



# YUBA COLLEGE

## Marketing Services

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January 7th, 2026

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# The Social Media Playbook: Elevating Your Department's Digital Presence



This session gives campus teams a practical, easy to use playbook for creating stronger social media content.

We focus on how to **plan** posts, choose the right **visuals**, write **captions** that connect, and align each department's voice with the college brand.

Participants will leave with simple tools and real examples they can use immediately.



## Why Social Media Matters

Social media is often the first place students, families, and community members experience a department.

It shapes perception before a website is visited, an email is opened, or a phone call is made.

Every department contributes to the college's digital presence whether intentionally or not.

## What We Mean by Social Media

Social media refers to online platforms where people create, share, and interact with content in real time.

For colleges, it is a way to share information, tell stories, and connect directly with students, employees, and the community.

Social media is not just marketing. It is communication, engagement, and service.

# Common Social Media Platforms Used by Community Colleges

Not every department needs to be on every platform. What matters most is choosing the right platform and using it intentionally. ANDDD you don't have to know right now!

## Facebook

Used for announcements, events, deadlines, and community focused updates. Often reaches parents, adult learners, and local audiences.

## Instagram

Used for photos, short videos, Stories, and Reels. Highlights campus life, students, events, and visual storytelling.

# **Common Social Media Platforms Used by Community Colleges**

## **LinkedIn**

Used for workforce programs, partnerships, alumni outcomes, employee highlights, and institutional credibility.

## **YouTube**

Used for longer videos such as program spotlights, student stories, event recordings, and tutorials.

## **TikTok**

Used for short, informal videos that show personality, behind the scenes moments, and quick information.

## **Takeaway 1: Plan Before You Post:**

**Strong social media starts with planning, not last-minute posting.**

### **What we commonly see**

Departments post the day something is due or happening. Content feels rushed and unclear.

#### **Scenario**

The Admissions office asks for reminder to go out on social media of an application deadline the day before the deadline. A graphic with tiny text listing multiple requirements is posted quickly. Engagement is low, and the comments fill with confused questions.

#### **Playbook Shift**

Admissions plans deadline posts weeks in advance with MARCOMMS, ideally 15, 9, and 2-day reminders. Focuses on one action only, with details in the caption and a clear link. The other two posts list resources available to help students with approaching deadline.

#### **Applies to**

Admissions, Financial Aid, Registration, Student Services

## **Takeaway 2: Every Platform Has a Job**

**Not every post belongs on every platform in the same way.**

### **What we commonly see**

The same message is copied and pasted across platforms with little adjustment.

### **Scenario**

A Workforce Training program announces a new certificate by posting identical content on Facebook, Instagram, and LinkedIn. The post performs poorly everywhere.

### **Playbook Shift**

Facebook explains who the program is for and when it starts. Instagram shows a student in a lab environment. LinkedIn highlights employer demand and job outcomes.

### **Applies to**

Workforce Development, Career Services, Continuing Education

## **Takeaway 3: Faces Beat Flyers**

**People connect with people more than text-heavy graphics.**

### **What we commonly see**

Flyer-style graphics packed with information are hard to read and easy to ignore.

### **Scenario**

The Library posts a graphic listing hours, policies, and reminders in small text. The post gets little engagement.

### **Playbook Shift**

The Library posts a photo of a student studying with a simple caption announcing extended finals week hours. Reach and engagement increase.

### **Applies to**

Library, Tutoring, Learning Centers, Student Success

## **Takeaway 4: Captions Do the Heavy Lifting**

The caption explains why a post matters.

### **What we commonly see**

Captions sound formal, vague, or administrative.

### **Scenario**

Counseling posts a graphic that says “Advising Appointments Available” with no explanation.

### **Playbook Shift**

The caption explains who advising helps, why now is the right time, and how to book an appointment. Students are more likely to take action.

### **Applies to**

Counseling, Advising, Academic Support

## **Takeaway 5: Always Include a Clear Next Step**

Every post should tell people what to do next.

### **What we commonly see**

Posts share information but stop short of action.

### **Scenario**

The Foundation posts photos from a scholarship reception without a call to action.

### **Playbook Shift**

The caption includes “Learn how to apply for next year’s scholarships” or “Support students like these.” Engagement turns into action.

### **Applies to**

Foundation, Alumni Relations, Advancement

## **Takeaway 6: Consistency Beats Frequency**

Posting consistently matters more than posting often.

### **What we commonly see**

Departments post frequently for a short time, then go silent.

### **Scenario**

A department posts several times in one week, then does not post again for a month.

### **Playbook Shift**

The department commits to two thoughtful posts per week tied to its calendar. Engagement becomes more stable and predictable.

### **Applies to**

All departments managing social media accounts

## **Takeaway 7: Stories and Short Video Matter**

Short, informal content builds connection quickly.

### **What we commonly see**

Stories and short video are underused or ignored.

### **Scenario**

The Registrar posts a long caption explaining add and drop deadlines. Few people read it.

### **Playbook Shift**

A short story video explains the deadline in plain language with captions and a link for more information.

### **Applies to**

Registrar, Admissions, Financial Aid

## **Takeaway 8: Engagement Is a Two Way Street**

Social media is a conversation, not a bulletin board.

### **What we commonly see**

Comments and messages go unanswered for days.

### **Scenario**

A student comments with a question about eligibility. No response is posted.

### **Playbook Shift**

The department responds within a day, acknowledges the question, and points the student to the right resource. Trust and engagement increase.

### **Applies to**

All student facing departments

## **Takeaway 9: Accessibility Is Part of Good Content**

Accessible content reaches more people and reflects institutional values.

### **What we commonly see**

Images lack alt text and videos lack captions.

### **Scenario**

The Athletics Department posts a game day graphic with small text over an action photo. The highlight video has no captions.

### **Playbook Shift**

Athletics uses a clean image with minimal text, adds alt text, captions the video, and clearly lists game details in the caption.

### **Applies to**

Athletics, Recreation, Campus Events

## **Takeaway 10: Use Data to Guide Decisions**

You do not need advanced analytics to improve content.

### **What we commonly see**

Departments assume content is not working and stop posting.

### **Scenario**

A department feels discouraged by low engagement and abandons social media.

### **Playbook Shift**

The department reviews which posts received comments, shares, or clicks and builds future posts around what already performs well.

### **Applies to**

All departments

## Pulling It All Together

Strong social media does not require perfection or expertise.

It requires:

- Planning ahead
- Showing real people
- Writing in clear, human language
- Including next steps
- Staying consistent

When departments follow shared principles, the college's digital presence feels connected, welcoming, and intentional.





# Thank You Questions?

Contact us at [25comm.com](http://25comm.com)

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