



#BeAmazing



COD *to* CAREERS

October 2017


Social Media and Website Analytics
Review and Forward Strategies

October Social Media Posts

October Social Media Post Messages Focused on Engaging People to Think About Energizing Their Careers via the BESP Degree at COD

Career Technical Education- College of the Desert
Published by J. Alex Gomez [?] · October 10 at 4:17pm

Want to find out more about energizing your career? College of the Desert will be at the Voc Tech Career Day at the Indio Fairgrounds tomorrow, Wednesday, October 11 and at the Coachella Valley Regional Career Day at Agua Caliente Casino on Thursday, October 12. Visit our table to learn more about the Building and Energy Systems Professional program. Click here to get info on this free event! <http://portal.onefuturecv.org/next-think-big>
More program info at <http://www.cod2car...> See More



Next? Think Big! - Regional Plan for College and Career Success
If you would like to receive additional information or volunteer, please contact Beth Bentley at beth@onefuturecv.org or 760-238-2916
PORTAL.ONEFUTURECV.ORG [Learn More](#)

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Bebe Rios, Soyo Zeugram and 7 others · 2 Comments

Career Technical Education- College of the Desert
Published by J. Alex Gomez [?] · October 13 at 12:45pm

Green – the color of life. Are you looking to make a difference in your world? Are you looking to do something #AMAZING? Do you dream of a career in making a green, sustainable world? Consider the Building and Energy Systems Professional Associate of Science Degree at College of the Desert. It can get you started on your dream. Best of all, you have direct access to this dream right here in the Desert. More info at <http://www.cod2careers.com>.
#CareerUpgrade
#BeAmazingCTE
#TechnicalEducation
#COD2Careers



#BEAMAZINGATCOD
COD-CAREERS www.cod2careers.com

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1 Comment · 1 Share

Career Technical Education- College of the Desert
Published by J. Alex Gomez [?] · October 17 at 2:18pm

Did you know that the Building and Energy Systems Professional (BESP), Associate of Science Degree at College of the Desert empowers you to a new multi-Career pathway focused on the Advanced Energy Economy? The BESP Associate of Science Degree opens 15 job focused specialization possibilities for you! Learn about our career programs at <http://www.cod2careers.com/degrees>
#CODCAREEREDUCATION
#BEAMAZINGATCOD
#CAREEREDUCATIONCOD



AT LEAST 15 CAREER POSSIBILITIES WITHIN REACH
COD to CAREERS

1,637 people reached [View Promotion](#)

Alma Conrado, Paul Nova and 58 others · 2 Shares

Career Technical Education- College of the Desert
Published by J. Alex Gomez [?] · October 19 at 2:39pm

Wish you were here? There are 15 potential careers you can select from our Career Education program at College of the Desert. The program is designed to provide you with the knowledge, training and skills to get employed in today's Advanced Energy Economy. Check us out at www.CODtoCareers.com. You too can be here!
#CODCAREEREDUCATION
#BEAMAZINGATCOD
#CAREEREDUCATIONCOD



PUT ENERGY IN YOUR CAREER
COD-CAREERS www.CODtoCareers.com

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Alma Palma, Roy Sandoval and 38 others · 1 Comment · 2 Shares

Career Technical Education- College of the Desert
Published by J. Alex Gomez [?] · October 24 at 12:02pm

Get ready to energize your career. With 15 career pathways to select from, you too can move from the maze... to an amazing career and life. Ask about financial aid and your Advanced Energy career plan. Visit <http://www.cod2careers.com> for more information.
#CareerUpgradeatCOD
#BeAmazingCTE
#CareerEducation · See More




Energize Your Career Now!
Up to 15 Career Pathways to Choose
COD to CAREERS www.cod2careers.com

1,491 people reached [View Promotion](#)

John Tsoulis, Ramon Ramirez and 52 others · 2 Shares

Career Technical Education- College of the Desert
Published by J. Alex Gomez [?] · October 27 at 4:43pm

Are you in a maze of options with your career? Save the date! You can start taking action at College of the Desert's Career Technical Education program and get moving in the advanced energy economy. You may be surprised at the possibilities that await you! Visit us at <http://cod2careers.com>
#CODCAREEREDUCATION
#BEAMAZINGATCOD
#CAREEREDUCATIONATCOD



Amazing Life Awaits You
00:16

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Oct Social Media Campaign

- October Campaign was about Message Continuity with Focus on BESP as Driver to Generate Interest in Enrollment in Career Technical Education with Posts on Energizing Career Possibilities

| 2017 | October | | | | | |
|--------|---|-----------|---|--------|----------|--------|
| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
| 25 | 26 | 27 | 28 | 29 | 30 | 01 |
| 02 | 03 | 04 | 05 | 06 | 07 | 08 |
| 09 | 10 Energize Your Career Pathway via BESP | 11 | 12 Choices in Careers: Green HVAC - BESP | 13 | 14 | 15 |
| 16 | 17 Did You Know that BESP...? | 18 | 19 Wish You Were Here? (Images of Young Career Pros in Action) | 20 | 21 | 22 |
| 23 | 24 Be Amazing Video - 11/28 Enrollment | 25 | 26 Energize Your Career Video - 11/28 Enrollment | 27 | 28 | 29 |

Social Media Post Schedule



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 |
|------------------------------|------------|----------------|--------------------|-------------|-------------|-------------|----------------|---------------|------------|--------------|
| Energize... Tech Career Day | 10/10/2017 | 2,158 | 16 | 0.7% | 71 | 3.3% | 45 | 63.4% | 2,158 | \$25 |
| Choices in Careers | 10/13/2017 | 1,093 | 57 | 5.2% | 26 | 2.4% | 4 | 15.4% | 3,251 | \$45 |
| Did you know that BESP...? | 10/17/2017 | 1,637 | 70 | 4.3% | 48 | 2.9% | 3 | 6.3% | 4,888 | \$45 |
| Wish You Were Here? | 10/19/2017 | 2,421 | 51 | 2.1% | 66 | 2.7% | 15 | 22.7% | 7,309 | \$45 |
| Get Ready to Energize Career | 10/24/2017 | 1,491 | 61 | 4.1% | 47 | 3.2% | 20 | 42.6% | 8,800 | \$45 |
| Be Amazing Video | 10/26/2017 | 1,602 | 0 | 0.0% | 3 | 0.2% | 1 | 33.3% | 10,402 | \$45 |
| Total | 6 | 10,402 | 255 | 2.5% | 261 | 2.5% | 88 | 33.7% | | |
| Average/Post | | 1,734 | 43 | 2.5% | 44 | 2.5% | 15 | 33.7% | | \$250 |
| | | | | | | | | \$2.84 | CPM | |

Enhanced Social Media Posts Generated Over 10,000 Views. The Top 3 Posts Generated More than Half of the Views in the Month

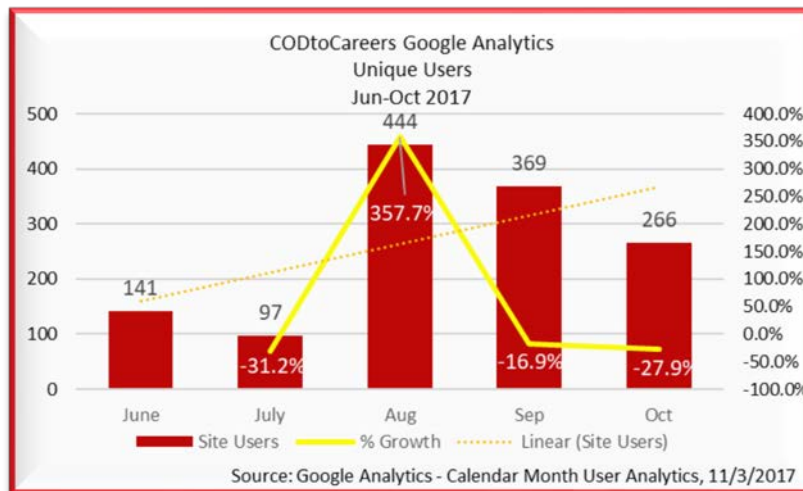
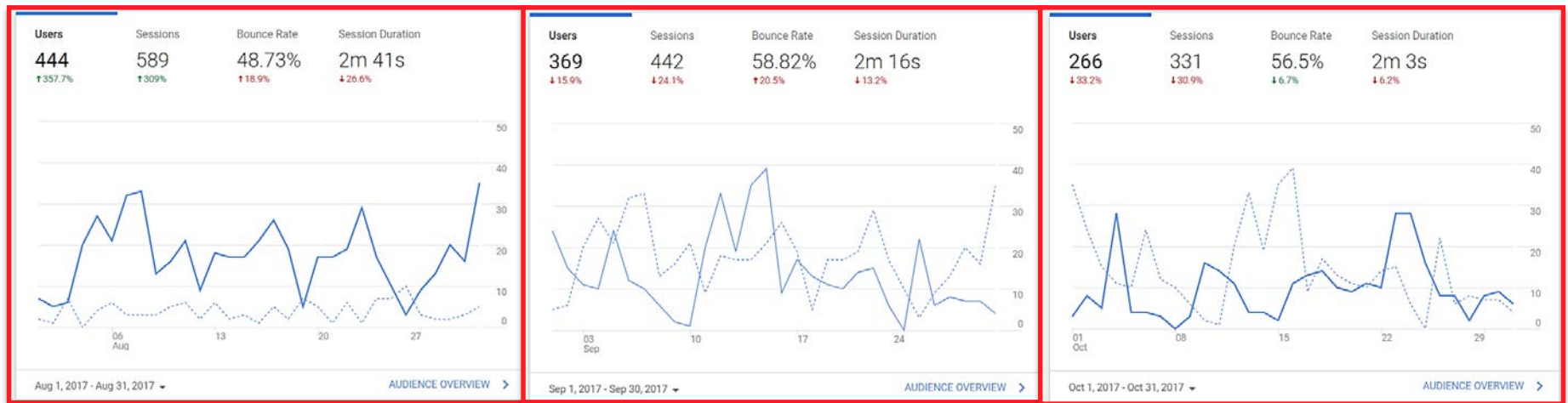
Post Engagement Worked Well Generating 2.5% Response Especially Given There was No Real Call to Action with Most Posts

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

Average Post Reach Declined by 38% from Previous Month Likely Due to Decreased Boost Budget

Google Analytics

- Traction Continued to decline as communications efforts continued solely in social media during the month of October..
- 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.



Though Users Declined Slightly, Trends Show Growth from Site Launch Shows Audience Growth Stability

Google Analytics


- **While the decline of users was evident, the trend shows weekly engagement at a higher level of Weekly visitors**
 - This points to increasing interest.
- **The Majority of Page Views Were to the Front Page:**
 - Greatest interest was in Energy with an emphasis on HVAC
- **Messaging will shift from program branding to registration as enrollment will open Nov. 28**



Learnings/Implications

- **Social Media Posts with Combined Images and Video Helped Generate Over 10,000 Impressions**
 - As Social Media continues to be sole communications medium, themes need to evolve and “enroll” people to click through to website.
- **Message Themes to Drive Anticipation for the Upcoming Semester will Be Created to Resonate More Strongly**
 - Continue to Focus Messages Around Advanced Energy Economy To Gain Audience Exposure Heading into Winter Session and the Spring 2018 Semesters
- **Video Will Be Limited to Enrollment/Branding**
 - Use Current Videos with Revisions

October Social Media Plan

| 2017 | | November | | Social Media Post Schedule |  | | |
|--------|--|-----------|--|----------------------------|---|--------|--|
| 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 | |