

Campus Communicators Toolbox



Today's Presenters



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Why Are We Here Today?

- MARCOM toolbox
- Explore effective storytelling strategies
- Inform on social media best practices
- Update from web/digital services
- Sneak peak of what's new



What is MARCOM?

- Unified brand identity
- Strategic marketing and communications
- Prioritize work that makes largest impact
 - Top-tier events and initiatives
 - Recruitment and admissions focused
 - Projects that raise TAMU-CC's image to national level
- Committed to delivering high-quality services



Toolbox

marcom.tamucc.edu

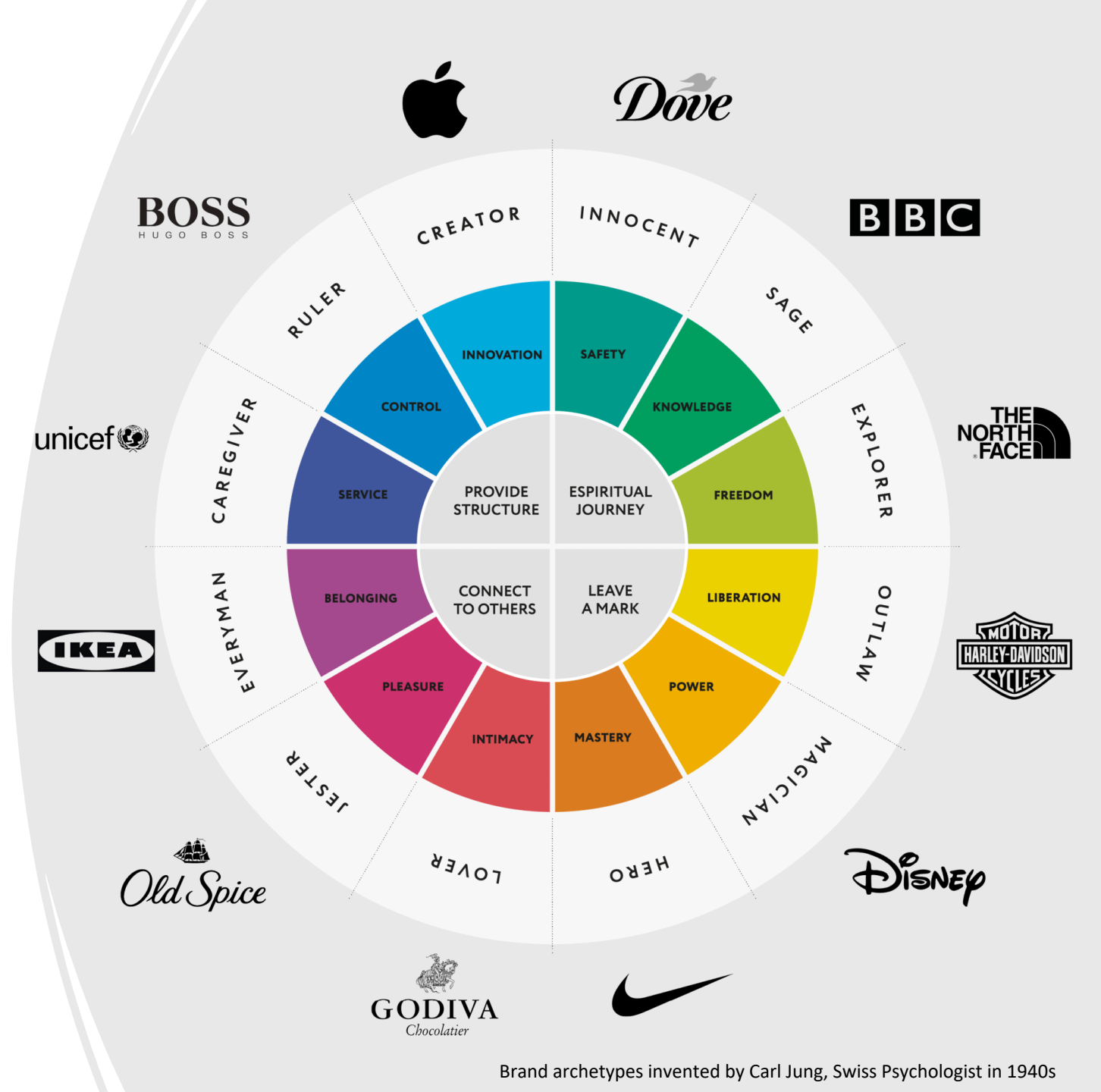


- Brand and Style Guide
- Email signature generator
- Promotional item purchasing steps
- Digital publications
- Virtual backgrounds and templates
- External materials request form
- Photo gallery – **photos.tamucc.edu**
- Web content reference guide – **tamucc.edu/content-reference**



Did you know?

- We have a brand archetype!
- Helps us connect to our audience in a deep and meaningful way
- Builds authenticity, loyalty, and trust
- Influences behavior



The Explorer Archetype

- Promise freedom, information, experience, and ultimately a better world
- Are immersed in nature
- Are wary of being “tied-down” to anything
- Tout their authenticity
- Take you somewhere
- Seek to experience new things
- Search for unique identities or solutions
- Brands: NASA, Jeep, The North Face, Subaru, National Geographic



How do we tell the university's story?

- Comm specialist assigned to each college
- Web stories
- Print publications
- Video
- Social media
- Internal communications
- Marketing campaigns



CORE

Create Once

Repurpose Everywhere

- Goal for content creation and distribute is CORE
- Repurpose content to adapt to each channel's audience and features
- Not all content is relevant or appropriate for all channels
- Know platform, know audience, distribute, measure, optimize, repeat
- Our goal is to say "YES" more than we say no!



Media Inquiries

- University policy
 - All news releases and media alerts will be sent by MARCOM
 - Interviews should not be granted without MARCOM's prior knowledge.
- Streamline requests, help experts prepare, help gather visuals, to help media park, to help track metrics to show value, etc.



Understanding the Various Social Platforms

- What platform you decide to use will depend on the audience you're trying to reach and the type of content you have to share
- Facebook, Instagram, LinkedIn, and X (Twitter) all have their own strengths and weaknesses



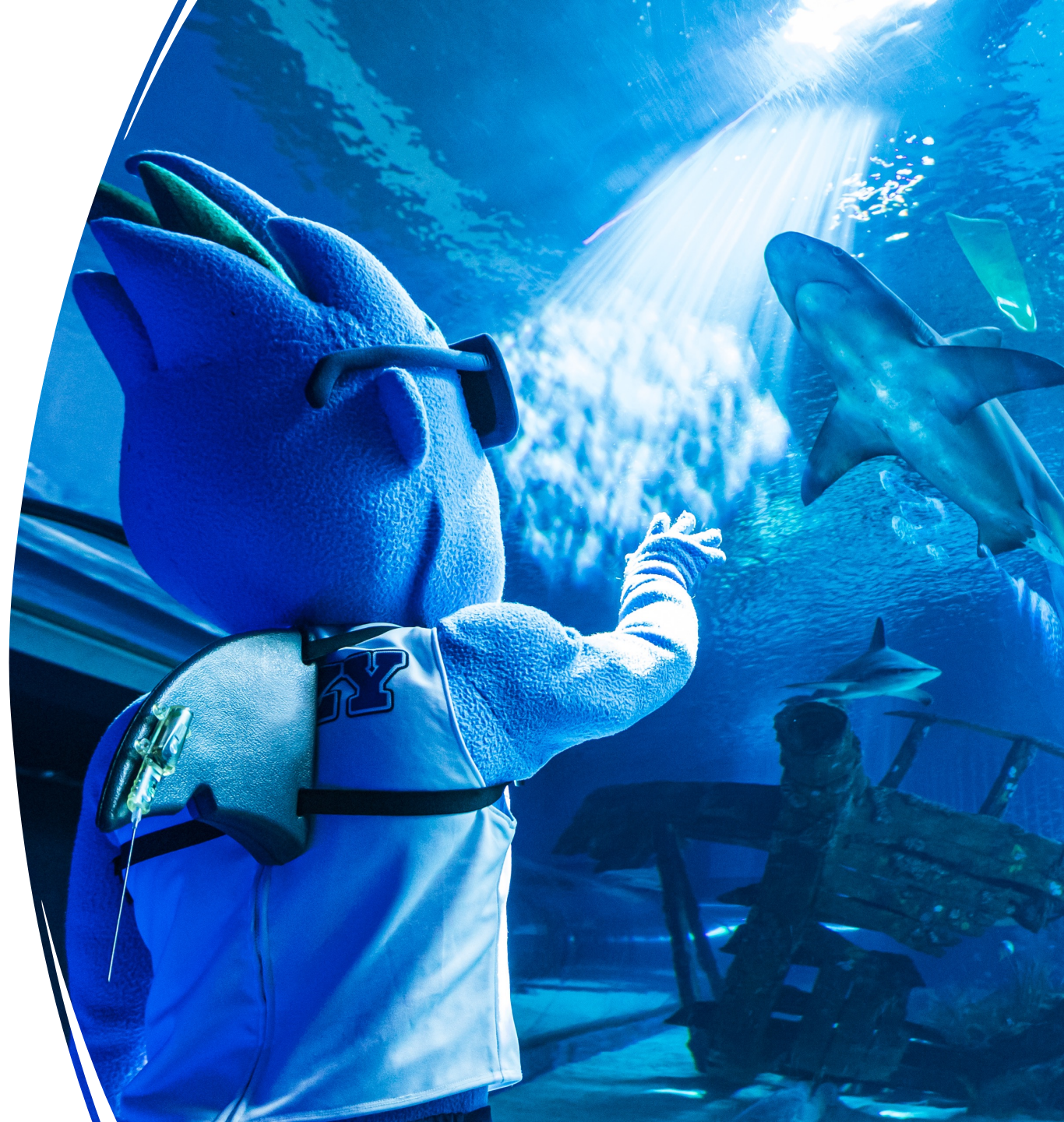
Telling the University Story: Facebook

- Supports: Videos, photo, text
- Demographic: 34-54+
- Owned by Meta alongside Instagram, integrated compatibility
- Great for engaging with parents and alumni
- [Facebook example](#)



Telling the University Story: Instagram

- Supports: Photo and video with text
- Demographic: 18-29
- Features stories, which are customizable photos or short videos that appear for 24 hours only
- Features reels, a feature dedicated to supporting 15-90-second-long videos
- Great for engaging with prospective and current students along with recent alumni
- Good platform to use when you have plenty of interesting visual content to share
- [Instagram example](#)



Telling the University Story: LinkedIn

- Supports: Photo, video, text
- Demographic: 25-34
- Ideal for highlighting professional advancements and networking with similar organizations
- [LinkedIn example](#)



Telling the University Story: Twitter (X)

- Supports:
Limited video, photo, and text
- Demographic: 25-34
- Currently undergoing controversial management
- Great for partaking in online dialogue amongst current students and alumni



Optimizing Social

- Ensure you're using the highest quality photo and video
- Attention-grabbing captions
- Being mindful of time and place



Web/Digital Services

Our goals

- Streamlined, consistent user experience
- Increase campus visibility (SEO)
- Improve quality of content and ADA compliance



Web/Digital Services

- **Cascade CMS**
 - Cascade Training
 - TrainTraq
 - Content Reference Guide
- **Web Content Guidance**
 - Keep it simple
 - Evaluate and improve quality of content
 - Follow ADA Best Practices
 - Focus on student acquisition
- **Quarterly Content Reports**
 - Site Improve



Coming Soon

- Graphic design templates
- Newsletter
- Social media best practices and consultations



Request Services

marcom.tamucc.edu



- MARCOM request form
- Suggest a story form
- Web help form



Questions?

