



Communication Channels

How to Market your Program, Class or Event

Introduction

A variety of communication channels are available to market your classes and events. To develop the most effective campaign, a meeting to discuss promotion strategy should be held at least **two months prior to the event or beginning of classes**. This allows a month for development of promotion materials and a month for promotion.

Class Schedule

The quarterly Class Schedule is direct mailed to 45,000 homes in Cowlitz, Wahkiakum and Columbia counties each quarter. It includes a Calendar of Events and also space to promote new classes and programs. This is an excellent way to reach potential students and audiences across our service district. For inclusion in an upcoming schedule, please contact College Relations for submission deadlines.

Traditional Print Media: Advertising, Press Releases

LCC places quarterly arts events ads in The Daily News, Wahkiakum Eagle, Clatskanie Chief and Columbia River Reader. Press releases or pitches about LCC events and accomplishments are sent to these publications and radio stations. It is critical to provide sufficient lead time for story development as TDN reporting staff has been significantly reduced in recent years. Press releases are also posted on the LCC website and optimized to rank higher in search engines

Website

The LCC website is the cornerstone for communicating about college programs, achievements and events. All communications – print media, posters and fliers, social media posts, advertisements, letters, etc. include links and QR Codes to draw potential students and audiences to the website for more information. *Each department should be familiar with its information on the website and establish a regular process for reviewing and updating information.*

Social Media

LCC maintains several social media sites, including Facebook, Twitter, Flickr, YouTube, Google+, LinkedIn, etc. Each site is monitored regularly, updated daily or weekly, and any comments or concerns are responded to promptly. Audience participation continues to grow.

Before establishing a social media site, college departments should meet with College Relations to review the best strategy for reaching key audiences and efficient use of staff time. Offices not able to dedicate **a minimum number of hours per week** are welcome to submit information to College Relations to post on the appropriate social media sites. College Relations also holds administrative rights to several LCC Facebook pages in order to assist with posting and maintenance – however staff time is limited.

College Relations will assist offices/departments with creating the appropriate Social Media site and provide information on social media trends and best practices to help departments in developing and maintaining an effective site. College-affiliated social media sites, unlike personal profiles, officially represent LCC as an institution. For this reason, quality standards for maintenance and content are important.

Email

Person to person or select distribution group/listserv communication. LCC.Campus should be used sparingly and only after consulting with department supervisor/VP about urgency of message and appropriate audience. When communicating information appropriate to a limited group of employees, take time to create a mailing group rather than opting for LCC.Campus.

Questions/Problems?

Contact the Office of Effectiveness & College Relations.

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