

The background features abstract, flowing waves in shades of red, orange, and yellow, creating a dynamic and energetic feel. The waves are layered, with some appearing more prominent than others, and they curve across the frame.

INCREASING SUCCESS ON TWITTER AND INSTAGRAM

A LITTLE ABOUT ME



♥ 48 likes

hauterflyguy A moment of zen in between the #sxsw turn up. Until next time Austin. #namaste

Yogi



♥ 12 likes

hauterflyguy The best part of waking up is waking up to real food. Who wants a slice of my veggie frittata? #cleaneats #adultlife 🥗

Foodie



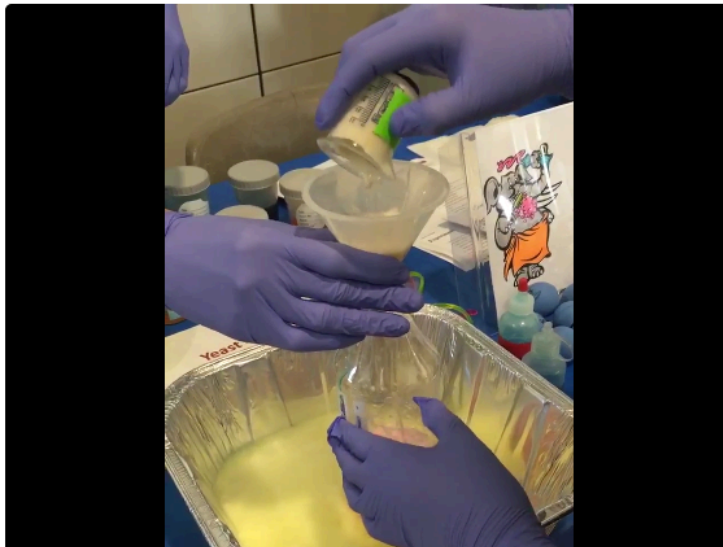
▶ 67 views

hauterflyguy I just witnessed a very #texas moment. #urbancowboy #saddleup

New Houstonian

San Jacinto College is the #1 Texas Community College on Twitter

Ever wondered what elephant toothpaste looks like? We found out at the @PasadenaSD_TX science fair. #STEMeducation



RETWEETS
3

LIKES
3



San Jac at the table with @RepKevinBrady discussing the impact of Pell on year round education. #SanJacOnWashington



RETWEETS
5

LIKES
3



#IWillSmileTodayBecause the new North @sanjaclibraries addition is officially open! #sjcsping16



RETWEETS
4

LIKES
6



A Eulogy for Twitter

The beloved social publishing platform enters its twilight.



Matthias Töpfer/flickr



ADRIENNE LAFRANCE AND ROBINSON MEYER | APR 30, 2014 | TECHNOLOGY



Wikimedia

The Decay of Twitter

The social network fundamentally changed in early 2014. And that's causing big problems for the company.



ROBINSON MEYER | NOV 2, 2015 | TECHNOLOGY





MAY 2015 VS MAY 2016

May 2015 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 6,060 impressions

Q: What can you offer to high school students?

A: we offer dual credit, summer camps, scholarships opportunities. [#collegenow](#)

🔗 1 🔄 12 ❤️ 12

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 293K people



MilitaryConnection

@TheGoToSite [FOLLOWS YOU](#)

Top mention earned 184 engagements



104.1 KRBE
@krbe • 19 May 2015

Thanks 4 sharing ur goals w/ us &
[@SanJacCollege](#)! Win now [@KRBE](#).com RT
[@aly_requardt](#): [@krbe](#) [#somedaysjc](#)
[pic.twitter.com/ARkLj9cbT4](#)



🔗 2 ❤️ 1

[View Tweet](#)

MAY 2015 SUMMARY

Tweets
183

Tweet impressions
438K

Profile visits
6,827

Mentions
169

New followers
115

May 2016 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 6,469 impressions

Congrats to Clear Horizons Early College HS student Daniel Mina, a [@KPRC2](#) Senior Scholarship winner! [#sanjacproud](#)
[pic.twitter.com/UJ7iDhscWzT](#)



🔗 6 ❤️ 11

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 293K people



MilitaryConnection

@TheGoToSite [FOLLOWS YOU](#)

Thousands of pages of military-veteran resources and information including jobs, schools, benefits, news and more. Something for everyone.

[View profile](#)

[View follower's dashboard](#)

Top mention earned 3,114 engagements



Daniel Gotera
@DTGoteraKHOU • May 4

The [@SanJacCollege](#) Gators are the best JUCO team in the country. Their inspiration? Well...meet Diego Villatoro
[amp.twimg.com/v/806d2302-483...](#)

🔗 2 🔄 138 ❤️ 148

[View Tweet](#)

Top media Tweet earned 2,122 impressions

Learning doesn't end with a degree rather it's a life long process. Thank you for choosing [#SanJac](#) for the journey.
[pic.twitter.com/bCKkzn4hV](#)



🔗 4 ❤️ 8

[View Tweet activity](#)

[View all Tweet activity](#)

MAY 2016 SUMMARY

Tweets
156

Tweet impressions
603K

Profile visits
9,839

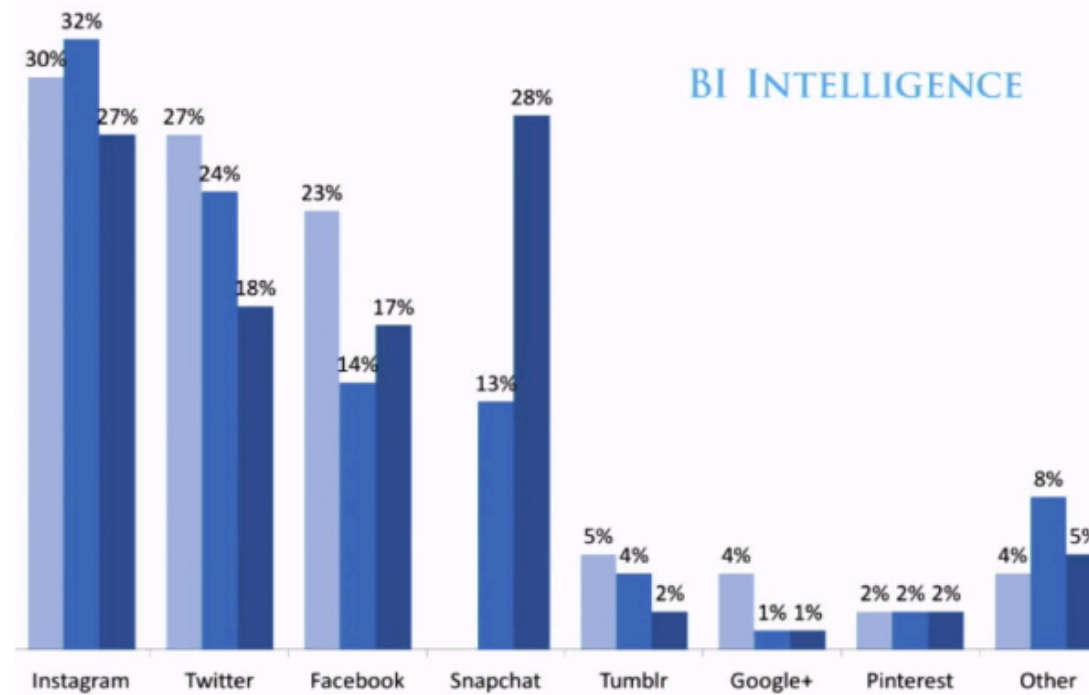
Mentions
195

New followers
120

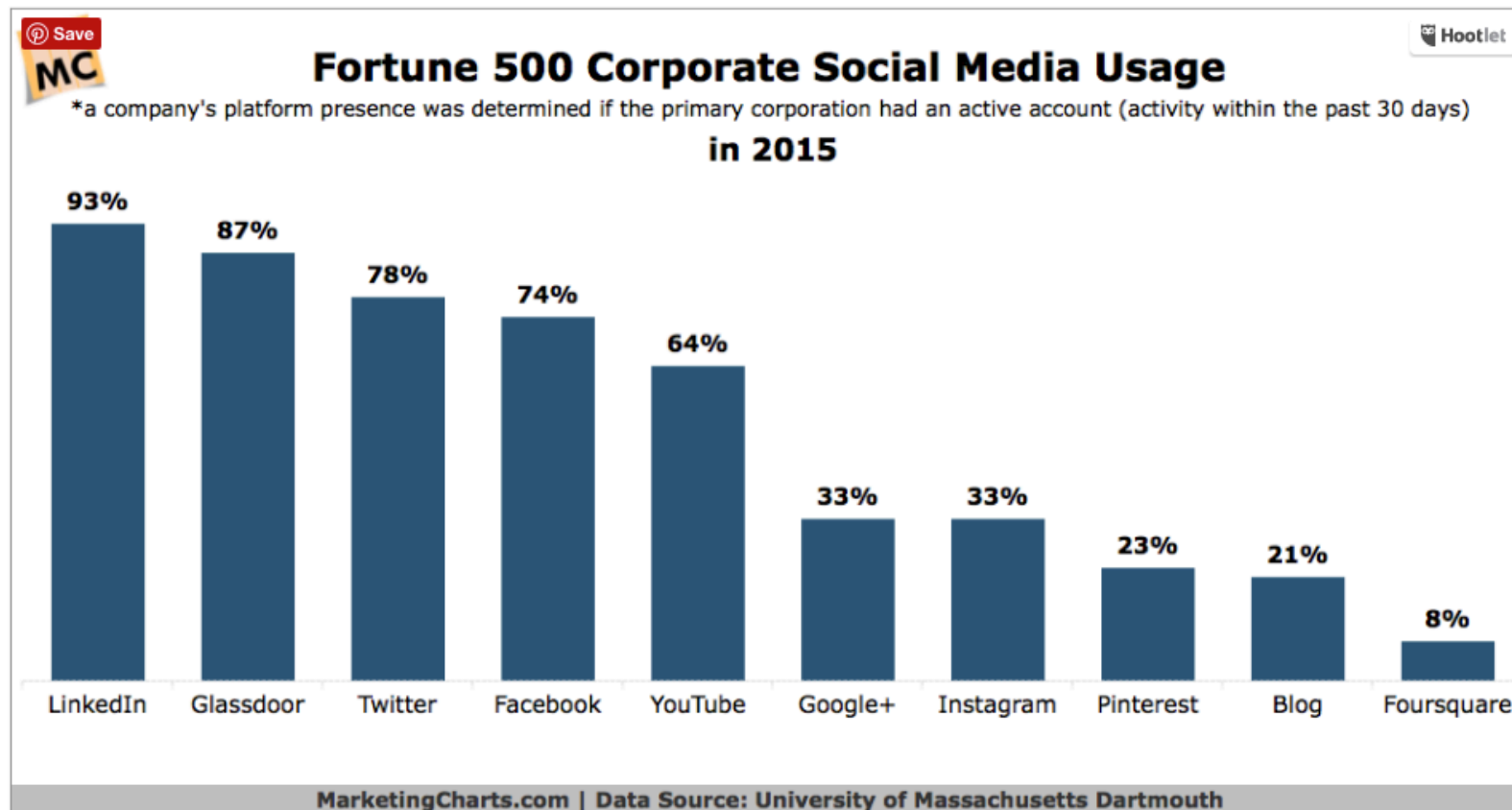


Survey: Most Important Social Networks Among Teens (US)

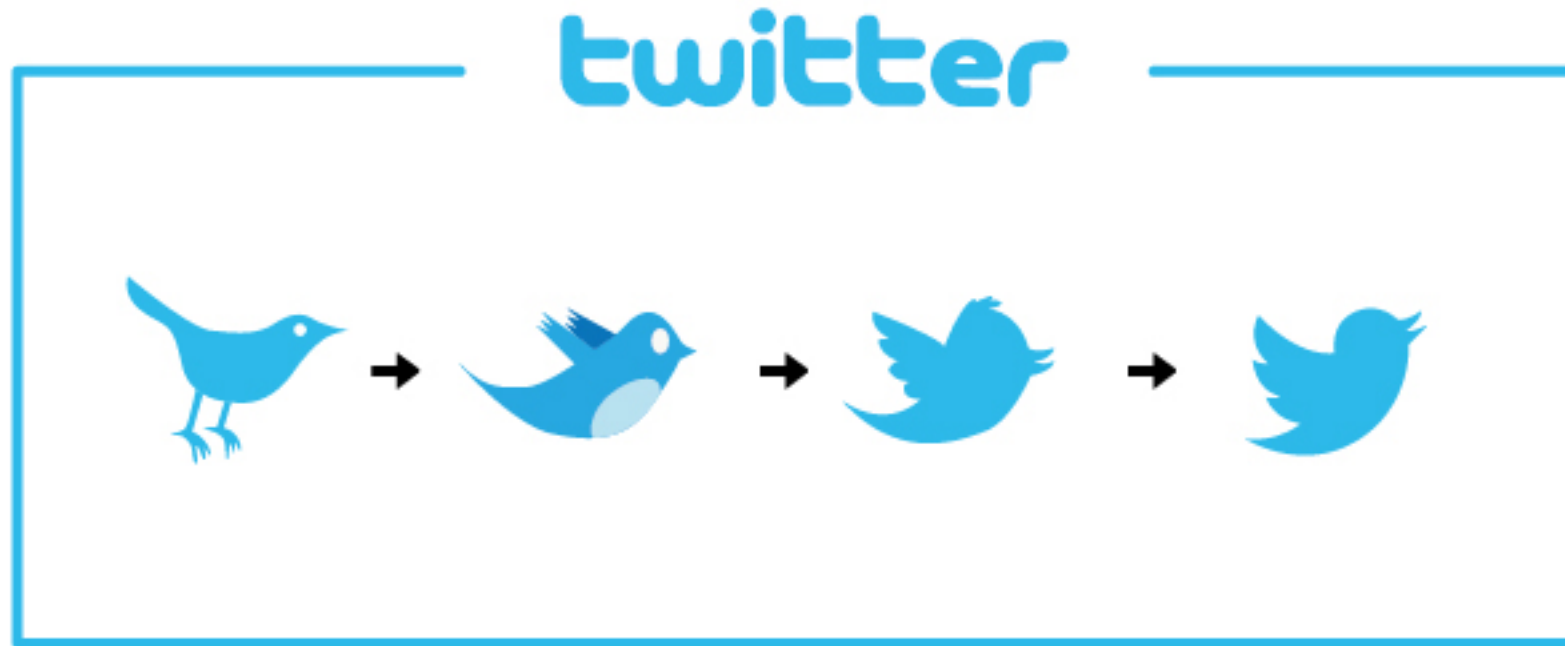
Spring 2014 Spring 2015 Spring 2016



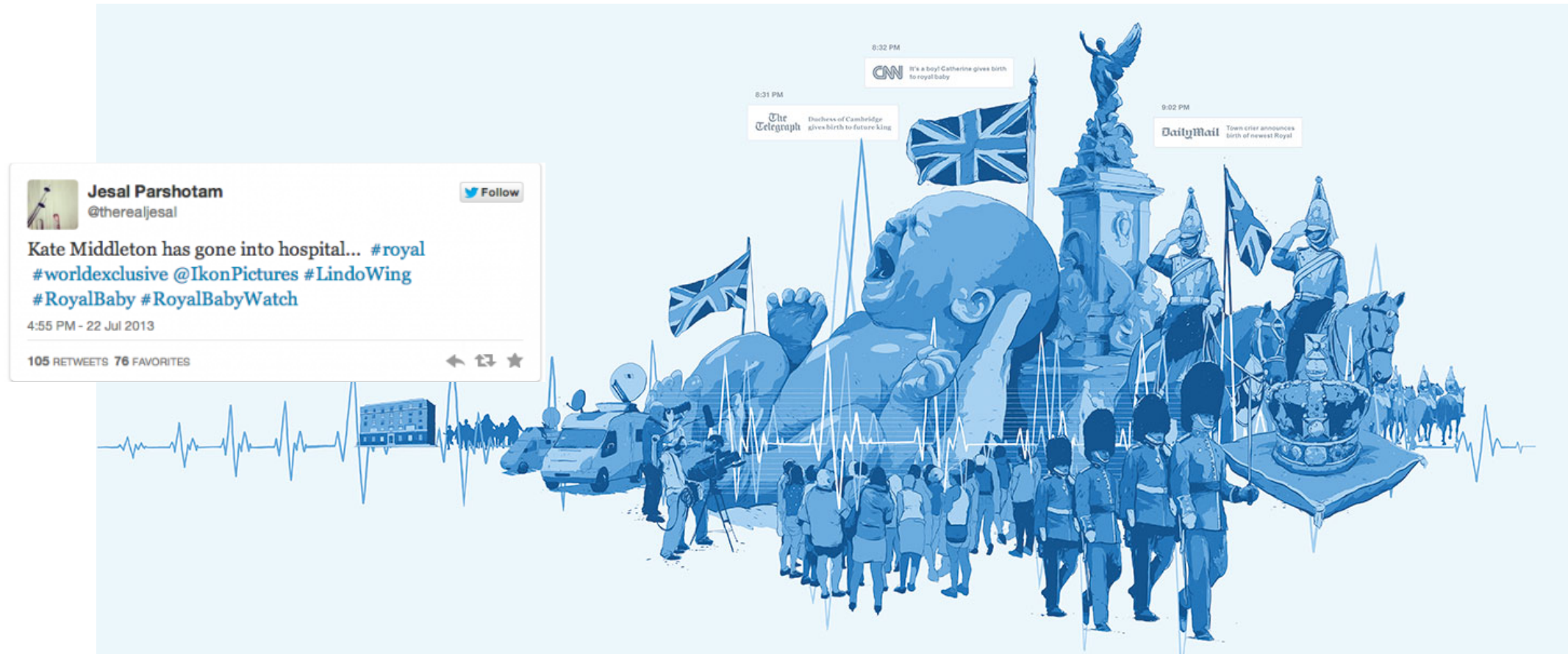
TWITTER: THE BRIDGE FROM B2B AND B2C



TWITTER EVOLVES



TWITTER: WHERE NEWS BREAKS

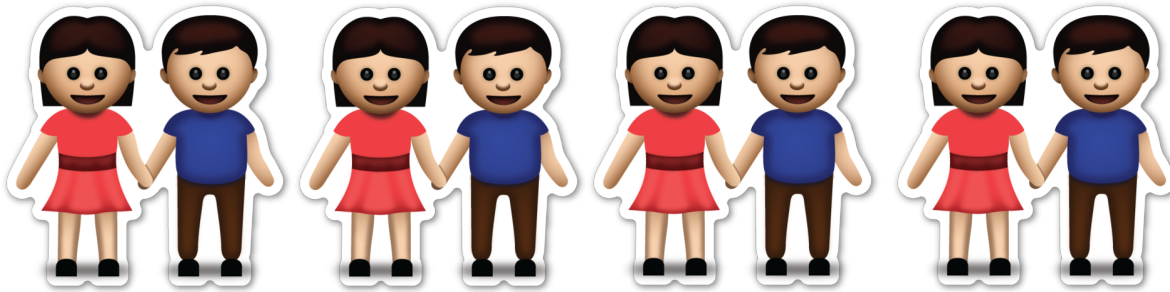




TWITTER IS WHERE PEOPLE SEARCH

- Google processes 100 billion search queries per month
- YouTube processes 3 billion search queries per month
- Twitter processes 2.1 billion search queries DAILY

THE NEW 80/20 RULE



**40% Content of others
(advocates, influencers,
customers, partners fans)**

**40% Your content
that adds value**

**20% Promotional and
probably paid**

1.What are the keywords you want to be known for?

2.Follow, interact and share that information










Twitter Allows You to create 1,000 Lists of 5,000 People Each

- Influencers/Industry Thought Leaders
- Sources of Industry Information
- Media Outlets
- Students (be careful)

List of Engagement Vehicles

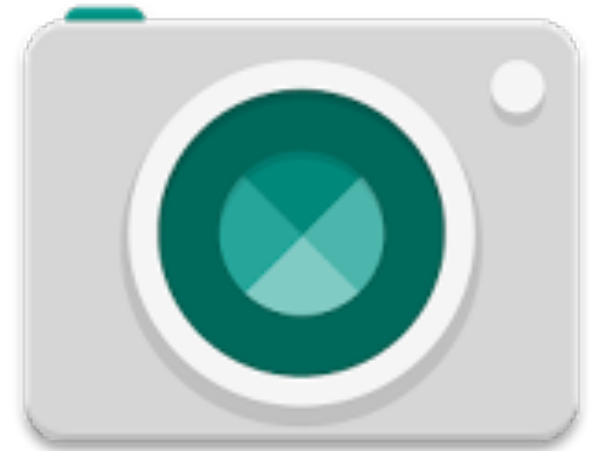
- Thanks for being added
- Name of list
 - People feel proud to be on your list

Subscribed to	Member of
Community 3 Members	
Maritime Maritime Industry News and Influencers 9 Members	
Industry 5 Members	
Sports 8 Members	
Education 72 Members	
Media 29 Members	
San Jacinto College San Jacinto College Accounts 25 Members	

OWN YOUR HASHTAG



INSTAGRAM SUCCESS





INSTAGRAM CONTEST

Why Contests Work

- Reward your best followers
- Reach new audiences
- Increase engagement
- USER GENERATED CONTENT

#SANJACENROLL

Objectives:

1. More followers (break 2,000 fans)
2. A different way to engage (user generated content)
3. Build campus pride

- Students had to share a photo of their new campus ID on Twitter or Instagram using #SanJacEnroll for a chance to win an iTunes gift card.
- Tagging friends was encouraged
- Public profile





INSTAGRAM RULES

YOU MUST INCLUDE THE FOLLOWING IN
YOUR CONTEST DESCRIPTION:

1. The official rules
2. Offer terms and eligibility requirements
(current students, age requirements)
3. Compliance with applicable rules and
regulations governing the promotion and
all prizes offered



Per Instagram rules, this promotion is in no way sponsored, administered, or associated with Instagram, Inc. By entering, entrants confirm that they are 13+ years of age, release Instagram of responsibility, and agree to Instagram's terms of use.



Giveaway vs. Contest

Contest: A winner is chosen based on merit (best photograph, best “caption this”)

Giveaway (or sweepstakes): A Winner is awarded randomly

#PROTIP:

Run a CONTEST over a giveaway to protect yourself from “lottery” issues.

The Launch



SHAMELESS CROSS PROMOTION!

 **San Jacinto College** ✓
Published by Jahmal Clemons [?] · August 17, 2015 · 🌐

You've applied, you're in and here's your chance to win. Join our Instagram contest and you could start the semester with a \$50 iTunes gift card. Just post a picture with either your books or your acceptance letter and tag #SanJacenroll to be entered. #SJCFall15

<http://ow.ly/QPxqu>

BE IN TUNE WITH SAN JAC!

1

UPLOAD YOUR PHOTO & USE #SANJACENROLL

2

TAG 3 FRIENDS

3

YOU'LL BE ENTERED FOR A CHANCE TO

You've applied, you're in and here's your chance to win. #SanJacenroll ow.ly/QPzK9

BE IN TUNE WITH SAN JAC!

1

UPLOAD YOUR PHOTO & USE #SANJACENROLL

2

TAG 3 FRIENDS

3

YOU'LL BE ENTERED FOR A CHANCE TO WIN A \$50 ITUNES CARD



♥ 31 likes

sanjaccollege The winners of our #SanJacEnroll contest are @mercdelvalle, @brandyestellecarroll, @cgal55, @missdreeks & @Jossue2018! We will be sending you your iTunes gift cards in the mail.

- We had about 10 entrants, but most didn't follow the rules.
- During the contest time, we reached over 2,000 followers
- Students who never commented or interacted with the our page did during the contest.



Questions?