



# THE SOCIAL MEDIA INSTITUTE

A Four-Part Webinar Series for Community Colleges

## ARE YOU READY TO ENHANCE YOUR COLLEGE'S SOCIAL MEDIA PRESENCE?

Join us for a comprehensive four-part webinar series designed to elevate your social media strategy, connect with potential students, and engage community members effectively.

## WHY ATTEND?

- Gain valuable insights from industry experts at TrendyMinds.
- Learn practical strategies tailored for community colleges.
- Enhance your social media skills with actionable tips and tools.
- Connect with peers and share experiences.

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## REGISTER TODAY!

Don't miss this opportunity to transform your social media strategy. Register now to secure your spot at Lumina Foundation's Social Media Institute in this targeted, exclusive webinar series.

## FOR MORE INFORMATION AND TO REGISTER:

[https://us02web.zoom.us/webinar/register/WN\\_tebAIYGKTimsm4DOD8uZnQ](https://us02web.zoom.us/webinar/register/WN_tebAIYGKTimsm4DOD8uZnQ)

# WEBINAR SERIES SCHEDULE

## SOCIAL MEDIA 101: SETTING THE FOUNDATION FOR YOUR SOCIAL MEDIA STRATEGY

**TUESDAY, SEPTEMBER 10, 2024**  
**1:00 – 2:00 PM EST**

**Megan Mertes**, Social Media Director  
**Mitch Barnhill**, VP of Insights Studio

Kick off your social media journey and learn the essentials for building a robust strategy that will engage key audiences. This webinar will guide you through:

### Persona and Audience Development

Uncover how to build data-backed personas for community college stakeholders, including their needs, pain points and social media behaviors

### Goal Setting

Align social media goals with institutional objectives for measurable success

### Platform Insights

Explore major social media platforms, best practices for posting and engagement, and the latest updates

### Essential Tools

Get an introduction to social media management tools used for scheduling, insights, and reporting

## SOCIAL MEDIA 102: HOW TO CRAFT A WINNING CONTENT STRATEGY

**TUESDAY, SEPTEMBER 24, 2024**  
**1:00 – 2:00 PM EST**

**Megan Mertes**, Social Media Director  
**Heather Lambie**, Content Consultant  
**Cat Velde**, Design Director

Dive deeper into content creation and learn to craft compelling social media posts. This webinar will cover:

### Content Trends

Current and emerging trends in higher ed and in general

### Creative Best Practices

Tips for photography, graphics, caption writing, and AI-generated content

### Content Suggestions

Practical ideas for brainstorming, repurposing, and engaging content formats

### Case Studies

Lessons from successful and failed creative campaigns

## CRACKING THE SHORT- FORM VIDEO CODE

**TUESDAY, OCTOBER 8, 2024**  
**1:00 – 2:00 PM EST**

**Megan Mertes**, Social Media Director  
**Sha Collier**, Film Director

Unlock the secrets of short-form video success with insights on:

### Video Creation

Tips for filming high-quality videos on smartphones, user-generated content, and editing

### Creative Ideas

Content ideas, music and sound usage, and storytelling techniques

### Technical Aspects

Lighting, sound, and filming accessories

### Platform Strategies

Best practices for TikTok, Instagram/Facebook Reels, Stories, and YouTube Shorts

## SOCIAL MEDIA GROWTH STRATEGIES

**TUESDAY, OCTOBER 15, 2024**  
**1:00 – 2:00 PM EST**

**Megan Mertes**, Social Media Director  
**Zack Henry**, VP of Digital Marketing

Conclude the series with advanced strategies for growing your social media presence with:

### Boosted Posts

Effective use, timing, and ROI measurement

### Influencer Marketing

Finding the right creators, building partnerships, and campaign execution

### Engagement Tactics

Creating shareable content, responding to followers, and building a loyal community

### Contests and Giveaways

Planning, promoting, and measuring success

### Community Outreach

Partnering with brands and engaging with local communities

### Wrap up with key takeaways

a Q&A session, and a road map for successful implementation

# MEET THE SOCIAL MEDIA INSTITUTE



## MEGAN MERTES

SOCIAL MEDIA DIRECTOR

Social savant, Megan is no stranger to building impactful and integrated social campaigns leveraging top trends and cutting-edge technology.



## MITCH BARNHILL

VP OF INSIGHTS STUDIO

With a background in content marketing and digital advertising, Mitch leads the Insights Studio – a team of data experts who provide the data collection and analysis needed for effective marketing decisions.



## HEATHER LAMBIE

CONTENT CONSULTANT

For 19 years, Heather has partnered with industry leaders in higher ed, travel, tech, and beyond to produce engaging marketing assets using inventive copy that converts.



## CAT VELDE

DESIGN DIRECTOR

Cat is a designer with nearly 10 years of experience in all things graphic design, advertising, social strategy, and web design.



## SHA COLLIER

FILM DIRECTOR

As a film director, Sha crafts captivating narratives for films and commercials, bringing to life client's creative visions.



## ZACK HENRY

VP OF DIGITAL MARKETING

Zack is a strategic social media professional with over 12 years of experience helping companies drive revenue and community growth through tactical media spend and organic engagement.



Get Curious