Comebacker Campaign: Social Media Guide

Campaign Overview:
This social media guide supports the Comebacker Campaign aimed at re-enrolling adult learners in the greater Sacramento area. The campaign highlights the flexibility and accessibility of online programs offered by UC Davis, Sacramento State, Lake Tahoe Community College, Los Rios Community College District, Sierra College, Yuba College, and Woodland Community College.

Goals:
- Business Goal: Re-enroll stop-out students at participating colleges.
- Marketing Goal: Showcase online programs as the solution for completing educational goals.
- Marketing Objective: Drive traffic to the campaign landing page to increase consideration and enrollment.

Target Audience:
- Men of color and individuals from BIPOC communities who previously attended college but did not complete their degrees or certificates.
- Individuals ranging from recent stop-outs to those out of the education system for years.

Messaging Themes:
1. Empathy and Empowerment: Address challenges faced by adult learners and offer encouragement.
2. Flexibility and Accessibility: Highlight the convenience of online programs.
3. Achievement and Aspiration: Inspire action by emphasizing the benefits of completing a degree.

Step 1: Review Creative Assets

- **Assets and Resources:**
    - Access campaign assets and copy via this [LINK].
    - Webpage: https://collegecomeback.com/
- **Objective:**
  Examine the existing creative assets (images, videos, etc.) previously used in paid media campaigns. These assets may also be valuable for organic posts.
- **Reason:**
  Leveraging existing content reduces the need for creating new assets from scratch, maximizing efficiency.
- **Action:**
  Identify which content pieces—such as videos or images showcasing success stories or the benefits of the program—can be repurposed for social media posts.

Step 2: Create a Repository of Captions

- **Objective:**
  Develop a collection of ready-to-use captions that align with the campaign's messaging goals and resonate with the target audience of adult learners.
- **Reason:**
  Having a prepared library of captions streamlines the posting process and ensures consistent messaging.
- **Action:**
  Focus on three core messaging themes:
  - **Empathy and Empowerment**
  - **Flexibility and Accessibility**
  - **Achievement and Aspiration**
- Example captions include:
  - "It's never too late to finish your degree. Online programs make it easier to get back on track."
  - "Start where you are. Finish stronger than ever."
  - "Whether you're a few months or years out of school, it's never too late to finish your degree. Online programs make it easier to return to education on your terms."

Step 3: Capture Images and Create Graphics

- **Objective:**
  Produce images or graphics that align with the campaign's messaging, using tools like Canva to create simple but professional designs.
- **Reason:**
  If new photos are not available, free tools such as Canva can help create visually appealing templates that are consistent with the campaign's goals.
- **Action:**
  Design templates with motivational quotes and calls-to-action (CTAs), such as prompts to visit the campaign landing page. Additionally, consider using free stock images related to education or students to enhance visual content.

Step 4: Plan the Platform Strategy

- **Objective:**
  Develop a platform-specific posting schedule based on available resources, ensuring each platform is utilized effectively.
- **Action:**
  - **Facebook**: Post 1-2 times per week, utilizing prepared assets and captions. Content should include educational resources and success stories.
  - **Instagram**: Focus on short-form content such as Reels and Stories. Post 1-2 times per week, highlighting visual content like motivational quotes, flexible learning options, and success stories.

- ○ **TikTok**: Create 1-2 short videos per week that highlight program benefits or student testimonials. Incorporate TikTok's trend-based format to maintain engagement.

Step 5: Begin Posting and Engage with the Community

- ● **Objective:**
  Begin posting content across chosen platforms, ensuring there is enough content to maintain consistency. Increase posting frequency (up to 2-4 times per week) as more resources become available.
- ● **Reason:**
  Regular posting helps increase visibility and fosters connections with the audience.
- ● **Action:**
  Engage with followers by responding to comments and questions. Additionally, share any user-generated content or success stories to encourage further interaction.

Step 6: Track and Adjust Based on Performance

- ● **Metrics for Success:**
  - ○ **Followers**: Track the growth or decline in followers on each platform.
  - ○ **Engagement**: Monitor likes, comments, shares, and link clicks to assess content effectiveness.