



#BeAmazing



# COD *to* CAREERS

September 2017

Social Media and Website Analytics  
Review and Forward Strategies

# September Social Media Campaign Summary

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- **COD to Careers' September Social Media was Programmed with Eight Posts**
  - Themes Focused on Energizing Career, Touching on Specific Career Pathway Examples and Keying In on the BESP Associates Degree.

# September Social Media Posts

September Themes Included “Future is Now”, FoDrz Event Posts and Posts Touching on Specific Career Pathway Examples and Keying In on the **BESP Associates Degree**.

**Career Technical Education- College of the Desert**  
Published by J. Alex Gomez [?] · September 1 ·

The future is now! There are exciting opportunities out here in our back yard to learn for a life you love. And there is still room in courses. Last day to add is Sept. 5, 2017. More info at <http://www.codtocareers.com/>  
#CareerUpgrade  
#BeAmazingCTE  
#TechnicalEducation  
#COD2Careers... See More




**COD Amazing Life Career Opportunities**  
00:16

5,892 people reached [View Results](#)

Sam Gonzalez, Keith Curtis and 6 others 1 Share

**Career Technical Education- College of the Desert**  
Published by J. Alex Gomez [?] · September 6 ·

Have you saved the date for our Career Day? Come Friday, Sept. 22, 2017 from 9 AM to 11 AM to find out about the future careers that are happening now at the Career Technical Education Program and learn about the Building Energy Systems Professional Associates Degree program and the opportunities that await you at COD. Visit [www.codtocareers.com](http://www.codtocareers.com) for more information.  
#CareerUpgrade  
#BeAmazingCTE  
#TechnicalEducation  
#COD2Careers... See More



**College of the Desert Careers**  
This program is for the HVAC industry to learn the best methods for handling refrigerants, recovery, reclamation and evacuation. This program also prepares students for the EPA-608 Refrigerant Handling License.  
CODTOCAREERS.COM [Learn More](#)

3,304 people reached [View Results](#)

Inese Ramirez, Rosalinda Castro and 8 others 1 Comment

**Career Technical Education- College of the Desert**  
Published by J. Alex Gomez [?] · September 8 ·

Wah you were here? So do we! Plan your future now! Registration opens December 13th for the Winter Session that starts January 2nd, 2018. Visit [www.codtocareers.com](http://www.codtocareers.com) for more information today.  
#CareerUpgrade  
#BeAmazingCTE  
#TechnicalEducation  
#COD2Careers... See More




1,452 people reached [View Results](#)

James Bald, Lic. Cervantes and 76 others 1 Comment

**Career Technical Education- College of the Desert**  
Published by J. Alex Gomez [?] · September 13 at 12:33pm ·

Are you looking to put energy into your career? Come find out about careers in demand and how College of the Desert can get you to that future quickly and for less than vocational schools. Visit [www.codtocareers.com](http://www.codtocareers.com) for information on the Career Technical Education program.  
#CareerUpgrade  
#BeAmazingCTE  
#TechnicalEducation  
#CODtoCareers



**Career Technical Education Career Day**  
00:16

2,096 people reached [View Results](#)

**Career Technical Education- College of the Desert**  
Published by J. Alex Gomez [?] · September 15 at 2:12pm ·

Learning energy has benefits that will power and empower your community. It is also one of the many careers in demand now and growing in the future. Find out how you can learn energy ... and put energy into your career path at [www.CODtoCareers.com](http://www.CODtoCareers.com)  
#CODtoCareers  
#BeAmazingCTE  
#CareerUpgrade  
#TechnicalEducation ... See More




**LEARNING ENERGY FOR YOUR FUTURE WITHIN REACH**  
CODtoCAREERS.COM

1,775 people reached [View Results](#)

Sandy Rubio, Man Sol and 34 others 1 Share

**Career Technical Education- College of the Desert**  
Published by J. Alex Gomez [?] · September 19 at 1:30pm ·

Are you looking to put energy into your career? Come find out about careers in demand and how College of the Desert can get you to that future quickly and for less than vocational schools. Visit [www.codtocareers.com](http://www.codtocareers.com) for information on the Career Technical Education program.  
#CareerUpgrade  
#BeAmazingCTE  
#TechnicalEducation  
#CODtoCareers




**Career Technical Education Career Day**  
00:16

2,401 people reached [View Results](#)

1 Share

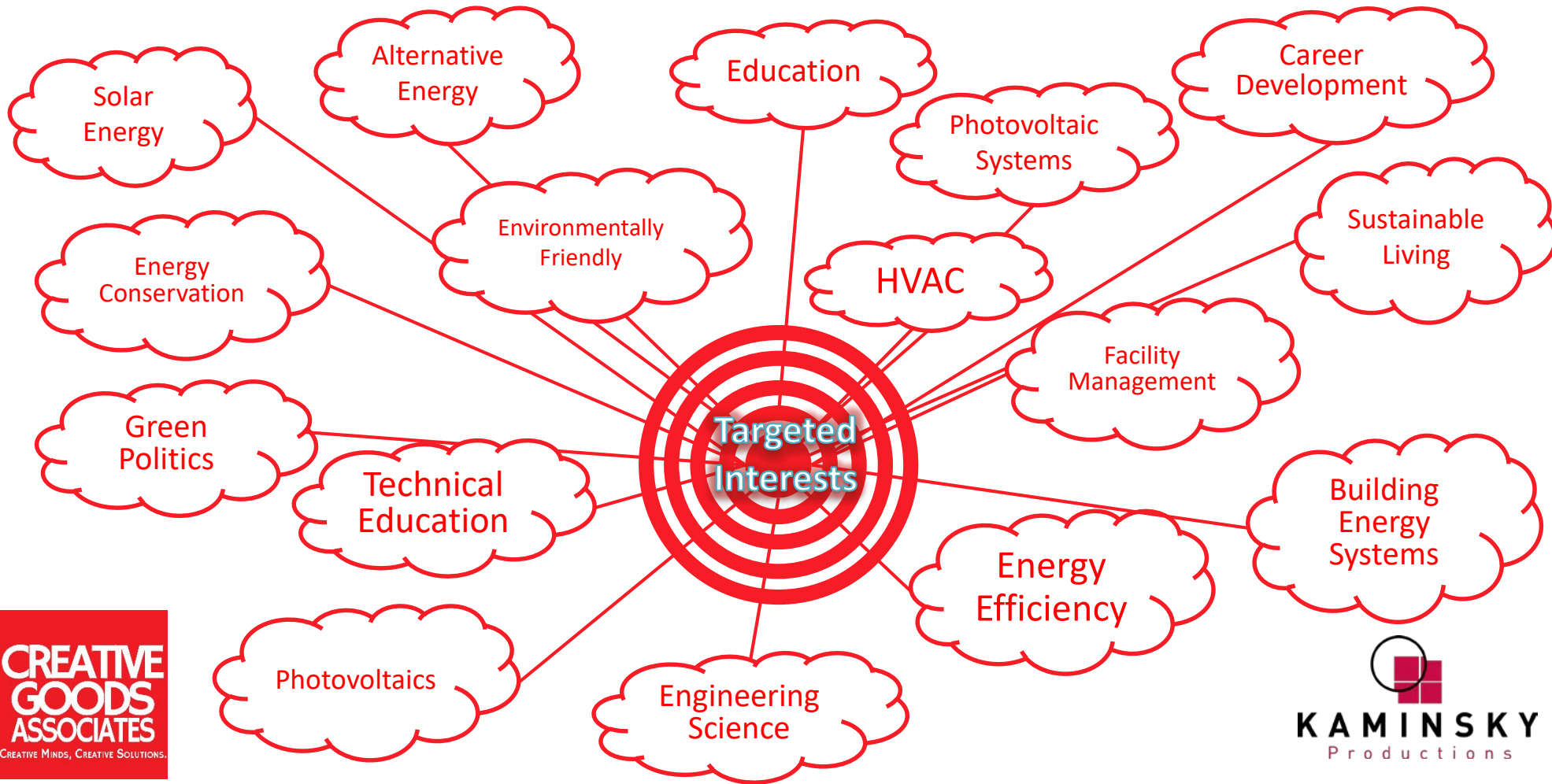
# Sept Social Media Campaign

- September tactics are to maintain/increase viewership and interest in Career Technical Education with Posts About the Future in Energy Career Possibilities
  - Secondary Themes will include Career Day and Winter Session Start Dates

2017		September		Social Media Post Schedule			
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	
28	29	30	31	01 Future is Now! With Video	02	03	
04	05	06 FolDrz Event Post	07	08 Wish you were here?	09	10	
11	12	13 FolDrz Event Video	14	15 Leaming Energy for the Future	16	17	
18	19 FolDrz Event Post	20	21	22	23	24	
25	26	27	28	29	30	01	

# Interests Targeted

Our General Target Audience is Comprised of Adults 18 – 65 Living within 25 Miles from the Center of Each of the 9 Cities that Make up the Coachella Valley and includes the Unincorporated Areas of Riverside County Within a 25 Mile Radius of the Valley Whose Interests Include Fields of Study or Specific Interest In:



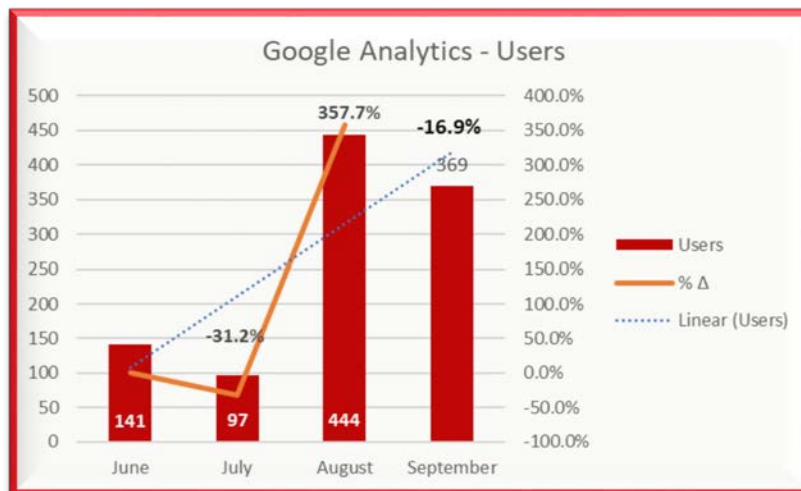
# Social Media Post Results

Message Theme	Post Date	Reached Viewed	Unique Viewers	Engagements	% Engaged	Post Clicks	% Clicks	Clicks to Site	% to Site	Cume Reach	Boost Budget
Be Amazing Video - Solar Energy	9/11/2017	5,892	3,652	12	0.2%	17	0.3%	6	35.3%	5,892	\$50
Save the Date Career Day	9/6/2017	3,304	-	24	0.7%	97	2.9%	41	42.3%	9,196	\$50
Winter Session Teaser	9/8/2017	1,452	-	87	6.0%	8	0.6%	4	50.0%	10,648	\$50
Career Day Video - Energize Career	9/13/2017	2,096	2,033	0	0.0%	4	0.2%	-	0.0%	12,744	\$50
Learning energy...	9/15/2017	1,775	-	56	3.2%	15	0.8%	8	53.3%	14,519	\$50
Career Day Video - Energize Career	9/19/2017	2,382	2,271	1	0.0%	-	0.0%	-	0.0%	16,901	\$50
	6	16,901	7,956	180	1.1%	141	0.8%	59	41.8%		
<b>Average</b>		2,817		30	1.1%	28	1.0%	15	52.3%		\$300
						CPC	\$5.08	CPM			\$17.75

- **Enhanced Social Media Posts Generated Nearly 17,000 views.**
  - The Top 3 Posts Generated Almost 12,000 Views with 11,578
- **Video Generated the Most Unique Views with Nearly 8,000**
- **People Who Clicked on Posts Totaled 141 and 59 Clicked to the Site**
  - Lower Engagement Numbers Likely Due to the Fact that the Semester Was Closed
- **September Had Only 6 Posts as Replan for Q4 Made Sense to “Bank” a Couple To Have Consistency in October/November**
- **The Boosting Budget Generated \$17.75 Cost - per - Thousand People Reached**

# Google Analytics

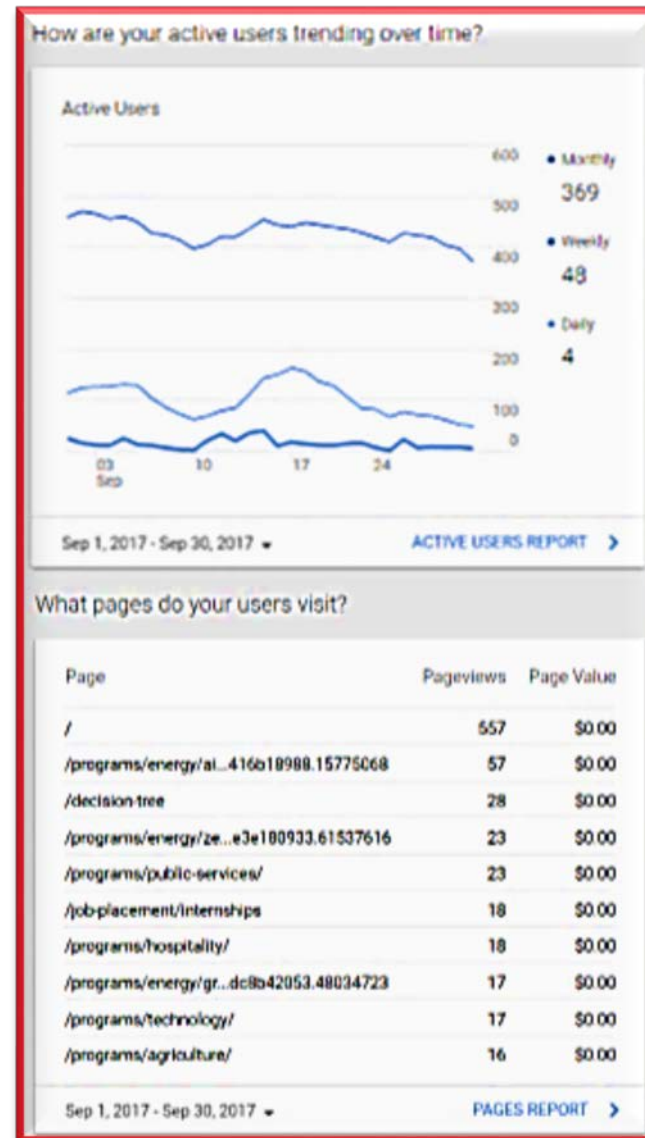
- Traction Naturally Slowed as Interest in Enrollment Decreased with the Start of the Semester.
- The CODtoCareers.com Website Stabilized from The Huge Growth in the Previous 3-Month Window Declining -16.9%



Though Users Declined Slightly, Trends Show Growth from 3 Months Ago Demonstrating Audience Stability

# Google Analytics

- **Natural Dip of About 15.9% Came by Reduced Media Presence in Broadcast for Most of September**
- **The Majority of Page Views Were to the Front Page:**
  - As Our Concentrated Efforts Were in First Week of September and Sustaining Efforts in Social Media Kept the Decline from Growing Further
- **Key to Growing Will Be a Push Message for Our Audience as We Gear Up for Spring 2018**






# Learnings/Implications

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- **Social Media Posts with Combined Images and Video Helped Generated Nearly 17,000 Impressions**
  - Banked 2 Posts from September Due to Upcoming Replan and Will Have Continuity Throughout October and November to Build Facebook Followers
- **Message Themes with Connection to BESP Degree Resonated Strongly**
  - Focus Messages Around the Degree Program for To Gain Audience Exposure Heading into Winter Session
- **Video Results Demonstrated High Appeal for Viewing Among Our Audience**
  - Use Current Videos with Revisions

# October Social Media Plan

2017		October		Social Media Post Schedule			
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	

- **Message Continuity with Focus on BESP as Driver to Generate Interest in Enrollment**