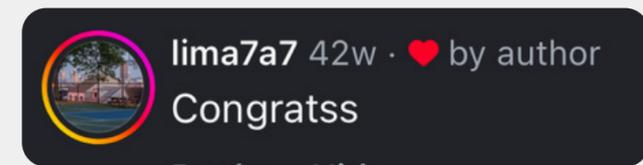
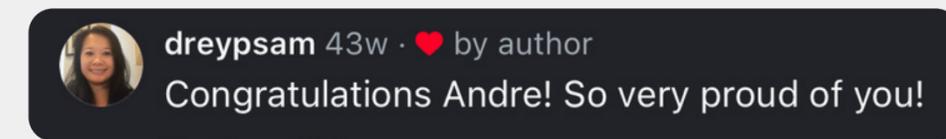
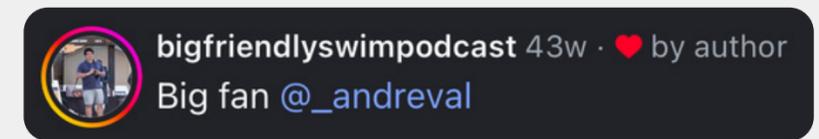
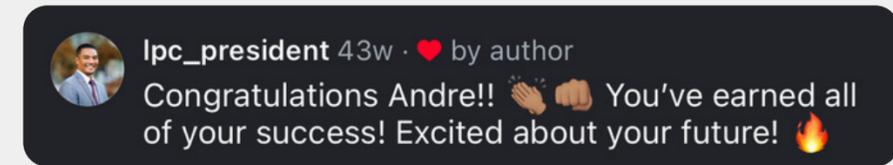
HOW I BUILD CONTENT FROM A STUDENT PERSPECTIVE



HOW I BUILD CONTENT FROM A STUDENT PERSPECTIVE

1. START WITH THE TOPIC OR GOAL
2. BRAINSTORM A STRONG VISUAL HOOK
3. CONNECT IT TO TRENDS STUDENTS ALREADY RECOGNIZE
4. THINK THROUGH FILMING, EDITING, AND PACING
5. SHAPE IT IN A WAY THAT FEELS STUDENT-CENTERED

MY ROLE WITHIN THAT IS REALLY TO TRANSLATE INFORMATION INTO SOMETHING STUDENTS WILL ACTUALLY CONNECT WITH.



WHY SOME CONTENT FAILS (EVEN IF IT'S GOOD)

WHY GOOD CONTENT DOESN'T ALWAYS PERFORM

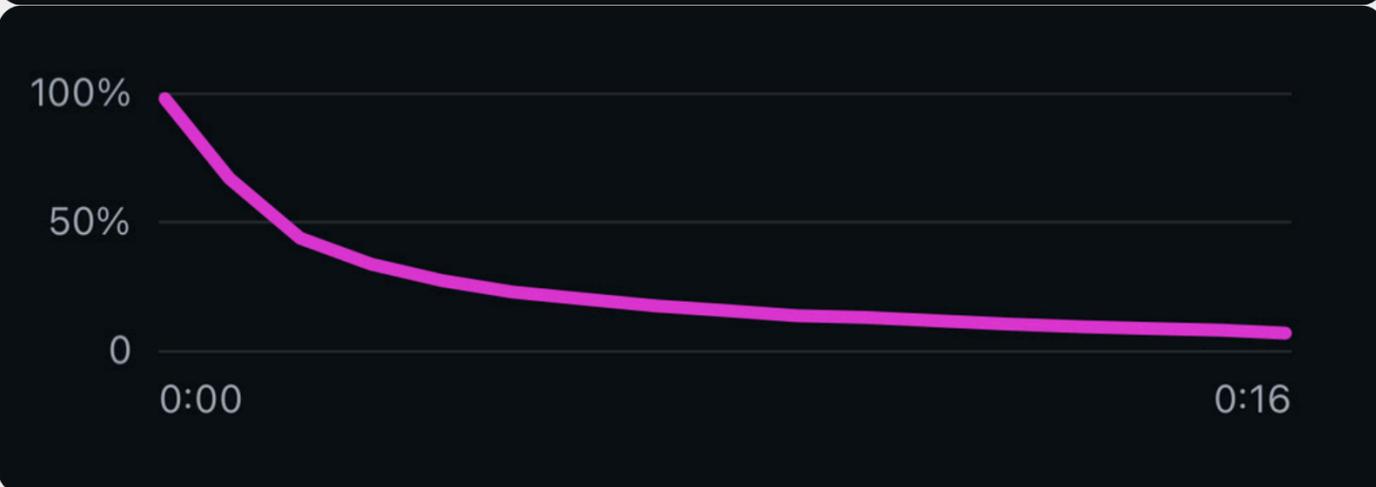
What impacts your views ⓘ

Rates are listed in order of importance to reach.



- TOO MUCH INFORMATION AT THE START
- NO CLEAR VISUAL HOOK
- FEELS LIKE AN ANNOUNCEMENT
- NOT AN EXPERIENCE
- NOT BUILT FOR HOW STUDENTS SCROLL

How long people watched your reel ⓘ



8 BEST PRACTICES

(1)

CONSISTENCY:

2-4 POSTS PER WEEK; AVOID LONG GAPS

(2)

TIMING:

LATE AFTERNOON AND EVENING, DURING THE WEEK

(3)

CONTENT:

BALANCE FUN WITH INFORMATIONAL
MIX CONTENT FOR FOLLOWERS & NEW AUDIENCES

(4)

INCORPORATE TRENDING MUSIC:

TRENDING MUSIC HELPS PUSH REACH

(5)

COLLABORATE IN ADVANCE:

REACH OUT TO OUR TEAM ABOUT COLLABORATING

(6)

FIND INSPIRATION:

LOOK AT OTHER COLLEGES AND CURRENT CULTURE
ADAPT TRENDS

(7)

DEVELOP A CONTENT CALENDAR:

PLAN IN ADVANCE FOR EVENTS AND MIXING UP
THE TYPE OF POSTS (PHOTO VS. VIDEO)

(8)

ACCESSIBILITY:

BE MINDFUL OF ACCESSIBILITY LAWS (ADA TITLE II)

ADA TITLE II

IN EFFECT APRIL 24,
2026



COLOR AND VISUAL DESIGN

- CONTRAST BETWEEN TEXT AND BACKGROUND
- USE CLEAR LABELS OR ICONS IN ADDITION TO COLOR INDICATORS.

ALT TEXT ON PHOTOS AND VIDEOS

- ADD ALTERNATIVE TEXT (ALT TEXT) TO ALL IMAGES.
- KEEP ALT TEXT SHORT BUT DESCRIPTIVE.

CAPTIONS ON VIDEOS

- CREATE CAPTIONS THAT INVITE INTERACTION.

AVOID FLYERS/PDFS DUE TO HEAVY TEXT

- AVOID WHEN POSSIBLE
- PROVIDE TEXT DESCRIPTIONS FOR CHARTS, MAPS, OR COMPLEX GRAPHICS

IMAGE AND VIDEO DESCRIPTIONS IN CAPTION

- DESCRIBE THE IMAGE AND VIDEO IN THE CAPTION.

TOOLS:

- CANVA
- ADOBE ACCESSIBILITY CHECKER
- OUTLOOK ADA COMPATIBILITY TOOL

SCAN FOR MORE
RESOURCES



KEY TAKEAWAYS

(1)

COLLABORATION CAN BE YOUR SECRET SAUCE

(2)

INVOLVE AND FEATURE STUDENTS AS MUCH AS POSSIBLE

(3)

SUSPEND YOUR DISBELIEF AND EMBRACE THE SILLY STUFF

(4)

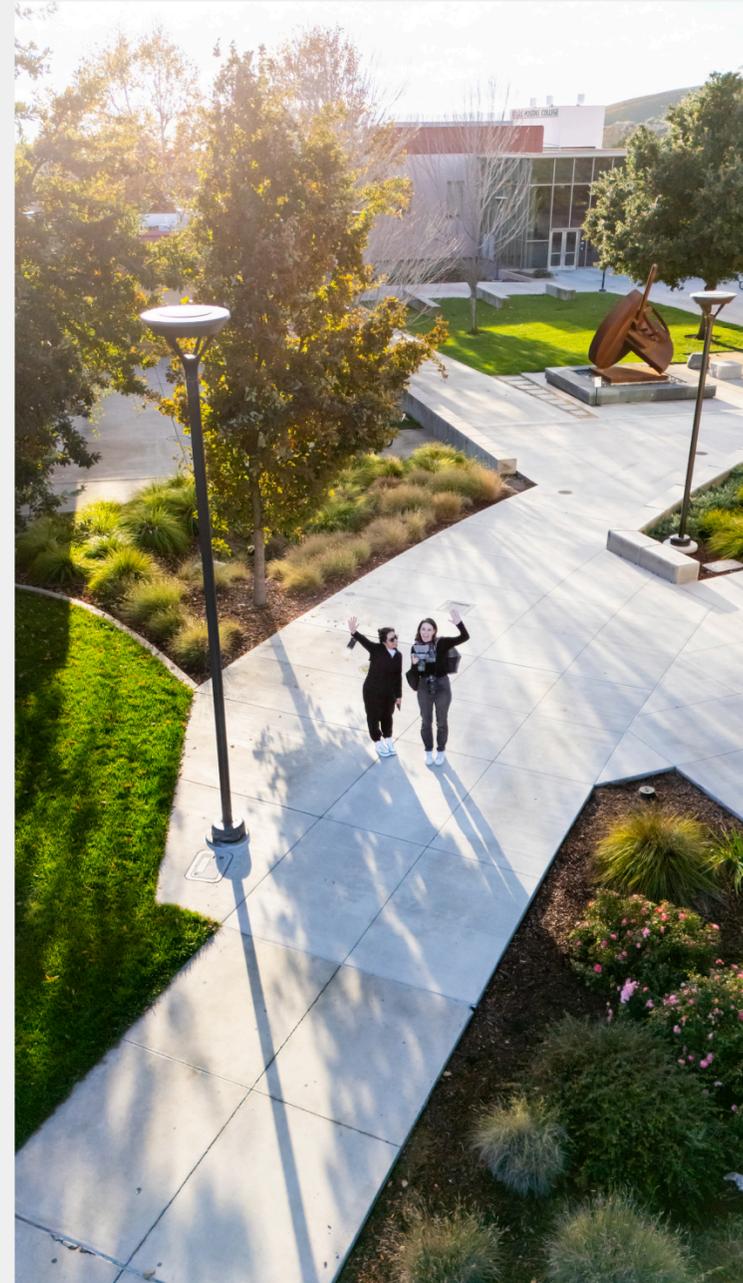
BE MINDFUL OF NEW ACCESSIBILITY LAWS WHEN POSTING

QUESTIONS?

ASK AWAY!



**THANK
YOU!**



LET US KNOW HOW WE DID!

SCAN THE QR CODE BELOW
TO PROVIDE FEEDBACK.

