



## Tips to get you started on social media and/or contributing to Coastline Social Media

---

Do you know about Coastline's social media networks? If not, consider getting involved.

### Coastline Social Media Accounts

Facebook: [Facebook.com/coastlinecollege](https://www.facebook.com/coastlinecollege)

Twitter: [twitter.com/CoastlineInOC](https://twitter.com/CoastlineInOC)

YouTube: [youtube.com/user/CoastlineCollege](https://www.youtube.com/user/CoastlineCollege)

LinkedIn: [linkedin.com/company/coastline-community-college](https://www.linkedin.com/company/coastline-community-college)

Instagram: [instagram.com/coastlinecommunitycollege](https://www.instagram.com/coastlinecommunitycollege)

- 1. Sign up and/or start posting (it can be for professional purposes only)** – If you don't already have a social media account, consider signing up today! It doesn't have to be a personal account—it can be strictly for professional purposes.
  - Examples: LinkedIn, Facebook, Twitter (only post about information related to your profession, student success tips, how you are contributing to student success, and/or follow higher education professionals and organizations to build a professional network)
- 2. Provide resourceful information to students** – Provide resources that Coastline students, faculty, staff, and community members will find helpful.
  - Consider creating "How to" videos for students and your department.
    - \*Contact the marketing department for storyboard guidance and assistance.

*Scholarships*
- 3. Have fun** – Find something fun to share with Coastliners? Share it. It keeps the social media forum engaging for your audience.
  - Share a funny higher education-related video that makes a particular topic exciting.
  - Are your employees engaging with students in fun way? Share interest stories that you think students would like to know.
  - Ask students you serve to post about their great experiences on social media.