

# Marketing Monitoring Report

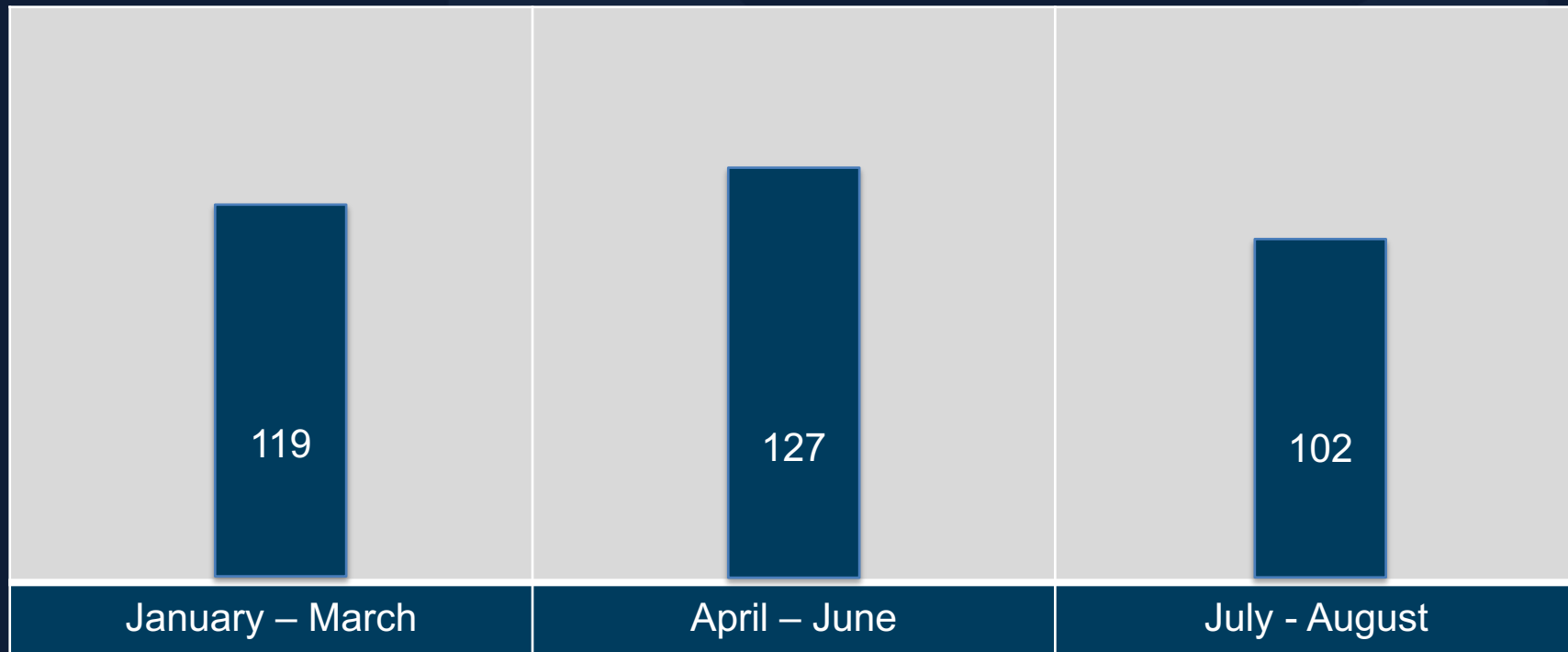
## August 2019



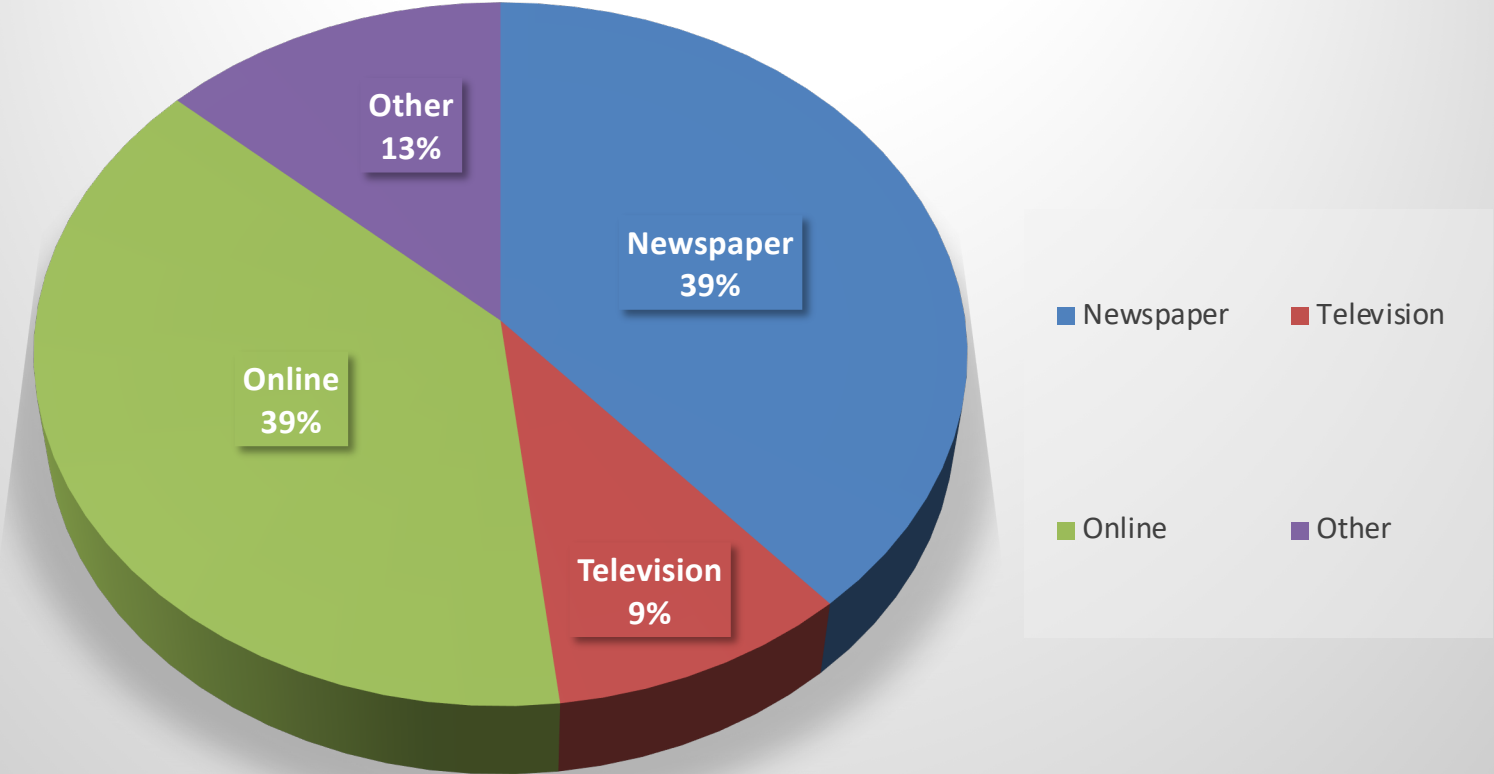
# Summary

- Media Mentions
- Social Media Reach
- Advertising Reach
- On the Horizon

# Media Mentions



# Exposure by Media Type



# Key Media Stories

January - March	Farm to Table Event Black History Month Event Taste of Technology Camps Governor Pritzker Visit Courtney Carson Women Changing the Face of Ag
April - June	Graduation – Dual Credit Students New Trustee Vicki Carr Millikin Nursing Transfer Agreement Saturday Market
July - August	Veterans Center Opening Workforce Development and Workforce Training Richland Ag and Farm Progress

# Social Media Reach - Facebook

	NUMBER OF POSTS	REACH
January - March	107	190,773
April - June	115	270,989
July - August	50	64,795

Growth:  
4,882 to  
5,300 likes  
for the page

# Organic Social Media - Facebook

Post Details

**Richland Community College**  
Published by Tracy Withrow · April 24


We have just received word from the Illinois Student Assistance Commission (ISAC) that the 2019-2020 Illinois MAP (Monetary Award Program) Grant cutoff date is Sunday, April 28, 2019.

Students who complete their 2019-2020 FAFSA (Free Application for Federal Student Aid) on or after April 29, 2019, will not be eligible for the MAP Grant for the 2019-2020 academic year.

If you have not already done so, please submit your 2019-2020 FAFSA now at [www.fafsa.gov](http://www.fafsa.gov). You will use 2017 t... See More

## FAFSA UPDATE

APRIL 28, 2019  
GRANT CUT-OFF DATE



**Performance for Your Post**

**7,751** People Reached

**103** Reactions, Comments & Shares

19 Like	8 On Post	11 On Shares
1 Haha	0 On Post	1 On Shares
2 Wow	0 On Post	2 On Shares
30 Comments	15 On Post	15 On Shares
51 Shares	49 On Post	2 On Shares
597 Post Clicks		
28 Photo Views	14 Link Clicks	555 Other Clicks

**NEGATIVE FEEDBACK**

1 Hide Post 1 Hide All Posts  
0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

**#4**

**7,751** People Reached **700** Engagements **Boost Post**

Kona Jones, Angela Young and 6 others 14 Comments 49 Shares

Like Comment Share

Post Details

**Richland Community College**  
Published by Tracy Withrow · January 29

All classes are cancelled on Wednesday, January 30, due to the extreme weather conditions. This includes all classes at the main campus & all other locations. College buildings will remain open for public meetings & special events. Stay safe and warm!

**Get More Likes, Comments and Shares**  
Boost this post for \$300 to reach up to 64,000 people.

**8,368** People Reached **1,032** Engagements **Boost Post**

Christian Clayton, Rachel Wolfe and 57 others 15 Comments 108 Shares

Like Comment Share

**Performance for Your Post**

**8,368** People Reached

**319** Reactions, Comments & Shares

125 Like	55 On Post	70 On Shares
10 Love	5 On Post	5 On Shares
3 Haha	0 On Post	3 On Shares
1 Sad	0 On Post	1 On Shares
1 Angry	0 On Post	1 On Shares
66 Comments	19 On Post	47 On Shares
113 Shares	108 On Post	5 On Shares
713 Post Clicks		
0 Photo Views	0 Link Clicks	713 Other Clicks

**NEGATIVE FEEDBACK**

0 Hide Post 0 Hide All Posts  
0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

**#3**

**8,368** People Reached **1,032** Engagements **Boost Post**

Christian Clayton, Rachel Wolfe and 57 others 15 Comments 108 Shares


Like Comment Share

# Organic Social Media - Facebook

## Post Details

**Richland Community College**  
Published by Tracy Withrow [?] · April 16 · 🌐

It's been 2 1/2 years since Professor Larry Klugman passed, and there is not a day that goes by that we do not think of him. He is not forgotten. In his honor we have dedicated a chair to him that sits in the cafeteria where Professor Klugman would hold court every day.  
[https://www.wandtv.com/.../article\\_ddd4c4-5ff6-11e9-80d2-d7...](https://www.wandtv.com/.../article_ddd4c4-5ff6-11e9-80d2-d7...)



WANDTV.COM  
**Richland Community College honors late professor**  
DECATUR, Ill. (WAND) - If one didn't take Larry Klugman's class,...

✔ **Get More Likes, Comments and Shares**  
Boost this post for \$300 to reach up to 64,000 people.

**11,037** People Reached      **1,907** Engagements      **Boost Post**

👍❤️👎 Greg Sullivan, Tae Hyder and 210 others      20 Comments 81 Shares

👍 Like      💬 Comment      ➦ Share      🗨️

### Performance for Your Post

**11,037** People Reached

**848** Reactions, Comments & Shares 📊

**467** Like      **120** On Post      **347** On Shares

**182** Love      **73** On Post      **109** On Shares

**1** Wow      **1** On Post      **0** On Shares

**29** Sad      **26** On Post      **3** On Shares

**85** Comments      **21** On Post      **64** On Shares

**87** Shares      **81** On Post      **6** On Shares

**1,059** Post Clicks

**0** Photo Views      **556** Link Clicks 📊      **503** Other Clicks 📊

#### NEGATIVE FEEDBACK

**2** Hide Post      **0** Hide All Posts

**0** Report as Spam      **0** Unlike Page


Reported stats may be delayed from what appears on posts

#2

## Post Details

**Richland Community College**  
Published by Tracy Withrow [?] · January 24 · 🌐

As Director of Essential Skills and Community Relations, Courtney Carson explains how important it is to train our students for today's jobs, allowing them to advance their lives in a positive and meaningful way.



**Performance for Your Post**

**11,651** People Reached

**5,532** 3-Second Video Views

**846** Reactions, Comments & Shares 📊

**518** Like      **83** On Post      **435** On Shares

**146** Love      **26** On Post      **120** On Shares

**72** Comments      **19** On Post      **53** On Shares

**111** Shares      **108** On Post      **3** On Shares

**1,314** Post Clicks

**87** Clicks to Play 📊      **0** Link Clicks 📊      **1,227** Other Clicks 📊

✔ **Get More Likes, Comments and Shares**  
When you boost this post, you'll show it to more people.

**11,651** People Reached      **2,160** Engagements      **Boost Post**

👍❤️👎 107      14 Comments 108 Shares

👍 Like      💬 Comment      ➦ Share      🗨️

**#1**

Insights are recorded in the Pacific Time Zone and may not reflect the most recent data.

Create Post With Video      **Boost Post**

# Social Media - Paid

Post Details

**Richland Community College**  
Published by Daniel Tomlinson · May 23 ·

Interested in science and working in a lab? Learn about the field of biotechnology at this FREE Academy.  
Students will learn to:

- Manipulate DNA... See More

**RICHLAND  
COMMUNITY COLLEGE  
BIOTECH SUMMER ACADEMY  
FOR HIGH SCHOOL STUDENTS**

**JULY 29 – AUGUST 1, 2019  
10:00 A.M. - 4 P.M.**

**Richland Community College**  
College & University

**9,816** People Reached **462** Engagements [Boost Again](#)

Boosted on Jun 10, 2019  
By Tracy Withrow

People Reached	<b>4.3K</b>	Post Engagement	<b>188</b>
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[View Results](#)

Mandie Blanco, Laiya Hinds and 44 others · 13 Comments · 64 Shares

Like Comment Share

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**Performance for Your Post**

**9,816** People Reached

**159** Reactions, Comments & Shares

<b>68</b> Like	<b>44</b> On Post	<b>24</b> On Shares
<b>6</b> Love	<b>4</b> On Post	<b>2</b> On Shares
<b>2</b> Wow	<b>0</b> On Post	<b>2</b> On Shares
<b>17</b> Comments	<b>14</b> On Post	<b>3</b> On Shares
<b>66</b> Shares	<b>64</b> On Post	<b>2</b> On Shares

**303** Post Clicks

<b>37</b> Photo Views	<b>60</b> Link Clicks	<b>206</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>2</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

#4

Post Details

**Richland Community College**  
Published by Tracy Withrow · June 19 ·

Hey, parents - your kids will love these camps where they will get hands-on experience with computer modeling, circuitry, basic coding, robotics, 3D printing, drones, and much more. Sign them up for one or all four! More information, times/dates, and registration costs can be found at [richland.edu/camp](http://richland.edu/camp). REGISTER NOW before they fill up!

**TECH-GO**  
TECHNOLOGY CAMP FOR CREATIVE THINKERS

**Richland Community College**  
College & University

**10,519** People Reached **494** Engagements [Boost Again](#)

Boosted on Jun 19, 2019  
By Tracy Withrow

People Reached	<b>7.2K</b>	Post Engagement	<b>359</b>
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[View Results](#)

Gabriel Gray, Justin Smith and 41 others · 11 Comments · 35 Shares

Like Comment Share

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**Performance for Your Post**

**10,519** People Reached

**124** Reactions, Comments & Shares

<b>63</b> Like	<b>39</b> On Post	<b>24</b> On Shares
<b>6</b> Love	<b>5</b> On Post	<b>1</b> On Shares
<b>20</b> Comments	<b>18</b> On Post	<b>2</b> On Shares
<b>35</b> Shares	<b>35</b> On Post	<b>0</b> On Shares

**370** Post Clicks

<b>46</b> Photo Views	<b>212</b> Link Clicks	<b>112</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>3</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.


#3

# Social Media - Paid

**Richland Community College**  
Published by Daniel Tomlinson · February 7

Want to enter the trucking industry, but your current job or financing is preventing you from getting the training? Richland is offering a program that can help you train both inside the classroom and on the road in order for you to earn you CDL license in as little as four weeks! To register, go to <https://richland.as.me/cdl>

**INTERESTED IN THE TRUCKING INDUSTRY, BUT NEED FINANCING? RICHLAND HAS A SOLUTION!**



**WANT TO ENTER THE TRUCKING INDUSTRY, BUT YOUR CURRENT JOB OR FINANCING IS PREVENTING YOU FROM GETTING THE TRAINING?**

Richland is offering a program that can help you train both inside the classroom and on the road in order for you to earn your CDL license in as little as FOUR WEEKS.

- In the classroom you will learn all about map reading, trip planning, and federal record keeping compliance
- Hands-on training will have you driving and backing trucks so you can pass the Secretary of State CDL test

Interested individuals may attend the following orientation to apply for the program. This orientation will be held in Room N201 in the Richland Community College Student Community Education Center.

**March 5 - 4:30pm**  
TO REGISTER VISIT: [RICHLAND.AS.ME/CDL](https://richland.as.me/cdl)

Questions? Contact Lisa Sakar at [lsakar@richland.edu](mailto:lsakar@richland.edu) or 217.875.7211, ext. 6240

**ENRICH**  
ENRICH RICHLAND COMMUNITY COLLEGE WORKFORCE PROGRAM

**Richland Community College**  
College & University

**22,617** People Reached  
**1,207** Engagements

Boosted on Feb 12, 2019 By Tracy Withrow


**15.4K** People Reached  
**563** Post Engagement

Shane Boyster, James Montell and 99 others · 29 Comments 154 Shares

#2

**Richland Community College**  
Published by Tracy Withrow · April 22

HEY, PARENTS - registration for Richland Summer Camps is going on now. We have something for the every student - technology, culinary, theater, and entrepreneur camps. You can register and find out more information at [richland.edu/camp](https://richland.edu/camp) or contact Barb at [bmosier@richland.edu](mailto:bmosier@richland.edu). Space fills up fast so reserve your spot today.



**Richland Community College**  
College & University

**26,066** People Reached  
**2,311** Engagements

Boosted on Apr 22, 2019 Completed By Tracy Withrow

**12.6K** People Reached  
**827** Post Engagement

29 Comments 154 Shares

#1

# Advertising Highlights

- Traditional
- Geofencing
- Over The Top (OTT)
- Targeted Email



# Advertising Highlights - Geofence

CAMPAIGN	REACH
Registration	270,960 Impressions 612 Clicks Decatur High Schools
Registration	112,647 Impressions 675 Clicks Taylorville High School
Building Trades	51,054 142 Clicks Crossing Healthcare Mueller Eisenhower High School



# Advertising Highlights - OTT

CAMPAIGN	REACH
Branding Reasons to Choose Richland	174,756 Impressions 97% Completion View 1387 Hours Viewed 73% on Roku, Amazon, Google Chromecast



# Advertising Highlights – Targeted Email

CAMPAIGN	REACH
Registration	25,000 sent 3,819 opened 762 clicks
Spring Preview Day	25,000 sent 3,728 opened 606 clicks



217-875-7200  
www.richland.edu



**REGISTER NOW FOR CLASSES AT RICHLAND!**  
Fall Semester begins August 15th.

Invest in yourself and choose Richland Community College for your education. Whether you are just starting your college journey or are ready to go back to school to complete your degree, start now and be on your way to a new career - a promotion - an advanced degree. Registration for fall classes is going on now!

Visit us at the Student Success Center.  
Choose Richland Community College.

**REGISTER TODAY!**

# On the Horizon

- Website Completion and Roll-Out
- Identify Social Media Influencers and Student “Marketers”
- Communication Plan with Student Success
- Written Marketing Plan
- Social Media Policy Updates
- New Branding Guidelines and Usage

Questions

