

# Marketing Monitoring Report

August 2020

Richland Community College



# New Website Data



# New Website Data - Performance

Average User  
Per Day  
**+160%**

Bounce Rate  
**-64%**

Session  
Duration (minutes)  
**+51%**

Pages Per  
Session  
**+51%**

# New Website Data - Pages

richland.edu

41%

Registration

11.5%

Programs &  
Degrees

13.4%

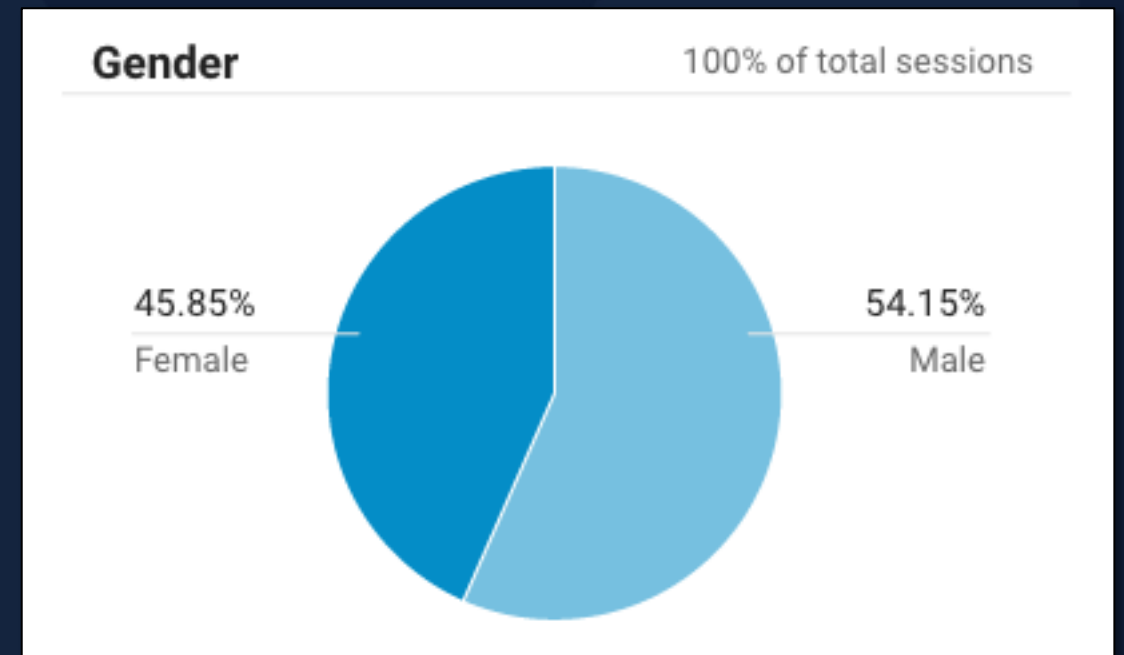
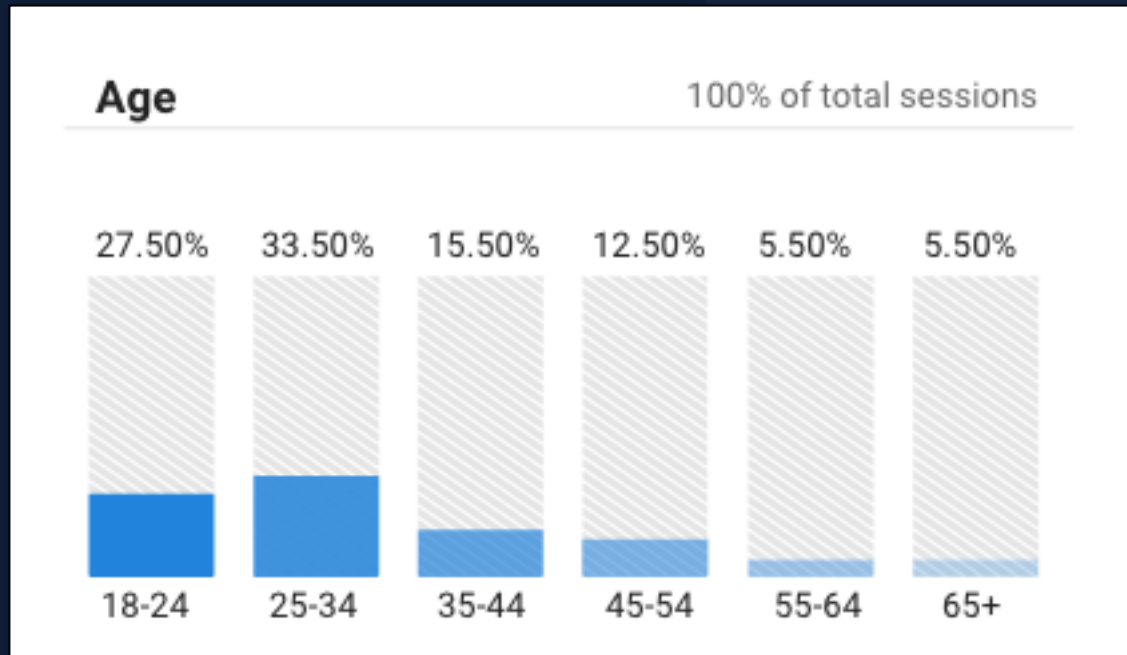
Apply &  
Enroll

8.7%

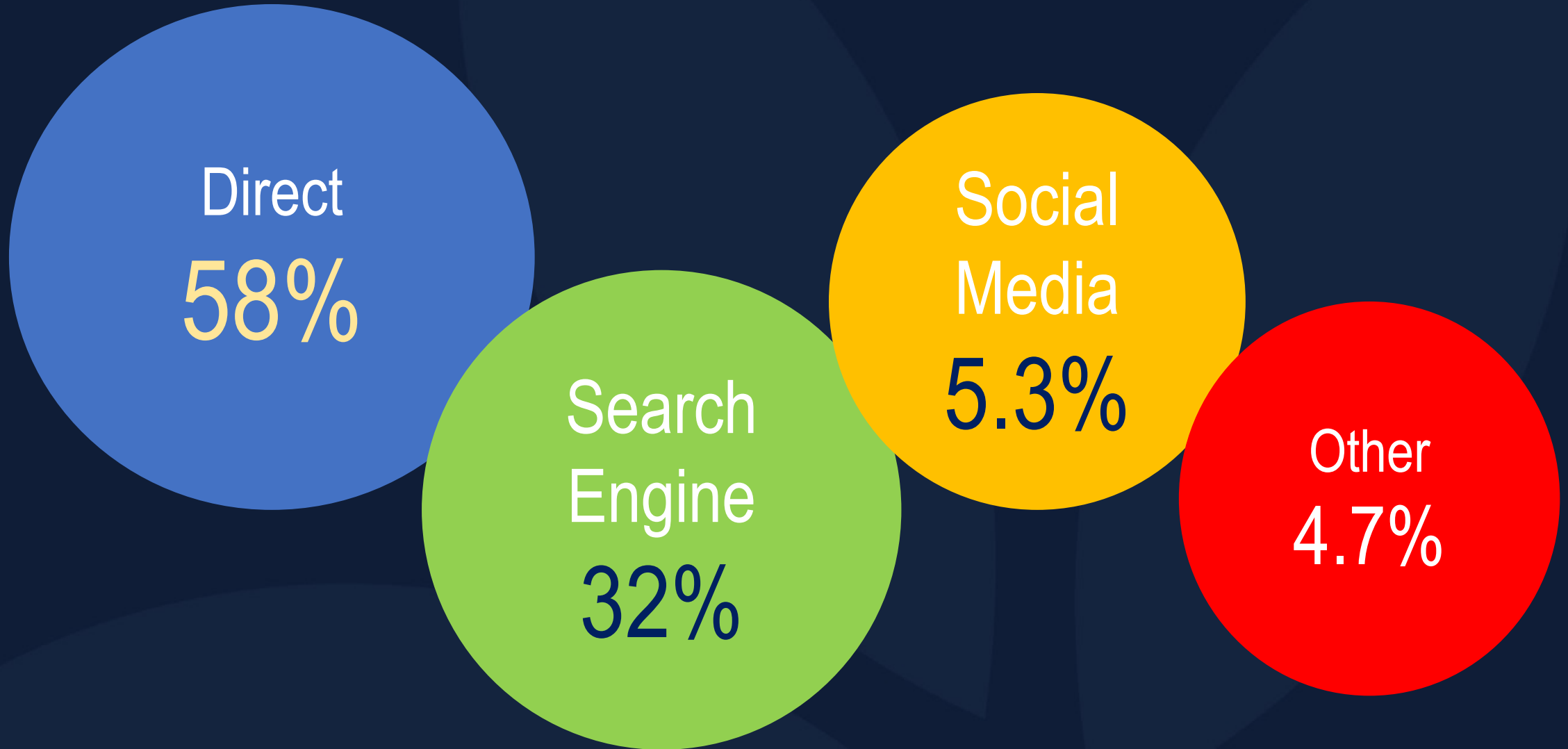
Other

25.4%

# New Website Data - Users



# New Website Data - Traffic



# Lessons Learned



Richland Community College 



**Richland Community College**

Published by Tracy Withrow [?] · May 6 · 🌐

Today is National Nurses Day so it is only fitting to celebrate our 2020 nursing graduates by sharing some of their positive memories of Richland. Thanks, Ashley, for choosing Richland for your nursing education. We are so proud of you.

Ashley is headed for a great career in nursing thanks to her Richland education. We asked her three questions about her experience:

What are your plans after graduation?... [See More](#)

# Ashley Farmer



“ I have so many memories. Richland was like a second family. Many of the faculty made sure I had everything I needed to be successful. From food to an umbrella on a rainy day, they were my biggest cheerleaders. ”

**Plans after graduation:**  
Working at DMH as a Registered Nurse



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

3,538  
People Reached

662  
Engagements

[Boost Post](#)

👍👍 Misty Lark Adcock, Pamela Mendenhall and 84 others 21 Comments 18 Shares



**Richland Community College**

Published by Tracy Withrow [?] · May 5 · 🌐

Let's celebrate our 2020 graduates by sharing some of their positive memories of Richland. Thanks, Teona, for choosing Richland for your nursing education. We are so proud of you.

Teona is headed for a great career in nursing thanks to her Richland education. We asked her three questions about her experience:

What are your plans after graduation?... [See More](#)

# Teona Dandridge



“ I have plenty of favorite Richland memories, but to choose one, it would have to be when I found out I won the Schrodt Clinical Excellence Award, my name will forever be on a plaque in the Health Professionals Hall. ”  
It's an honor!

**Plans after graduation:**  
Working in Labor and Delivery



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

7,042  
People Reached

1,535  
Engagements

[Boost Post](#)

👍👍 Joe Draeger, Misty Lark Adcock and 97 others 31 Comments 47 Shares

Student Highlights and Quotes leading up to Graduation

More build to graduation

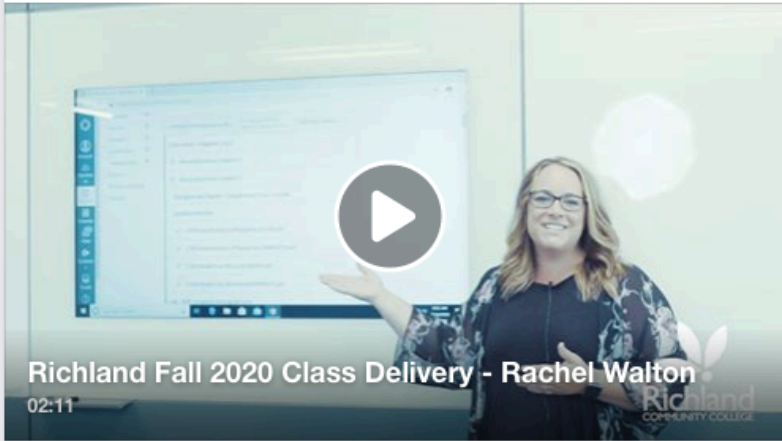
More interaction online



**Richland Community College**

Published by Tracy Withrow [?] · July 16 · 🌐

Rachel Walton, Director of the Medical Assisting Program and Practical Nursing and Phlebotomy Instructor, lets students know what to expect this Fall in her classes - Hybrid Classes. #ichooserichland #richlandproud #richlandstrong



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

**2,379**  
People Reached

**335**  
Engagements

**Boost Post**

👍❤️ Jill Feinstein, Korin Beckwith and 25 others · 1 Comment · 13 Shares

👍 Like    💬 Comment    ➦ Share    🌐

### Performance for Your Post

**2,379** People Reached

**1,005** 3-Second Video Views

**121** Reactions, Comments & Shares ⓘ

**77** Like    **28** On Post    **49** On Shares

**23** Love    **1** On Post    **22** On Shares

**8** Comments    **1** On Post    **7** On Shares

**13** Shares    **13** On Post    **0** On Shares

**214** Post Clicks

**36** Clicks to Play ⓘ    **0** Link Clicks ⓘ    **178** 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

Videos throughout the semester – staff, students and faculty

Be proactive and sensitive

Plan for changes; be ready to shift gears



Michaela Athela Wolfman

29m · 🌐



Higher education in general needs to take notes from this school.



Richland Community College

1h · 🌐

STUDENTS:

Dr. Cristobal Valdez, Richland President, announced today that we will offer a 15% discount on the online tuition rate for classes this fall.

"We are..."

[See More](#)

Mallory Christensen

1 Comment



Mallory Christensen That's my school!!!! 🍀 100 100 🍀



Izzy Weber

10m · 🌐

This is my success coach and she is the best coach I've ever had at a college.



Richland Community College

43m · 🌐

Give others a chance to celebrate and recognize us



**Macon County Law Enforcement Training Center**

Published by Tracy Withrow [?] · June 5 · 🌐

Recruit Class 20-07 Virtual Graduation - June 5, 2020 at 2pm



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

**7,888**  
People Reached

**2,835**  
Engagements

[Boost Post](#)

157

99 Comments 33 Shares

Love

Comment

Share



### Performance for Your Post

**7,888** People Reached

**4,901** 3-Second Video Views

**967** Reactions, Comments & Shares *i*

**499** Like **147** On Post **352** On Shares

**171** Love **70** On Post **101** On Shares

**2** Haha **2** On Post **0** On Shares

**263** Comments **105** On Post **158** On Shares

**35** Shares **33** On Post **2** On Shares

**1,868** Post Clicks

**246** Clicks to Play *i* **0** Link Clicks *i* **1,622** Other Clicks *i*

#### NEGATIVE FEEDBACK

**2** Hide Post

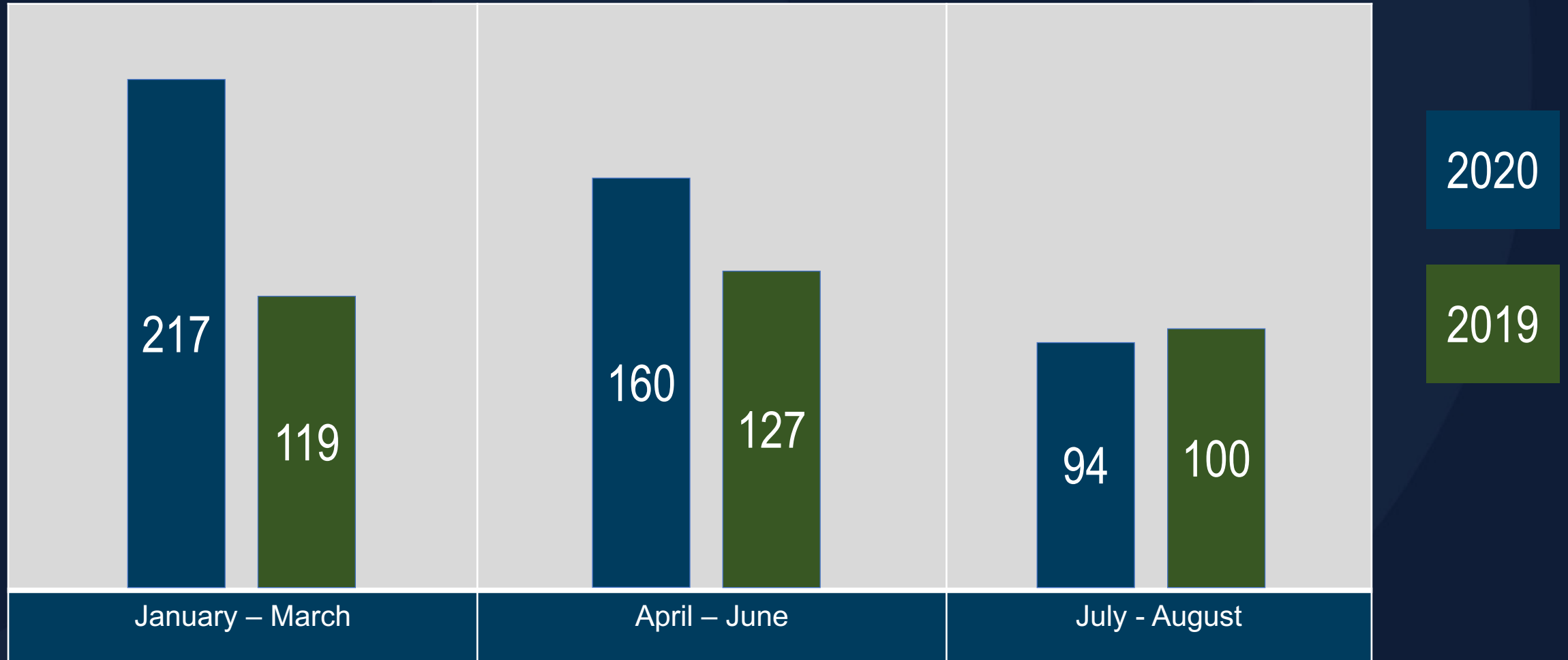
**2** Hide All Posts

**0** Report as Spam

**0** Unlike Page

Reported stats may be delayed from what appears on posts

# Media Mentions



# Social Media

## Facebook – Main Page

	<b>NUMBER OF POSTS</b>	<b>ORGANIC REACH</b>	<b>ORGANIC and PAID REACH</b>
<b>January - March</b>	101	141,403	147,837
<b>April - June</b>	202	294,294	388,817
<b>July - August</b>	67	76,308	94,164



5,442 to 6,216 followers for Facebook

# Advertising – Shifting Gears



Shifted from visible billboards to digital marketing like streaming

Test messages on platforms to see what messages were working

Increased social media advertising



*Let our Success Coaches Help You Choose the Right Direction*

Schedule a virtual appointment with a Success Coach today by emailing [admissions@richland.edu](mailto:admissions@richland.edu) or calling (217) 875-7211, Ext. 6267.

[Find Out More](#)



#### Questions about Paying for College?

*Our financial aid experts can help answer your questions and help you find ways to pay for college. Give them a call at (217) 875-7211, Ext. 6267 or email them at [financialaid@richland.edu](mailto:financialaid@richland.edu).*

#### Our Students Received over \$857,000 in Scholarships in 2019

Find out more about our scholarship opportunities at [www.richland.edu/scholarships](http://www.richland.edu/scholarships)



#### Choose from Over 80+ Degrees and Certificates

*Not sure what you want to study? You can start by looking through our [Course Catalog](#).*



[Click Here](#)



### *Are you ready to start college but you just don't know where to begin?*

If you are new to Richland, you won't want to miss the opportunity to join us for one of these Virtual Events. Join members of our Student Success Team as they guide you through our Admissions, Transfer and Accommodations processes. They can answer your questions during the event.

[Have you Applied?](#)



#### Virtual Guide to Admissions July 21 at 12pm

Are you ready to start college but you just don't know where to begin? Join Shannice Berry, Director of Enrollment Management, via ZOOM, as she gives an overview of Richland Community College academic programs, and student support services.

[CLICK HERE TO REGISTER FOR THIS EVENT](#)

# Advertising – Shifting Gears

**YOU CAN STILL REGISTER FOR FALL!**



#### **New Students, Current Students, Former Students!**

*Only one week before the 2020 Fall Semester begins! You can still register!*

Schedule an appointment to meet with a Success Coach, Financial Aid Specialist or Admissions and Testing experts. To find out more visit our website today, call (217) 875-7211, Ext. 6267 or email [admissions@richland.edu](mailto:admissions@richland.edu).

[REGISTER NOW](#)



# On the Horizon

- Integration of more video on website
- Website training
- Communication plan with Student Success
- Marketing Plan
- Social media policy updates
- Increased student interaction on social media

Questions

