

# Career Services Marketing Standard Operating Procedures

## Career Services Marketing Missions Statement

The Marketing for Career Services at Texas A&M University-Corpus Christi is responsible for creating materials to promote and inform students, alumni, staff, and the community regarding upcoming events. The social media pages are administered during regular business hours and during special events held outside of regular business hours.

## Procedure Statement

As social media becomes an increasingly larger role in Career Services image to the public, social media sites created in affiliation with the University shall adhere to the standards outlined in order to protect the Universities and Career Services reputation and brand.

## Reason for Procedure

Social media includes but is not limited to social networking sites, collaborative projects such as wikis, blogs and micro-blogs, content communities and virtual communities. Career Services platforms are used to inform the public of the following

- Upcoming career fairs, events and workshops
- Informational articles on how to prepare, dress and network
- Current job positions available on Handshake
- University news and events

Some commonly used social media platforms include [Facebook](#), [Twitter](#), [YouTube](#), [Flickr](#), [LinkedIn](#), [Instagram](#) and [Pinterest](#).

**Audience:** Career Services social media platforms are used as a marketing tool to facilitate communication support, the delivery of content for an interactive dialogue, enhancing the value of conversations across a global audience and present dynamic and meaningful content to engage the following audiences.

- Prospective students and parents
- Current students
- Alumni and donors
- Employers
- Media, visiting researchers and professors, and the general public
- University faculty and staff

## **Services Provided on Career Services Social Media Platforms**

**Facebook:** Is used to market and promote upcoming career fairs, events, workshops and informative articles regarding the preparation of such events. In addition, the platform communicates with the audience by posting intriguing articles not related to events, yet appropriate, in order to keep the audience engaged. Facebook posts are scheduled to go out one to two times a day, Monday through Friday (subject to change for special events).

**Twitter:** Used for short reminders and updates on upcoming and current events, which have links to further information and detail. In addition, Twitter is used to post daily motivational quotes and events other University department's host. Posts are scheduled to go out two times a day, Monday through Friday (subject to change for special events).

**YouTube:** Communicate with the audience using YouTube is done by uploading tutorials and students success stories. The tutorials include how to navigate and register for the Handshake database, how to post jobs and how to upload documents. Student success stories are uploaded to portray to other audience members how Career Services help in achieving their success.

**Flickr:** Photos and videos of Career Services past events are uploaded to Flickr so that students and recruiters can view and have access for their own use.

### **LinkedIn:**

**Instagram:** Photos and videos are uploaded to this platform to promote upcoming fairs, events and workshops Career Services host. In addition, motivational pictures and boomerang videos are posted. A motivational picture is uploaded every Monday and other photos and videos are uploaded before, during and after events.

**Pinterest:** Pinterest is a platform that Career Services uses to communicate several different articles, pictures and videos. With 47 different boards, our audience can view articles, pictures and videos from a few stated boards, which include interview tips, job search tips, professional attire examples, and networking tips. This platform is updated weekly when selecting post for all other social media platforms.