



CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO

Web Presence Unleashed

Unlocking success for individuals and businesses

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CSUSB Alumni Affairs
CSU San Bernardino
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Focus Areas

- ***Intro***
- ***The Power of Social Media & Why it Matters***
- ***Understanding your Audience***
- ***Choosing the Right Platforms***
- ***Crafting a Compelling Profile***
- ***Content Creation 101***
- ***Building a Community***
- ***Case Study: San Bernardino Valley College***
- ***Q&A***



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Introduction

- ***Class of '18 & '25 (Shoutout Cohort 16!)***
 - ***Currently Pursuing a Doctorate in Educational Leadership***
- ***Got involved with Social Media during the pandemic.***
- ***Couldn't find work, so I made a TikTok.***
- ***Was offered a job at SBVC***
 - ***Gone viral several times***
 - ***presented at national conferences***
 - ***the #1 followed Community College TikTok in the State (Maybe the country!)***
- ***Adjunct Professor at U of Redlands, LEAD planner***



Follow us!



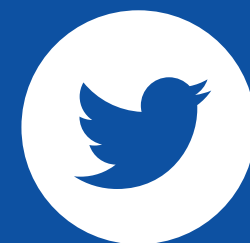
Instagram: @sbvalleycollege

TikTok: @sbvalleycollege



Facebook: @sbvalleycollege

Twitter: @sbvalleycollege



The Power of Social Media & why it matters

1. **Global Reach and Connectivity:**

- Social media breaks down geographical barriers, connecting people globally. This fosters a sense of community and enables businesses, individuals, and organizations to reach and engage audiences worldwide, unlocking unprecedented collaboration opportunities.

2. **Influence on Communication and Information Sharing:**

- Social media revolutionizes information dissemination and consumption. Real-time updates and viral content amplify message impact. As a primary source of news, trends, and opinions, it significantly shapes public discourse, influencing societal attitudes.

3. **Impact on Business and Personal Branding:**

- Social media is pivotal in modern marketing, providing cost-effective and targeted advertising. It enables individuals to shape personal brands for enhanced career opportunities and networking. Additionally, businesses leverage these platforms to engage with customers, foster brand loyalty, and gain valuable insights through analytics.

How many products have you purchased because of Social Media?



Understanding your Audience

1. **Audience analysis:**

- Identify demographics, interests, and online behaviors. Then, Utilize analytics tools to gather data on your audience. **Students? Local Community? Professionals?**

2. **Targeting Content Creation:**

- Tailor your messaging to resonate with specific audience segments. Later, craft content that aligns with their preferences and needs.

3. **Optimizing for Engagement:**

- Refine social media strategies based on audience insights. Then, Foster meaningful interactions to enhance online engagement. You want people to Like, Comment, Share and Subscribe! **PROVIDE VALUE.**

What online communities are you a part of? Why?



Choosing the right platform

- **Facebook:**

- Engaging Visuals & Videos
- Shareable Content
- Regular updates and events

- **Instagram:**

- High-Quality Visuals (Pics & Vids)
- Hashtag campaigns
- Behind the Scenes content (stories)

- **YouTube:**

- *In-Depth Tutorials*
- *Consistent Uploads*
- *Engaging Community*

- **TikTok:**

- Short and snappy videos
- Authenticity and human connection
- User participation (trends/stitches)

What platforms are you current on? Any you are not on? Why?



Crafting a compelling profile

1. **Clear Branding:**

- Same Profile pic, same name, etc.

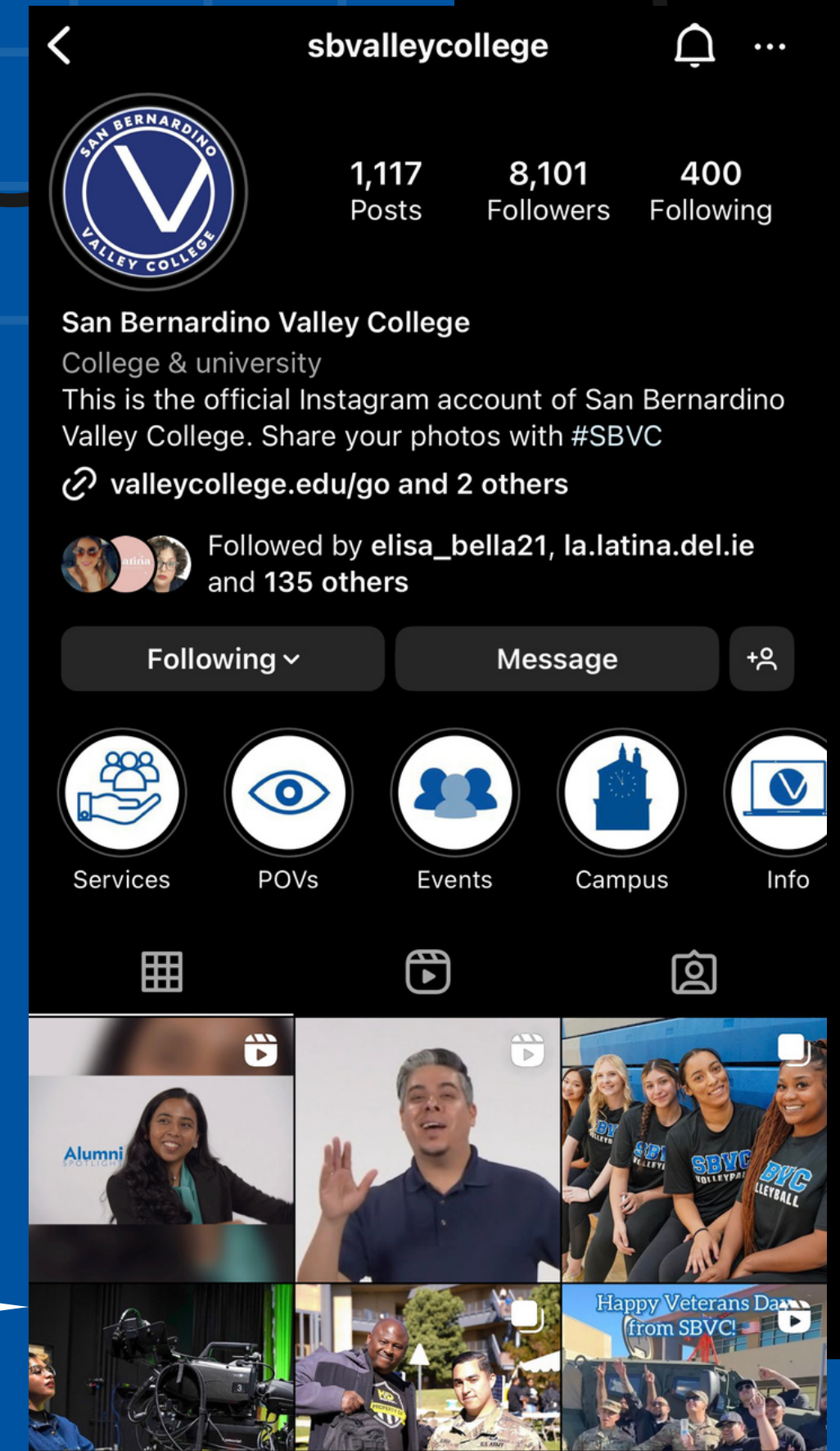
2. **Engaging Content Mix:**

- Make sure your content is a mix on photos and videos. make people WANT to click them!

3. **Interactive and Responsive:**

- Engage with your audience through comments, likes, and shares. Respond promptly to messages and encourage user participation through polls, questions, and contests.

What is your aesthetic?
What is your style?



Content Creation 101

1. ***Literally, just make content:***

- Have a phone? Then you can CREATE! What is the worst that can happen? The video flops? Make another!

2. ***Content App/Website VIPs***

- CapCut/TikTok
- InShot
- Adobe premiere Pro

3. ***Top Tips for Content Creation***

- Provide Value
- Make it sharable
- Make it short (Or long, depending on the platform)



Do you have a cellphone?
Then you can make
content!



Building a Community

1. ***Authentic Engagement:***

- Foster genuine connections by actively responding to audience interactions, promoting discussions, and humanizing your brand through behind-the-scenes content, creating a personal and engaging community experience.

2. ***Consistent and Valuable Content:***

- Regularly share high-quality, relevant content aligned with community interests. Maintain a consistent posting schedule through a content calendar, offering educational, entertaining, or inspirational value to continually engage and resonate with your audience.

3. ***Inclusive Community Culture:***

- Foster a sense of belonging through active participation, celebration of user contributions, and the establishment of inclusive guidelines, ensuring a positive environment for all community members.

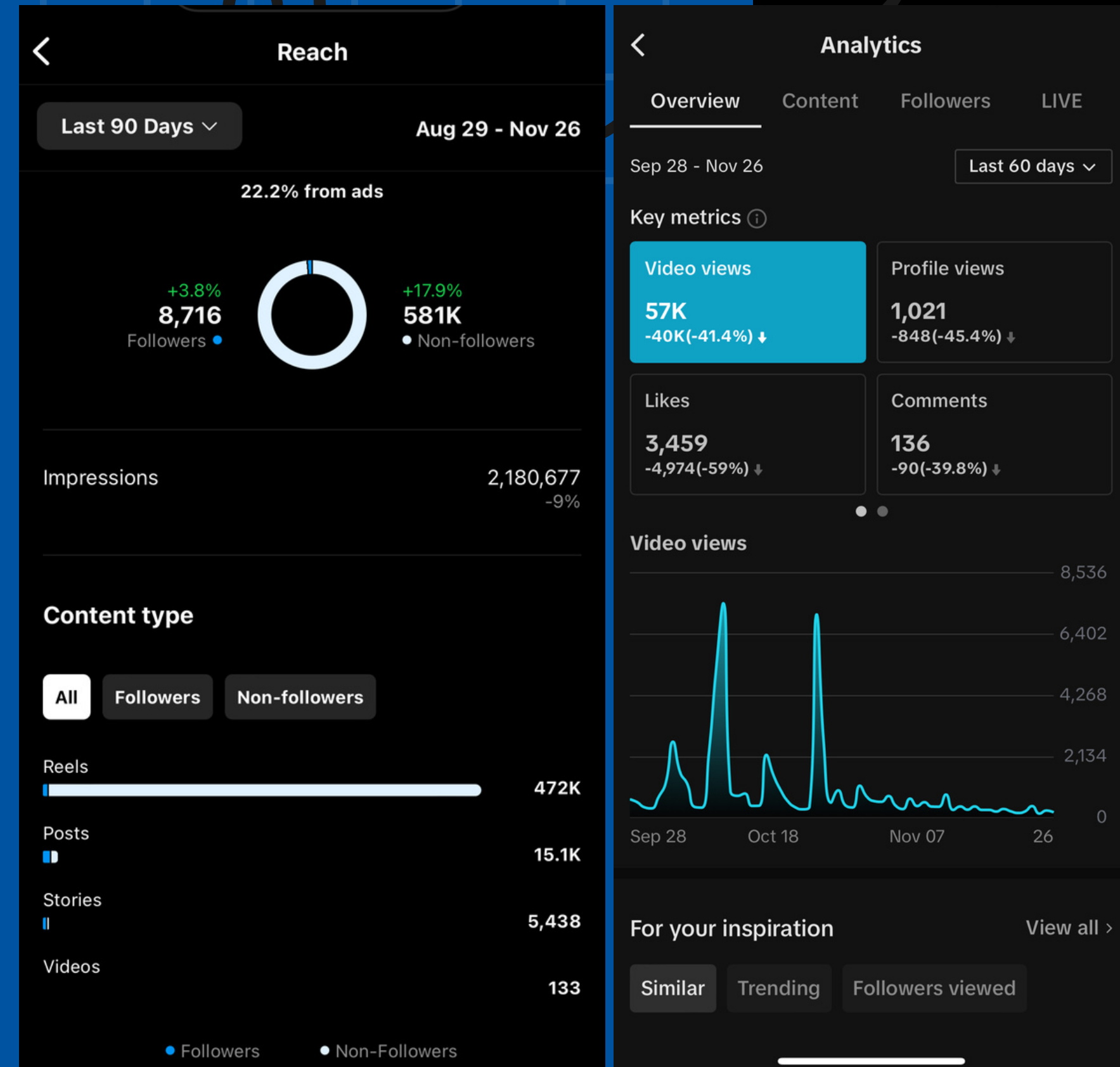
Let's connect!
Drop your link/social
media handle in the chat!



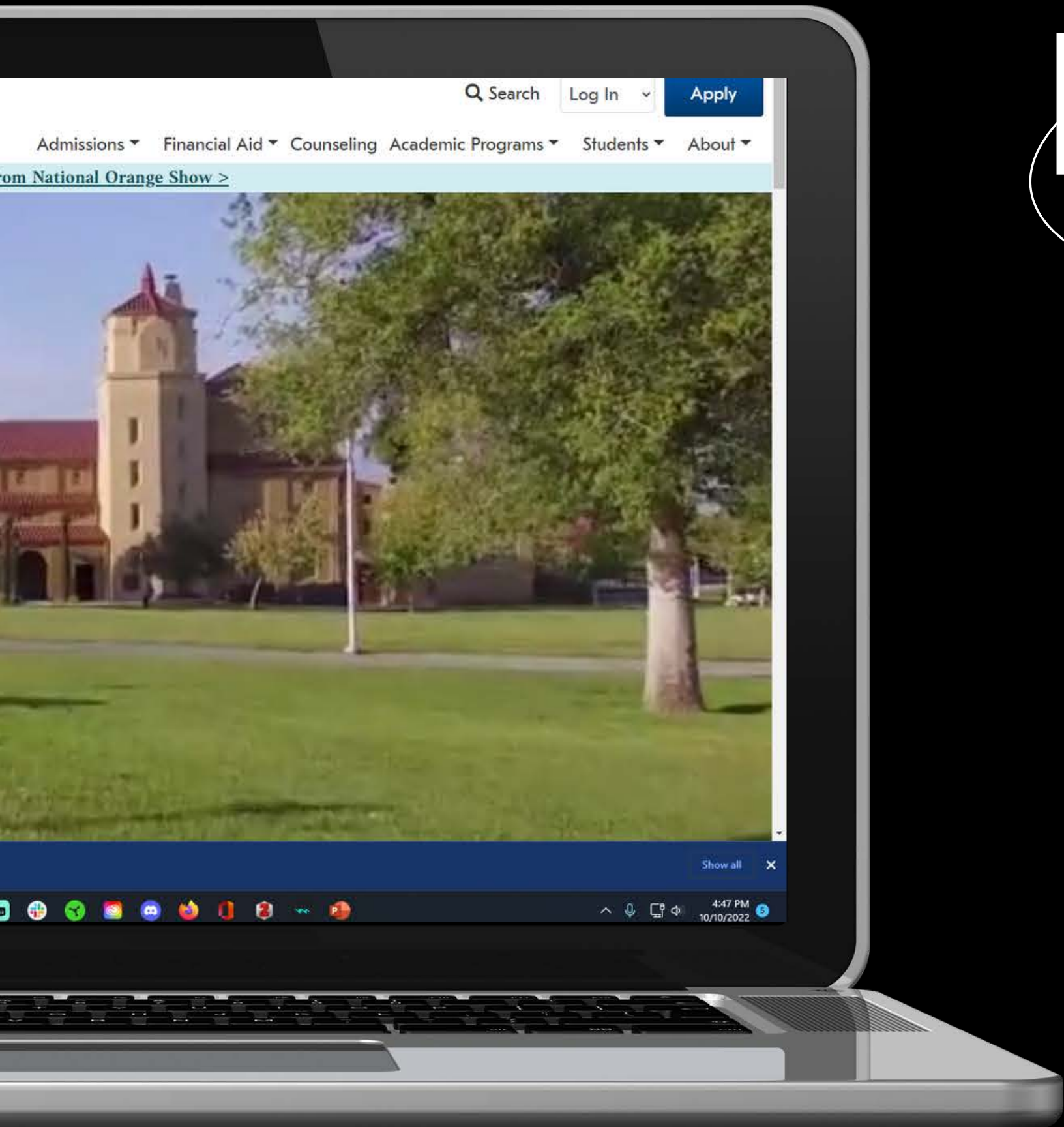
Case Study: San Bernardino Valley College

- 1. Our social media presence increased our visibility and enrollment rates.**
- 2. Social Media allowed us to engage with our local and alumni community. Things brought value to our online presence and our college overall.**
- 3. Social media provided SBVC students with engagement and support opportunities. (Our number 1 viewed video showed students how to get a Student ID Card!)**

DATA SPEAKS!



Resources



- For stock images & videos, we like **unsplash.com**, **pexels.com**, and **pixabay.com**
- An easy and quick way to create flyers is to use **canva.com**
- If you have more than 1 link to share to your followers, we like **linktr.ee**
- To shorten long links, use **bit.ly**
- To send files to your peers, use **wetransfer.com**



Thank you so much for attending! If you need any social media/marketing consulting, connect with me!

Q&A

Thank you to the CSUSB Alumni Association for the opportunity to share. Join the association today to level up your career!

