

August 2021

Marketing Monitoring Report



Presentation Agenda



The Richland
Story



Website and
Social Media
Performance



Media and
Advertising



On the
Horizon

The Richland Story

01

Branding and Identity

02

Finding New Students

03

Getting Students Involved

Richland is Here for You





03

Getting Students Involved

Student Spotlights



03

Getting Students Involved



- Engagement Fair
- Social Media Ambassadors
- Mental Health Awareness
- Campus Event Communication
- Student Internship Projects

Website and Social Media

01

richland.edu

02

mcletc.org

Website Performance

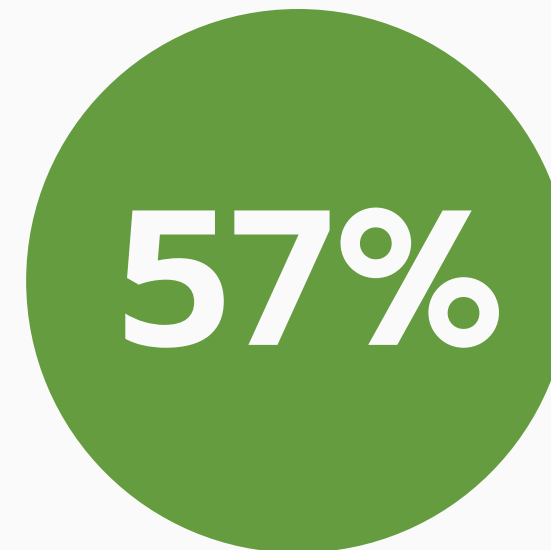
www.richland.edu



Site Visitors from
last year



Bounce Rate -
down from 64% last
year



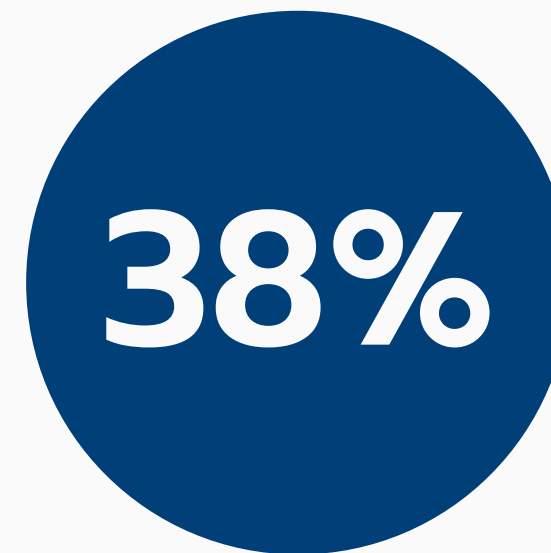
Found site through
Google.com

Website Performance

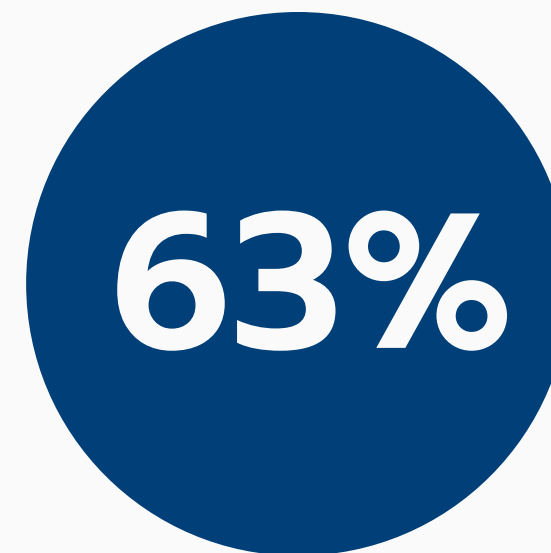
www.mcletc.org



Site Visitors from
last year

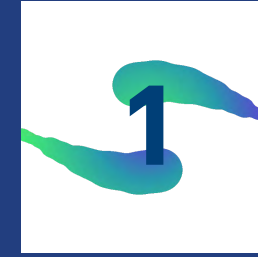


Bounce Rate -
Outperforms 88% of
sites in industry



Found site through
Google.com

Digital Media and Advertising



Media Mentions



Social Media



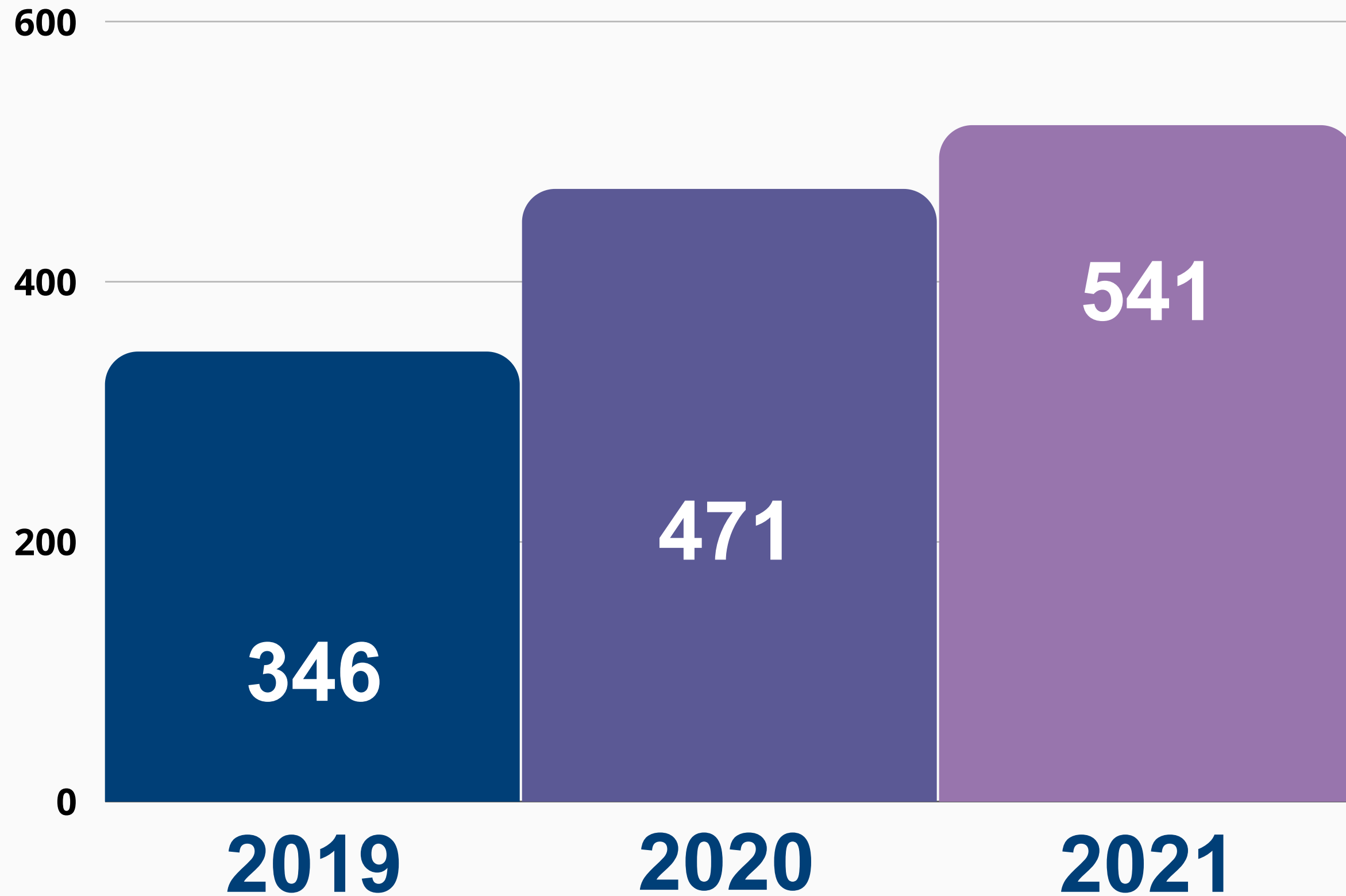
It's a Whole New World - Digital
Advertising



How COVID continues to
change EVERYTHING



Media Mentions





Social Media



Facebook Organic Page Reach



Instagram Organic Reach



YouTube Reach

Post Details

Richland Community College
June 8 · 🌐

Congratulations to our students on the Richland Community College Spring 2021 Vice President's Academic Honors List! We are so proud of you! For a full list visit <https://www.richland.edu/spring-2021-honors-list>.

Performance for Your Post

9,597 People Reached		
1,663 Reactions, Comments & Shares		
710 Like	19 On Post	691 On Shares
383 Love	3 On Post	380 On Shares
2 Wow	0 On Post	2 On Shares
523 Comments	5 On Post	518 On Shares
49 Shares	49 On Post	0 On Shares
1,557 Post Clicks		
18 Photo Views	426 Link Clicks	1,113 Other Clicks

NEGATIVE FEEDBACK

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

Reported stats may be delayed from what appears on posts.

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

9,597 People Reached **3,220** Engagements **Boost Post**

Pamela Mendenhall, Krystal Wherry and 20 others · 5 Comments · 49 Shares

Like Comment Share



It's a Whole New World - Digital Advertising



Facebook Ad Reach - Paid



YouTube Paid Advertising



E-Mail Campaign Link Clicks



NowDecatur.com Reach



Richland Community College: Fall Registration is going on now!...
 We make it easy for you to register for our fall classes. Stop by our Student Success Center to talk with us about applying at Richland, financial aid or registering for classes. Walk-in assistance is available Monday through Thursday from 8am – 1pm...

This ad reached 10,236 people in your audience.

0:15 - Uploaded on 06

by Video ID

People Placements Locations

46.1% Women 53.9% Men

Age Group	Women (%)	Men (%)
13-17	0	0
18-24	5	6
25-34	14	17
35-44	13	14
45-54	13	15
55-64	2	2
65+	0	0



How COVID continues to change EVERYTHING

01

Increase in use of digital outreach vs. traditional

02

Privacy laws for web and app are getting more strict - changes are coming

03

Pivot in our messages and show of student support

04

Marketing Department that has learned new skills and continues to monitor new changes and opportunities

On the Horizon



01

Increase in digital outreach - exploring new marketing resources

02

Additional ADA Website Training

03

Updated Marketing/Communications Plan

04

Further Mascot Development

05

Student Social Media Ambassadors/Internships

Questions?



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