

Resources

For marketing/promoting your MCLA club or event



Free social media and content resources

Graphics and poster design

- Canva is a free graphic design app that is easy to use. You can create fliers and social media graphics quickly and save them to your camera roll or post them directly from the app. If you are working within a limited budget, this is a game-changer.
- The MCLA Office of Marketing and Communications also offers free poster templates in multiple file formats at <http://bit.ly/MCLAtemplates>.
- Download logos and review brand guidelines at <http://bit.ly/MCLAlogos>.

Social media analytics

Almost every social media platform has built-in stats and analytics to help you figure out when your followers are online, how many people saw your post, etc. Here are the most common ones:

- Facebook: “Insights” tab at top of your page
- Twitter: [Twitter.com/analytix](https://twitter.com/analytix)
- Instagram: Also has built-in insights if you switch to a business or creator profile
- Google Analytics: If you have a website, you need this. GA offers a free basics course online to get you acquainted with this powerful tool. It’s worth the two hours or so you will spend on it.

Scheduling tools

Hootsuite: You can link all your social media accounts here and post directly from Hootsuite. You can post the same thing across multiple channels or you can get really deep into it with an editorial calendar and some additional analytics. Also includes a free link shortener. Buffer is also an excellent option with a free version.

How do I....

Get fliers on campus TVs?

Email your flier to the Student Development Office at studentdevelopment@mcla.edu.

Hang a flier on campus?

Fliers to be hung on MCLA’s 17 campus bulletin boards must be approved by the Student Development Office (CC310). Advertising materials may be displayed for up to two weeks. Drop off fliers in CC310 to be hung by student staff.

Get my flier shared on MCLA social media?

Connect with Social Media Specialist Jasmine Gancarz and she’ll share it: Jasmine/Gancarz@mcla.edu.

Use the app to list events?

Download the “MCLA Events” app or visit <https://mcla.presence.io> to get started! Log in with your A#.

Get my video posted to MCLA’s YouTube channel?

Creative and Brand Strategy Manager Francesca Olsen can review and either post it or provide feedback: Francesca.Olsen@mcla.edu

Create effective content (and curate a social media presence)

Get a sense for how people use social media

People generally check social media first thing in the morning, at lunch time, at the end of the work day, and before bed. If you time your posts around those marks, you'll see more success than just posting when you can.

Tailor content for different platforms

Don't send your Facebook posts to Twitter and your Instagram posts to your Facebook. Take a moment to work over your text/copy so it's optimized for each platform. Rewrite a FB post so all the crucial info fits in a tweet. Recrop or reshoot an Instagram photo so you can provide another perspective of the same experience.

Don't neglect any of your accounts

If you find yourself neglecting, kill one of your profiles. No one likes a dead page/account, and it makes you look bad. And ALWAYS make sure that someone else on your club board/core team/etc. has login information for social media accounts so the accounts don't die when you graduate.

Brevity

Your fans/followers should understand what you are saying within the first one or two sentences. Don't write long captions unless you're going for a blog format. If you're promoting an in-person event, stick to who, what, where, when, and why.

Take one! Two, three, four, five...

- Take five or six photos and then choose ONE to post. Do a few boomerangs and post the best one. When shooting video, do a few takes. No one is perfect on the first try (though you may get lucky sometimes).
- Hold your phone horizontally when taking video unless you're filming an IG or Snapchat story. Do not repost vertical video to platforms like YouTube. A good tip for taking steady video on a phone is to film with your feet firmly planted on the ground, and turn with your hips.

Tag everything

- Everything you post from a professional account should include location info! If you post to Instagram and tag it #northadamsMA and add a geotag, people will happen upon you as they plan their trips here.
- If you're doing a fundraiser, or working with someone outside MCLA, or working with another club or department, tag those folks too!
- Tag MCLA in your IG posts! We're always looking across all social media accounts for @-mentions that will tip us off to events and other stuff in the MCLA universe we may not know about. If you want us to help signal boost for you, please let us know!

Research hashtags

- Are there regional hashtags that can get you in front of locals? Find out. (#Intheberkshires is one!)
- Are there hashtags about what you're doing that will help connect you to other people doing similar stuff? Find out! Build community around your passion!

Questions? Ask us: Brand@mcla.edu