



#BeAmazing



COD *to* CAREERS

November 2017

Social Media and Website Analytics
Review and Forward Strategies

November Social Media Posts

November Social Media Post Messages Focused on Engaging People to Think About Registering in Career Education for Themselves or Peers

Career Technical Education - College of the Desert
Published by J. Alex Gomez (1) · November 7 at 2:25pm

SAVE THE DATE! If you want to energize your career pathway for less, finish sooner and be career ready... and in less time... what more could you want? REGISTRATION OPENS NOVEMBER 28, 2017. Check out <http://www.CODtoCareers.com> for information on possible career pathways!
#CODCAREEREDUCATION
#BEAMAZINGATCOD
#CAREEREDUCATIONATCOD

SAVE THE DATE!



ZERO NET ENERGY TECHNOLOGY BUILDING COMMISSIONING TECHNICIAN
ARCHITECTURE AIR CONDITIONING/HVACR TECHNICIAN
RESIDENTIAL SOLAR INSTALLER BUILDING AUTOMATION CONTROL
BUILDING INSPECTION TECHNOLOGY COMMERCIAL GAS HEATING
SOLAR BATTERY STORAGE INSTALLATION AND MAINTENANCE
BUILDING SYSTEMS ENGINEER CONSTRUCTION MANAGEMENT

15 POSSIBLE CAREER PATHWAYS AWAIT YOU
REGISTRATION OPENS NOVEMBER 28, 2017
COD CAREERS www.codtocareers.com

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Career Technical Education - College of the Desert
Published by J. Alex Gomez (1) · November 8 at 2:25pm

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COMMERCIAL GAS HEATING
SOLAR BATTERY STORAGE INSTALLATION & MAINTENANCE
CONSTRUCTION MANAGEMENT
AND MORE...

REGISTRATION OPENS
NOV 28TH
2017

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Career Technical Education - College of the Desert
Published by J. Alex Gomez (1) · November 14

MARK YOUR CALENDAR! This could be your career pathway where you complete sooner and be job ready in less time... and for less money! REGISTRATION OPENS NOVEMBER 28, 2017. Check out <http://www.CODtoCareers.com> for information on possible career pathways in the advanced energy economy!
#CODCAREEREDUCATION
#CAREERENHANCEMENTATCOD
#BEAMAZINGATCOD

MARK YOUR CALENDAR!



15 POSSIBLE CAREER PATHWAYS AWAIT YOU!
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AND MORE...

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2017

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Career Technical Education - College of the Desert
Published by J. Alex Gomez (1) · November 16

The Building Systems Engineer is the person who has their hands on the levers and controls of a building. Want to have the power in your hands? Visit us at www.CODtoCareers.com and energize your career!
#CODTOCAREERS
#COLLEGEOFTHEDESERT
#BEAMAZINGATCOD

ENERGIZE YOUR CAREER NOW!



The Building Systems Engineer controls your work building. Are you ready to energize your career pathway?

REGISTRATION OPENS
NOV 28TH
2017

15 CAREER PATHWAYS AWAIT YOU!
COD CAREERS www.CODtoCareers.com

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Career Technical Education - College of the Desert
Published by J. Alex Gomez (1) · November 21 at 5:25pm

Just one week from now, you'll be starting your New Year's resolution early! Make your plan to register November 28, 2017 for new career possibilities at COD. Visit us now at www.codtocareers.com and energize your career pathway!
#CODTOCAREERS
#COLLEGEOFTHEDESERT
#ADVANCEDENERGYECONOMY
#BEAMAZINGATCOD

ENERGIZE YOUR CAREER NOW!



REGISTRATION OPENS
November 28

15 CAREER PATHWAYS AWAIT YOU!
COD CAREERS www.CODtoCareers.com

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Career Technical Education - College of the Desert
Published by J. Alex Gomez (1) · November 23 at 12:05pm

On this Thanksgiving, we want to say thanks to the sun, planet, and the wind! Possibilities abound with a career in the Advanced Energy Economy. Visit us at www.codtocareers.com to plan your future with us and energize your career pathway!
#CODTOCAREERS
#COLLEGEOFTHEDESERT. See More

REGISTRATION STARTS MONDAY!



THE SUN, THE PLANET, THE WIND
Part of the Advanced Energy Economy
Find Your Career Pathway
REGISTRATION OPENS
November 28

COD CAREERS www.CODtoCareers.com

3117 people reached


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Nov Social Media Campaign

- November Campaign was about Increased Focus on taking Action by Driving Interest in the BESE and Enrollment in Career Technical Education.

Social Media Post Schedule



2017		November				
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
30	31	01	02	03	04	05
06	07 MARK YOUR CALENDAR! Start your energizing! Plan	08	09 The Advanced Energy Economy is just beginning to hit its stride.	10	11	12
13	14 SAVE THE DATE! Start your energizing! Plan for Registering	15	16 The Building Systems Engineer is the person who has	17	18	19
20	21 GIVE YOURSELF THANKS FOR ENERGIZING	22	23 On this Thanksgiving, we want to say thanks to the	24	25	26
27	28	29	30	01	02	03

Social Media Post Results

Message Theme	Post Date	Reached Viewed	Likes or Reactions	% Likes	Post Clicks	% Clicks	Clicks to Site	% to Site	Cume Reach	Boost Budget
Save the Date I	11/7/2017	829	15	1.8%	25	3.0%	4	16.0%	829	\$6
Save the Date II	11/8/2017	2,741	83	3.0%	104	3.8%	32	30.8%	3,570	\$34
Mark Your Calendars	11/14/2017	204	7	3.4%	6	2.9%	0	0.0%	3,774	\$40
BESP - Energize you career	11/16/2017	1,378	57	4.1%	33	2.4%	9	27.3%	5,152	\$40
Just one week from now	11/21/2017	4,053	72	1.8%	150	3.7%	77	51.3%	9,205	\$45
Thanks to Sun, Planet & Wind	11/23/2017	3,117	85	2.7%	66	2.1%	22	33.3%	12,322	\$45
Total	6	12,322	319	2.6%	384	3.1%	144	37.5%		
Average/Post		2,054	53	2.6%	64	3.1%	24	37.5%		\$210
							CPC	\$1.46	CPM	\$17.04

Social Media Posts Generated Over 12,000 Views. The Top 3 Posts Generated About 80% of the Views in the Month

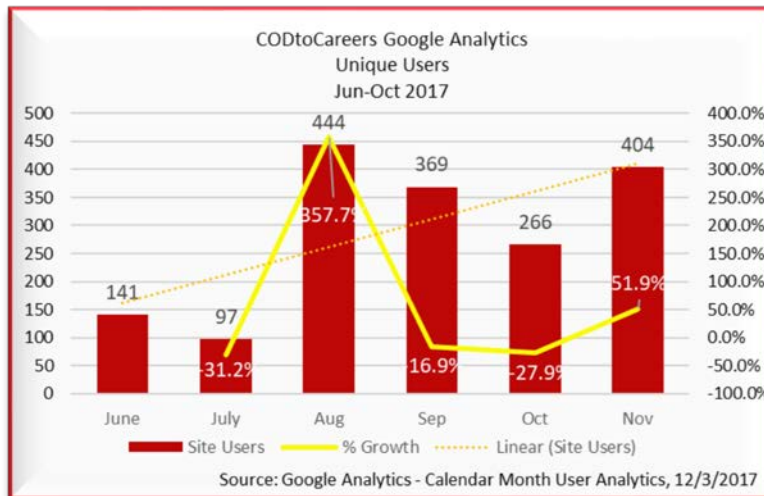
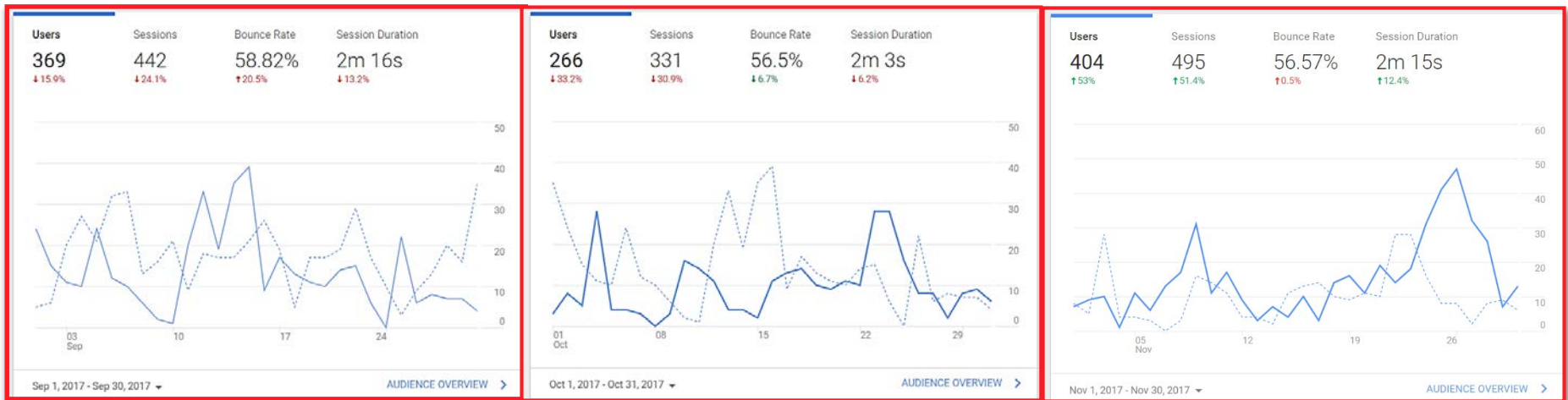
Post Engagement Worked Well Generating 2.6% Response In Sheer Numbers, Engagement Grew 25% Versus October

Of All Who Clicked on the Posts, Well Over 1/3 Clicked to Visit CODtoCareers.com Website from the Posts

Average Post Reach Increased 18% from Previous Month Likely Due to Being Able to Fulfill Call to Action

Google Analytics

- Traction increased as communications efforts continued to push for driving traffic to the site and providing something for people to take action on as registration opened in November.
- Still, relative to everything, the trend shows we have a decent base from which to grow in the coming cycle to generate interest in Career Education and registrations in the program.



Unique users increased more than 50% with the message driving traffic to site.

Google Analytics


- **The trend shows weekly engagement at the highest level since the launch of the page.**
 - May be indicative of WOM and social media sharing.
- **The Majority of Page Views Were to the Front Page:**
 - Greatest interest was in Programs as the messages pointed to BESP.
- **Messaging will continue to promote registration with a focus on the January 5 start date, coupled with New Year's resolution themes.**



Learnings/Implications

- **Social Media Posts with Combined Images and Video Helped Generate Over 12,000 Impressions**
 - As Social Media continues to be main communications medium and will be joined by Theater advertising in December.
- **Message Themes to Drive Interest in the Upcoming Semester will be Created with “Sense of Urgency”**
 - Continue to Focus Messages Around Advanced Energy Economy;
 - Pull on Heart/Mind Strings for Prospects to Set their New Year with a New Career Focus;
 - Gain Audience Exposure Heading into Winter Session and the Spring 2018 Semesters
- **Video Will Be Limited to Enrollment/Branding**
 - Use Current Videos with Revisions

December Social Media Plan

2017		December		Social Media Post Schedule			
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	
27	28	29	30	01	02	03	
04	05 Example: • Green HVAC Commercial/Residential – visual	06	07 Start your energizing your career! Registration is	08	09	10	
11	12 Did you play with these? Remember the fun you had with	13	14 Wish You Were Here? (Images of Young Career Pros in Action)	15	16	17	
18	19 In a couple of weeks you could join other students in	20	21 Example: • Solar Energy – cool visual of the sun/sky/panels;	22	23	24	
25	26	27 Just one week from now, you could be starting a new career	28	29 Exercise your career energy! Youu know you have wanted to	30	31	