

Tri-C

Social Media Campaign



#ILoveTriC started as a Brunswick University Center campaign but grew into a college-wide campaign. I developed the idea while working on a window cling for Brunswick University Center. The cling was sent to students this summer with a letter reminding them of the fall semester start date. Our call to action encouraged them to take photos and post how they were displaying their window clings. Those who posted were entered into a drawing for two passes to Scene 75 Entertainment Center, a new entertainment spot located near Brunswick University Center. I then handed off this project to the marketing assistant and social media coordinator.

<https://twitter.com/hashtag/ilovetric>

One heartwarming post:

<https://www.facebook.com/photo.php?fbid=1791439564216658&set=p.1791439564216658&type=3>

Student Success Stories

I wrote this story about Bruce Hyde. It was posted on Facebook and our website. It was also sent as a news release to the *Parma Sun News*.

<http://www.tri-c.edu/about/blog/2017/may/bruce-hyde-credits-tri-c-professors-for-his-successful-academic-career.html>

<https://www.facebook.com/TriC.edu/photos/a.130458386261.117019.65793141261/10154332363666262/?type=3&theater>

E-newsletter Stories

Stories shared in social media can easily translate to e-newsletter articles.

<https://mail.google.com/mail/u/1/#search/western+campus+news/15c475af7897185b>

<http://files.constantcontact.com/3604331c301/d73e5c59-08ca-468d-9aa9-f8c5cb8caa01.pdf>

<https://files.ctctcdn.com/3604331c301/31f9ea03-39bb-4833-84a0-136dc578a998.pdf>

Blog Article

I did not write this final draft, but I found this story for our blogger. I gave him my interview notes from my meeting with the student and her mother. I also provided the writer with the photo. The blog writer then took it from there. As a marketing manager, part of my job is to find stories on my campus for our blog writer, media relations manager and social media coordinator.

<http://www.tri-c.edu/about/blog/2017/april/uncommon-talent-cecilia-hiros-musical-journey-brought-her-to-tri-c.html>

Facebook Posts

I submitted content and photos to our social media coordinator.

https://www.facebook.com/pg/TriC.edu/photos/?tab=album&album_id=10154257295306262

https://www.facebook.com/pg/TriC.edu/photos/?tab=album&album_id=10153888210101262

https://www.facebook.com/pg/TriC.edu/photos/?tab=album&album_id=10153734574741262

https://www.facebook.com/pg/TriC.edu/photos/?tab=album&album_id=10153080155431262

https://www.facebook.com/pg/TriC.edu/photos/?tab=album&album_id=10153083145736262

https://www.facebook.com/pg/TriC.edu/photos/?tab=album&album_id=10151517512276262

Twitter Posts

In all these following examples, I wrote the content, created the art and/or took the photos.



Concert Band Performance

Thursday, May 4
7 p.m.

WESTERN CAMPUS THEATRE



Tri-C @TriCedu May 2

Tune into your Thursday night at #TriCWest with this Concert Band Performance at 7 p.m.

Steer your way to financial freedom on the @FifthThird eBus on April 27 at #TriCWest



Fifth Third eBus

The Fifth Third Financial Empowerment Mobile will be rolling into the Western Campus. Get on board to check your credit report, gain financial knowledge and l...

events.tri-c.edu

1:01 PM - 21 Apr 2017

A poster for 'Culture Shock 2017' with a torn paper design. The top section is green and blue. The main title 'Culture Shock 2017' is in large white letters on a blue background. Below it, an orange banner says 'Free and open to the public'. The title 'Multicultural Fair' is in large blue letters. The event details are: 'Thursday, April 6, 10 a.m. — 3 p.m. Western Campus, North Galleria'. It is sponsored by 'Student Life and English as a Second Language'. A list of activities includes: Art therapy, Cultural presentations and interactive displays, Ethnic music and dancing, Fashion show of traditional clothing from around the world, Genealogical information tables, and Herbs and calligraphy. A note mentions that articles, posters, and videos about personal journeys of international students will be displayed. A quote from Richard Herman, an immigration lawyer, is included. The event is on '3.5 a.m. — Noon' in 'GD4, A and B'. Logos for 'tri-c.edu' and 'Cuyahoga Community College' are at the bottom, along with the address 'Western Campus | 11000 Pleasant Valley Road | Parma, Ohio | 44130' and the phone number '216-897-4000'.

Culture Shock is back at #TriCWest. Join us Thursday for the multicultural fair and for a special guest speaker as we celebrate diversity.




Students at #TriCWest made bookmarks today that will be distributed to Cleveland schools by @CLEvolunteers #volunteer #giveback

LinkedIn Ads and Posts

Cuyahoga Community College
2mo

No matter your career field, interpersonal conflict is inevitable. This program equips leaders and working professionals with tools to manage and resolve conflicts at work, aiding in the creation of healthy and productive work ...see more



Handle conflicts at work and advance your career! Register today. Fal...
tri-c.edu

15 Likes

Like Comment Share

... **Link to Conflict Resolution and Peace Studies Certificate web page:**
Handle conflicts at work and advance your career! Register today. Fall classes begin Monday, Sept. 11. Learn more.



Cuyahoga Community College
5mo



It's Commencement week and we are so excited to see all of our graduates on Thursday, May 18 at the Wolstein Center. Learn about some of our graduates and their Tri-C Stories:



Tri-C Spring 2017 Graduate Stories: Cleveland Ohio
tri-c.edu

23 Likes

Like Comment Share



Cuyahoga Community College
6mo



Roll into financial empowerment with **Fifth Third Bank** on the Tri-C Western Campus April 27, 10 a.m. - 2 p.m. The Fifth Third Financial Empowerment Mobile will be on campus to help you check you credit report, gain financial kr ...see more



Fifth Third eBus
events.tri-c.edu

8 Likes · 1 Comment

Like Comment Share

http://events.tri-c.edu/event/fifth_third_ebus#.WdP0jUyZMcm



Cuyahoga Community College
11mo



In case you missed the news, Tri-C's Terri Hradek won the 2016 ATHENA Leadership Award for Medina County:



Tri-C's Terri Hradek wins Medina County women's leadership award
tri-c.edu

31 Likes · 2 Comments

Like Comment Share

<http://www.tri-c.edu/about/blog/2016/october/tri-c-terri-hradek-wins-medina-county-women-leadership-award.html>

Instagram Posts



tric_edu

Follow

tric_edu Volunteering is SUPER important to #tricedu. As part of Success Week at #TriCWest, Students made bookmarks after hearing a presentation about the benefits of volunteering. Greater Cleveland Volunteers will provide these bookmarks, as well as books, to young students in Cleveland schools. #volunteer #giveback



32 likes

FEBRUARY 15

Log in to like or comment.





tric_edu

Follow

tric_edu Big thank you to NCRA & Ohio Court Reporters Association for joining us for Coffee to celebrate National Court Reporting & Captioning Week
#courtreporting
#captioningandcourtreporting
#communitycollege



27 likes

FEBRUARY 10

Log in to like or comment.

...



tric_edu
Cuyahoga Communit...

Follow

tric_edu Tri-C participated in National Wear Red Day and donated to @american_heart to support @goredforwomen
#GoRedWearRed



57 likes

FEBRUARY 3

Log in to like or comment.

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Ladies of Last Chance

Before I started working at Tri-C, I created and executed the detailed marketing and media relations plan of a fundraising project for Baldwin Wallace University's SPOUT program.

I worked with a volunteer committee of top female Cleveland leaders who are friends with Denise Reading, the star of "Ladies of Last Chance." Prior to me joining the volunteer committee, only a basic outline had been created as a marketing plan, and we were only two months away from show time.

The show was advertised mostly through social media on BWU's Facebook and YouTube pages. I wrote the content and worked on the promotional video. All the corporate sponsors promoted the show through their Facebook posts. I also wrote the news release and garnered the media attention. I was behind the scenes when Lee Jordan from WEWS interviewed Denise.

The call to action: buy a ticket or make a donation. All proceeds went to SPROUT. We sold out the main floor of the Ohio Theater and raised \$50,000.

<https://www.youtube.com/watch?v=KRUrhFnBiY4>

<https://www.youtube.com/watch?v=M2g2F3m5rng>

http://www.cleveland.com/onstage/index.ssf/2012/05/in_1-woman_show_ladies_of_last.html

<https://brownflynn.com/dont-miss-ladies-of-last-chance/>

<https://brownflynn.com/ladies-of-last-chance-a-huge-success/>

An Evening with the Browns and Steelers

Collaborating with Brunswick University Center's director and community relations manager, I did pro bono marketing and communications for the Medina County Community Fund in 2013. I wrote the news release and provided content to the Community Fund's social media coordinator. The event raised \$30,000 for the Fund.

<https://www.facebook.com/pg/MedinaCountyCommunityFund/community/>

Event link:

[https://www.facebook.com/events/151021215108425/?acontext=%7B%22source%22%3A%22C%22source_newsfeed_story_type%22%3A%22regular%22%2C%22action_history%22%3A%22\[%7B%5C%22surface%5C%22%3A%5C%22newsfeed%5C%22%2C%5C%22mechanism%5C%22%3A%5C%22feed_story%5C%22%2C%5C%22extra_data%5C%22%3A\[%7D\]%22%2C%22has_source%22%3Atrue%7D&source=3&source_newsfeed_story_type=regular&action_history=\[%7B%22surface%22%3A%22newsfeed%22%2C%22mechanism%22%3A%22feed_story%22%2C%22extra_data%22%3A\[%7D\]&has_source=1&fref=mentions](https://www.facebook.com/events/151021215108425/?acontext=%7B%22source%22%3A%22C%22source_newsfeed_story_type%22%3A%22regular%22%2C%22action_history%22%3A%22[%7B%5C%22surface%5C%22%3A%5C%22newsfeed%5C%22%2C%5C%22mechanism%5C%22%3A%5C%22feed_story%5C%22%2C%5C%22extra_data%5C%22%3A[%7D]%22%2C%22has_source%22%3Atrue%7D&source=3&source_newsfeed_story_type=regular&action_history=[%7B%22surface%22%3A%22newsfeed%22%2C%22mechanism%22%3A%22feed_story%22%2C%22extra_data%22%3A[%7D]&has_source=1&fref=mentions)

<https://www.akroncf.org/contactus/newsevents/viewarticle/tabid/96/articleid/153/browns-steelers-team-up-for-charitable-cause.aspx>

http://www.thepostnewspapers.com/brunswick/local_news/browns-steelers-legends-gather-for-charity-event/article_3b9c6e27-a382-5a6a-9931-2432d7766418.html