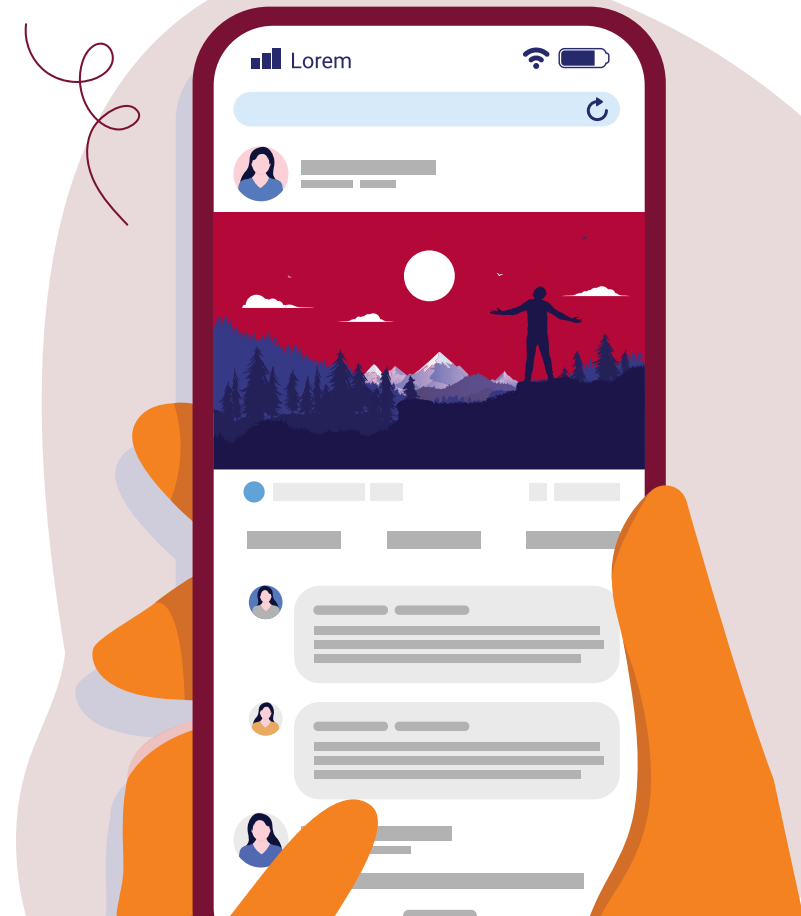


Guide for submitting social media content

Classrooms at Mohawk College always have something exciting happening. It may be an engaging lab, or a deep class discussion, or even testing industry equipment—no matter what’s happening, it includes students who are learning and having fun. Wouldn’t it be great to share that joy with others outside of the classroom?

Well, you can—and we want you to! Social media posts featuring students actively learning in classrooms and labs are an extremely effective way to engage with our online communities, showcase Mohawk College programs, and give prospective students a sneak peek into our learning environments.

This guide is here to help you take great photos and share awesome moments in the classroom with the rest of the world, plus, we’ll show you how to submit a Work Request through Welcome to get your content posted.



Photos

Use your cell phone to take photos – it is preferable to add the photos in the Welcome task, but if you're having difficulties, you can also text them to the marketing phone at 905-870-0148.

- Make sure your photos have good lighting and no blur.
- Take vertical and horizontal photos of the same thing.
- Get permission from the student to be on social media.
- Get people excited, we want happy people! Smiles go for miles!

Photos taken for social media should be clear and well-composed, without excess blurring or dim lighting obscuring parts of the image.

Our students are our stars, and we want to keep them well-framed and near the center of the photo. Take multiple versions of the same photo for different social media platforms that use different sizes. Photos framed at several distances allow for cropping, and taking both horizontal and vertical photos allows for use in both feed and story posts.

Make sure to get permission! Consent is required from anyone appearing in photos. If the person is in the background and cannot be identified, consent is not required.

Remember the goal of your post, and work towards that goal with your photos. For example, if you're showcasing your program, get into the classrooms and labs with students and get pictures of them learning and engaging.



Details required to create a post

Please provide any important information related to your social media post.

Some examples are:

Location: Campus, lab name, etc.

Dates: When it happened

Student names: First name and semester (if possible)

Program details: Program name and website address



Quotes (optional)

Student voices and the stories they tell can be one of the most powerful aspects of promotion. A strong quote from a student can take a good social media post and turn it into a great one.

Be prepared to ask students (or faculty/staff if applicable) one to three questions that are relevant to the subject of promotion, such as “Why did you choose to study in this program? What is your favourite thing about being a student at Mohawk? What are you doing in this lab today?”

Here is an example of a social media post with a student quote incorporated into the text:

When Jaffar became a student at Mohawk, he didn't expect to become a pillar in the college community – however, since joining the MSA, he's come to be a guide and a mentor.

“I made a club with the MSA. It's a club that focuses on international students,” said Jaffar. “According to the MSA club and community representative, this club has the highest member formation for this type of club. That number doubled this semester.”

Read more about Jaffar's journey: [link to page]

Submit your request via Marketing's Welcome platform

So, now you have your photos, your quotes, and all your relevant information. What happens next?

The next step is to submit a Work Request in Welcome. **Welcome is the best way to make sure your social media post is created using the photos, quotes and information you provide.** Requests made outside of Welcome may experience significant delays and difficulties in getting completed.

Here is a step-by-step guide to submitting a work request for social media posts to Welcome:

1. Visit accounts.welcomesoftware.com/login and sign in to the Mohawk College Welcome board using your Mohawk College credentials.
2. Locate the 'plus' (+) symbol in the square blue box in the top right corner of the page, to the right of the search bar. Press the button and select 'Work Request'.
3. Under the 'Request Type' dropdown box, select 'Social Media Image or Quote'.
4. Input a title specifying what the purpose of the social media post(s) is and fill out the email and college department boxes.
5. In the box 'Please provide information and links for social media posts', describe the purpose of your social media post(s). Provide any relevant information for the post, student quotes, and links that may be needed. Specify which dates you would like your post(s) to be made. **Any information not included in this box will not be included in the social media post(s).**
6. Define your target audience in the 'Target Audience' box. You can select 'prospective student' if you're unsure.
7. Provide a requested due date for your posts in the 'Requested Due Date' box. We suggest 1-2 weeks after the request date.

8. Click 'Yes' to 'Do you need this posted to social media?', then click 'Next'.
9. Use the dropdown box to select which platforms you would like your content posted to. Multiple selections can be made. We suggest including Facebook, Instagram and LinkedIn, but Marketing will post anywhere they feel it's appropriate.
10. Select 'I have an image' in the 'Do you need an image?' dropdown box, then click 'Next'.
11. Click the 'plus' (+) symbol beneath 'Attachments' and attach all photos you would like used for your social media post(s). Any photos not attached will not be featured in your post(s).
12. Click 'Submit Request'. If all information has been input correctly, your task will now be sent to the Welcome triage team, who will create a task and assign your post(s) to be created. You will likely be added to the Welcome task, so be prepared to monitor the task and respond to any requests for further information from the Marketing team.

That's it, you're done!

You've now successfully acquired and submitted everything you need for a fun and engaging social media post. Keep an eye out for your post to appear on our social media accounts!





Here's a final checklist, make sure you don't miss a step!

1. Take engaging photos of your class doing lab work or a group activity.
2. Ask for permission from anyone photographed to share your photos with the social media team to be posted on our social channels.
3. Provide a description of who is in the photos, what class it's for, and where it's happening, if relevant.
4. Submit the request to Welcome, along with your photos and any important information.
5. **Celebrate!**