A L G O N Q U I N C O L L E G E

DRAFT

SOCIAL MEDIA PLAN

2012-2013

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A. INTRODUCTION & EXECUTIVE SUMMARY

The principle purpose of this social media plan is to establish a roadmap that will confirm Algonquin's position as the Connected College and a leader in the corporate and academic use of social media.

Since the College began engaging in social media in 2008, Algonquin has been recognized as a leader in the field. In 2011, Algonquin was recognized by Klout.com as the top Canadian college, placing eighth in its annual benchmark of post-secondary institutions in Canada.

Building on this position of strength, this Social Media Plan sets its sights on ensuring Algonquin continues to lead all colleges in the use of social networks by setting goals which will;

1. Build our employees capacity to use social media
2. Increase awareness of Algonquin College
3. Increase interest in studying/working/doing business at Algonquin College

The plan focuses on two target audiences, college employees who will help build the content foundation and stakeholders' who will help share content and shape the experience in each of the channels we focus on.

To deliver on these goals the plan identifies seven key strategies;

I. Tell the Algonquin Story
II. Train people to use social media
III. Focus on 5, Empower 100s
IV. Integrate Social Media into the College Website
V. Invest in Advertising and Promotion that Leverages the Social Graph
VI. Invest in scalable systems
VII. Learn to measure

Our success will be measured in the quantity and quality of our networks. By 2014, we have set our sights on leading in 3 of the five channels we participate in. By 2017, we expect to deliver on our goal of being the Connected College.

B. ALGONQUIN COLLEGE STRATEGIC DIRECTION

"Post-secondary education is now on the leading edge of the digital revolution as technology shapes, reshapes, and transforms how learning and content are created and delivered, leveraging connections between people across cities and nations. Today's students are connected and we want to reach them in the ways that they want to be reached."
Robert C. Gillett

In 2012, the College updated its 5-year strategic plan, outlining its plans to become the Connected College. The College's Strategic Plan recognizes that social technologies have created a culture of sharing information and knowledge at home, at school and in the workplace. Increasingly, organizations are expected to be open, transparent and collaborative—embracing distributed decision-making and the real-time, free flow of information and services.

Increased employee, student and alumni use of social media fully supports Algonquin's vision of becoming a "global leader in digitally-connected applied education and training".

C. THE BUSINESS VALUE OF SOCIAL MEDIA

Social media is both exciting and terrifying to most businesses. The excitement comes from the ability to begin and continue conversations and extend relationships with a growing number of clients and prospective clients, ultimately delivering on the College's business objectives. The terror sets in when one realizes that one tweet can unleash a tornado of customer angst and brand sapping client displeasure.

Like other business tools, social media supports a business's ability to;

- Build awareness
- Establish thought leadership
- Increase its customer base
- Improve customer service and engagement
- Educate customers
- Generate leads
- Drive sales
- Lower costs and improve process
- Source product development
- Improve internal communication

Essential to recognizing the value inherent in the use of social media is establishing goals that align and support the existing business strategy. Increasing social media engagement is not a goal in and of itself.

D. ALGONQUIN COLLEGE AND PEERS

Primary Channels

Algonquin College was an early adopter of social media within the Canadian post-secondary sector. Its official Twitter account was launched in October of 2008 and was soon followed by YouTube in February of 2009. In mid-2010, the College established several accounts on Facebook, LinkedIn, Flickr, YouTube, and a number of additional accounts on Twitter. By February of 2011, Algonquin College was ranked the most influential Canadian College on Twitter by www.klout.com. In addition, the College also has also piloted the use Google+ and Foursquare.

Twitter

On *Twitter*, Algonquin leads in terms of the number of Followers (6856) and the number of people or brands the College is Following (5355). Centennial College publishes almost three times the number of messages with over 9000 tweets since its beginning in 2009. Most recently, Humber College (49) passed Algonquin (48) in terms of

influence that drives action as measured by www.Klout.com, the most used social media monitoring measurement system.

YouTube

On *YouTube*, George Brown leads the sector with over 600 subscribers and one million views. The large majority of those views are related to Knife Techniques in which a chef provides the general public with instruction on how to handle a knife professionally. Centennial College ranks second in views (391,000+) and subscribers (350) but has the highest number of videos uploaded to the site with over 400. Seneca ranks third in terms of views with over 300,000, but follows the same trend as George Brown with a large proportion of their viewership coming from their involvement in the UK based Raspberry Pi $40 computer project. Algonquin finds itself in the middle range with over 100,000 views and 142 subscribers. It places second to Centennial in terms of the number of videos posted (202).

Facebook

On *Facebook*, Humber College and George Brown lead the college system in terms of Facebook presence with over 20,432 and 15,248 likes respectively. With some reports of 90% of people liking a page not returning for a second visit these statistics can be misleading. More accurate measures of engagement would be the number of people talking about your brand. Using this measure George Brown places first with over 300+ actively sharing content while Humber sat at 255 and Algonquin at 40.

Algonquin's most popular Facebook page is its Future Student site with over 3,883 likes (an increase of over 100% in 2011) and 65 people talking about the College.

Secondary Channels

In addition to these primary corporate accounts, schools, departments, faculty and students have created social media environments on their own. A recent audit of College supported social media found Algonquin had;

- Facebook sites - 68
- Twitter sites – 37
- LinkedIn sites – 27
- YouTube sites – 16
- Flickr sites – 4
- Blogs sites – 10

Governance

The College has no specific policies governing College sponsored social media and in keeping with the medium uses a decentralized model for managing its various social media channels. Advancement, by virtue of it securing the channels originally has responsibility for the College's primary Twitter, Facebook, Flickr and YouTube accounts. Responsibility for the primary LinkedIn account was moved from Advancement to the Foundation when responsibility for Alumni Relations was transferred to the unit. School, program and departmental channels are free to acquire and operate social media channels as they see fit.

The College currently relies on general policies covering privacy and conduct to govern social media efforts. While no formal rules are in place there is common agreement among schools and departments that ensures all future Algonquin Twitter accounts begin with AC and that all profile pictures follow a common look and feel.

Staffing

To date, we have not found any College who has delegated social media management to a social media community manager. The current practice within the Ontario College sector seems to be wrapping responsibility for social media into an existing position usually found in marketing, communications or a service unit. Algonquin follows a similar pattern with responsibility for Advancement's channels falling to individuals spread throughout the unit.

Equally, few have identified social media specific budget. This follows North America trends published in a recent report entitled *State of Social Media Marketing* where 57% of marketers indicated they had not allocated budgets to social marketing, relying instead on people resources. This group was followed by 18% of marketers who spend between $1,000 and $10,000 annually. Only 8% reported 2011 budgets of over $50,000 year.

E. SWOT Analysis

Strengths — Internal Advantages

- The College has a large potential audience for its content including; current and prospective students, current and prospective employees, alumni, employers, political leaders, and media.
- Social media expertise in the form of faculty, staff, current students and alumni is extensive, with many willing to share their knowledge.
- A robust network of social media accounts are already in place, creating a substantial opportunity for cross collaboration of news and public relations among the different schools and departments.
- Most social media channels have very little start-up-costs in dollars.
- Social media is easy to use with basic computer office skills.
- Clear responsibility of ownership of content targeting the general public, prospective students, alumni, industry, prospective employees, and government.

Weaknesses — Internal Disadvantages

- Lack of social media specific policies makes coordination uneven.
- Ease of setup makes controlling the College's social media channels difficult.
- Large number of social media channels makes consistency of message challenging.
- Volume of social media messages can seem overwhelming.
- No base budget for social media initiatives.
- Overlapping ownership of content targeting current students and employees.

Opportunities — External Advantages

- Social media growth continues unabated with IPOs for LinkedIn, Facebook, and Twitter set to further advance the sector.
- Large, active potential audience eager to be part of a larger conversations

- Nature of social media allows for a message to become viral and for conversations to grow past one-on-one communications.

Threats — External Disadvantages

- Possibility of having messages lost in the noise.
- Early positions of leadership at risk as other educational institutions begin engaging in social media more actively.
- Misrepresentations could be released and propagated.

F. Social Media Goals & Measureable Objectives

The plan identifies three overarching Social Media goals;

1. Build our employees capacity to use social media
2. Increase awareness of Algonquin College
3. Increase interest in studying/working/doing business at Algonquin College

The question of measurement is widely discussed in the social media community, especially as communicators ask for resources to fully leverage the power of this new form of communication. Currently, the industry uses a collection of lag indicators coupled with anecdotal examples of customer acquisition and conversations. We will consider our social media efforts successful if we:

1. Build our employees capacity to use social media
   - Develop three social media training modules for delivery through the COL
   - Identify and deliver training annually to 10 social media champions
   - Establish and execute social media plans in collaboration with five of the trained social media champions

2. Increase awareness
   - Grow the number of social media followers by channel with the view of leading all colleges in Twitter, Facebook, and LinkedIn by 2014.
   - Grow and maintain Algonquin's Social Media Klout (online influence) 2% per year
   - Maintain over 90% positive mentions in social media (measured using Sysomos)
   - Establish a client awareness benchmark by surveying employees and students awareness and utility of Algonquin College's social media presence

3. Increase interest
   - Increase social media web referrals to College program sites by 2% annually (measured using Google Analytics)
   - Benchmark the number of referrals from social media websites and track against competitors to set goals for future years (measured using Compete/Hitwise)
   - Have the largest percentage of online conversation across Twitter, Facebook, and Blogs when measured against our competitors(measured using Sysomos Heartbeat)

G. Target Audiences

The focus of this plan is two-fold. To be successful we must engage our employees, empowering them to share the rich content that sits within each school and department. If we are successful at unleashing that potential we will be able to engage and serve our clients in increasingly more powerful ways.

- Employees
- Stakeholders/Clients
    - Current students
    - Prospective students
    - Alumni
    - Employers

H. Social Media Strategies

To deliver on our goals we have identified six key strategies.

I. Tell the Algonquin Story

Critical to the success of our social media efforts is the College's ability to produce great content. The challenge for the College is acquiring that content in a timely and cost effective manner. Specifically, Algonquin will;

- Support the launch of 5 school, department or program blogs annually
- Produce "how to guides" for generating content
- Develop a comprehensive College events calendar
- Produce 25 College videos per year
- Keep an up-to-date list of College Twitter users
- Establish minimum Posts per Week measures for each of the College's primary social media channels
- Host monthly brown bag social media round tables with the College's social media leaders

II. Train employees to use social media

To be successful, we must develop the social media capacities of our employees, cognizant that the solutions we propose must be able to satisfy a growing interest in a resource challenged time. To deliver on this goal we will implement a "train the trainer" model Algonquin which will;

- Provide managers/deans/directors an overview of ways to support employees in engaging in social media
- Identify members in schools and departments to serve as a social media champion
- Deliver a social media course through the COL which will cover;
    - Social media basics
    - Managing social media for business/academics
    - Content creation
- Create college-wide social media guidelines

- Create social media user guide to assist social media teams with their use popular tools
- Invest in technology that will allows users to publish to multiple channels with only one post

III. Focus on 5, Empower 100s

The number of potential social media channels is daunting. This plan does not attempt to master all. Rather it calls on the College to focus, building 5 primary Algonquin social media channels;

- Twitter - http://twitter.com/#!/algonquincolleg
- Current Students Facebook - http://www.facebook.com/algonquincollege
- Future Students Facebook - http://www.facebook.com/algonquincollegefuturestudents
- You Tube - http://www.youtube.com/user/AlgonquinVideos
- LinkedIn - http://www.linkedin.com/company/algonquin-college

This primary focus will be complemented by support for those departments and groups who wish to build networks of their own, fostering an ecosystem that builds on the strength of each other.

IV. Integrate Social Media into the College Website

We will work to integrate social media into the College's website, creating opportunities for cross-promotion. Specifically, Algonquin will;

- Integrate the ability to share content on the College website via social networks into the College web templates
- Make the ability to access the College's primary social media accounts more noticeable on the College website
- Develop social media widgets for use on program pages within the College website
- Create online hub for all "official" college activity across sever social networks (one-stop service model)

V. Invest in Advertising and Promotion that Leverages the Social Graph

To take full advantage of the power of social media we must leverage our advertising and promotion resources in support of the development of the College social media networks. Specifically, Algonquin will;

- Launch two annual Facebook ad campaigns aimed at increasing FB engagement
- Integrate Facebook and LinkedIn into our recruitment advertising campaigns
- Pilot the use of mobile advertising

VI. Invest in Scalable Systems

While people are the backbone of robust social networks, investment in social media management technology is critical to the College's ability to improve productivity and reap the greatest of rewards from its human capital investment. Specifically, Algonquin will;

- Continue the development of Hootsuite as the College's current social media management tool
- Pilot the investment in social media measurement platforms (Sysomos, Navantis)
- Pilot the use of competitive benchmarking software (Compete, Hitwise)

- Investigate enterprise level listening and social media management platforms (Radian6, ExactTarget, Awareness, etc…)

VII. Learn to Measure

All institutions continue to struggle with ensuring social media investments provide a measurable return on investment. The effectiveness of social media resides not in the number of people who have expressed casual interest in the College (Likes, Followers, etc…) but rather the number of stakeholders who actively engage with the institution (Active users, Impressions, sentiment) compared to other like institutions. Transitioning to measures that provide greater insight into the quality of the engagement is critical to our long term success. Toward that end, Algonquin will;

- Participate in industry competitive benchmarking exercises
- Distribute social media measurement thought leadership and best practices to senior management
- Refine the quality of our social media measures over time

I. BUDGET

This plan will be funded through Advancement's base funding, setting aside $50,000 annually for social media investments. Sufficient staffing is already in place to support the plan. Additional one-time funding will be requested on annual basis.

APPENDIX 1 – ALGONQUIN COLLEGE SOCIAL MEDIA NETWORKS

Facebook

- Advertising Program
- Algonquin College
- Algonquin College Alumni Association G
- Algonquin College Group (Students - Residence - Books - Frosh) G
- Algonquin College International Alumni G
- Algonquin College Students G
- Algonquin College Tourism & Travel Students and Alumni G
- Algonquin/OttawaU Journalism G
- Animation Program G
- Applied Museum Studies
- Architecture!! G
- Architecture Alumni G
- Bartending G
- Blackboard Help
- Business Marketing Students
- Chinese Students Association
- Distance Education
- Documentary Production Program G
- DSW G
- ECE G
- ePublishing G
- ESL G
- Event Management G
- Faculty of Arts, Media and Design
- Financial Aid, Algonquin College
- First Class Bookstore
- Forestry G
- Future Students
- Game Development G
- Graphic Design Alumni G
- Heritage Masonry G
- HVAC G
- Interior Decorators G
- Interior Design G
- International Alumni G
- International
- LipDub Video G
- MKTG 2315/2316
- MT (Massage Therapy) G
- Native Centre G
- New Technology Store G
- Ottawa U/Algonquin College NURSING STUDENTS!!! G
- Ottawa Valley (Pembroke) G

- Outdoor Adventure Program G
- Outdoor Adventure Programs- Algonquin College - Alumni & Staff G
- Paramedic Program G
- Pembroke G
- Perth G
- Photography Graduates G
- Police Foundations G
- Public Relations Grads G
- Public Relations Program
- Radio Broadcasting Alumni
- Radio Broadcasting Program
- Residence Life
- Residence Outreach Services
- Respiratory Therapy G
- Robotics G
- SA (Students' Association) G
- Scriptwriting G
- Spa Management Program
- SSW (Social Service Worker) G
- Television Broadcasting G
- Television Broadcasting Folks G
- Theatre Arts
- Theatre Arts Graduates G
- Theatre Program G
- Toolmakers G
- Tourism and Travel Alumni and Networking G
- Algonquin College Virtual Tour G
- Web Services

Facebook – Official College

- Algonquin College G
- Algonquin College - Future Students G
- Algonquin College Alumni Association G

G – Denotes group page

LinkedIn

- Accelerated Project Management 12 members
- Alumni Association 1, 072 members
- 3rd Year Advertising Students 1 member
- Business Administration HR Program 2010 17 members
- Business Marketing Alumni 1 member
- Carleton University BIT 53 members
- CMC Games 3 members
- Computer Systems Technicians/Technologists 27 members
- Event Management Program 17 members

- Game Development 8 members
- Green Business Management Program 14 members
- Heritage Institute 3 member
- IFAP Alumni 11 members
- Internet Application Programmers 16 members
- Mature Student Club at Algonquin College 3 members
- MBIR 20 members
- Public Relations Program Alumni 100 members
- Student Employment Services 13 members
- Sport Business Management Alumni 91 members
- Television Broadcasting 2011 9 members
- TESL 70 members
- School of Advanced Technology 27 members
- School of Business 108 members
- School of Transportation and Trades 4 members
- Sommelier Program Alumni 17 members
- Wireless / Mobility Telecommunications Engineering Technicians and Technologists 4 members

Flickr

- Algonquin College's Photostream
- Alumni Association
- Algonquin College Photography 1 member
- Algonquin Innovation's Photostream

Official Blogs

- Algonquin Advertising Blog
- Algonquin College Documentary Program Blog
- SAO
- Ombuds Blog
- Photography Program
- Students' Association BOD Blog
- Algonquin Without Borders (international)
- Innovation Station
- Algonquin Reads Blog
- Algonquin Live, Laugh, Learn

YouTube

- Student Affairs & Orientation channel
- Residence Life Channel
- Algonquin Animation's Channel
- Algonquin College Channel
- Algonquin Social Media Channel
- Algonquin School of Advanced Technology Channel
- Algonquin Global Channel
- Algonquin Robotics Channel
- Project Blue - Algonquin Water's Channel

- Gong TV's Channel
- Algonquin Part-Time Production
- Algonquin Docs's Channel
- Algonquin Times's Channel
- Algonquin College Computer Studies
- Algonquin CKDJ's Channel
- Algonquin4Innovation

Twitter

- Algonquin College - @AlgonquinColleg
- Media/Newsroom - @ACnewsroom
- Algonquin Events - @AlgonquinEvents
- Prospective students - @ACnewstudents
- Algonquin Alumni - @ACgrads
- General Arts - @ACgeneralarts
- School of Advanced Technology - @ACadvancedtech
- School of Business - @ACbusiness
- School of Hospitality - @AChospitality
- School of Media and Design - @ACschoolofmedia
- School of Transportation and Trades - @ACtrades
- AODA/Accessibility - @ACaccessibility (Department)
- Bookstore - @FirstClassBkst (Department)
- Food and Beverage Services - @ACeating (Department)
- ITS Department - @ACitservices (Department)
- Innovation - @AlgonquinInnovn (Department)
- Library - @AC_Library (Department)
- Residence - @AlgonquinRes (Department)
- Student Affairs and Orientation - @AlgonquinSAO (Department)
- Community Studies - @ACcommstudies (Program)
- Design - @ACdesignschool (Program)
- Marketing - @Business_Mkting (Program)
- Photography - @algonquinphoto (Program)
- Spa Management - @AlgonquinSpa (Program)
- Theatre - @GonkTheatre (Program)
- OCMC '10 - @AlgonquinsOCMC (Program)
- Algonquin Internet Radio - @AIR_Classic
- Algonquin SSC - @AlgonquinSSC
- Algonquin Reads - @AlgonquinReads
- Algonquin Theatre - @AlgonqnTheatre
- Algonquin Times - @AlgonquinTimes
- Students' Association - @AlgonquinSA
- CKDJ OttawasNewMusic - @CKDJ1079
- Algonquin Thunder - @ALGThunder
- Jen Beaudoin-Brandt (@AlgonquinCo_op)

Appendix 2 – Competitive Analysis By Social Media Networks

Facebook

School	Link	Likes
Algonquin College	http://www.facebook.com/algonquincollege	1,914
College Boreal	http://www.facebook.com/CollegeBoreal	878
Cambrian College	http://www.facebook.com/cambriancollege	1,645
Canadore College	http://www.facebook.com/canadorecollege	3,044
Centennial College	http://www.facebook.com/centennialcollege	13,377
Conestoga College	http://www.facebook.com/pages/Conestoga-College/109587415727492	3,974
Confederation College	http://www.facebook.com/confederation	2,147
Durham College	http://www.facebook.com/durhamcollege	2,998
Fanshawe College	http://www.facebook.com/FanshaweCollege	8,701
Fleming College	http://www.facebook.com/flemingcollege	5,683
George Brown College	http://www.facebook.com/georgebrowncollege	15,240
Georgian College	http://www.facebook.com/GeorgianCollege	9,838
Humber College	http://www.facebook.com/humbercollege	20,423
La Cite collegiale	http://www.facebook.com/pages/La-Cit%C3%A9-coll%C3%A9giale/109	2,141
Lambton College	http://www.facebook.com/lambtoncollege.ca	3,062
Loyalist College	http://www.facebook.com/loyalistcollege	1,162
Mohawk College	http://www.facebook.com/mohawkcollege	3,881
Niagara College	http://www.facebook.com/niagaracollege	8,984
Northern College	http://www.facebook.com/northernc	163
Sault College	http://www.facebook.com/pages/Sault-College/108985565786754	2,081
Seneca College	http://www.facebook.com/pages/Seneca-College/107674175922664	7,236
Sheridan College	http://www.facebook.com/sheridaninstitute	10,371
St. Clair College	http://www.facebook.com/StClairCollege	3,685
St. Lawrence College	http://www.facebook.com/stlawrencecollege.ca	4,605
Carleton University	http://www.facebook.com/carletonuniversity	14,478
University of Ottawa	http://www.facebook.com/uottawa	8,050

Twitter

School	Link	Tweets	Following	Followers	Klout
Algonquin College	https://twitter.com/#!/algonquincolleg	2978	5535	6856	48
College Boreal	https://twitter.com/#!/borealapp	37	1	160	
Cambrian College	https://twitter.com/#!/cambriancollege	281	266	712	37
Canadore College	https://twitter.com/#!/canadorecollege	487	39	503	32
Centennial College	https://twitter.com/#!/centennialc	9646	33	2555	43
Conestoga College	https://twitter.com/#!/conestogac	265	57	1081	38
Confederation College	https://twitter.com/#!/Confederation	290	71	681	26
Durham College	https://twitter.com/#!/durhamcollege	781	25	2027	43
Fanshawe College	https://twitter.com/#!/fanshawecollege	3427	3948	5301	47
Fleming College	https://twitter.com/#!/flemingcollege	884	66	1649	42
George Brown College	https://twitter.com/#!/gbcollege	1	198	890	
Georgian College	https://twitter.com/#!/georgiancollege	3469	1421	3148	43
Humber College	https://twitter.com/#!/humbercollege	3738	2956	6159	49
La Cite collegiale	https://twitter.com/#!/citecollegiale	442	335	598	30
Lambton College	https://twitter.com/#!/LAMBTONCOLLEGE	1187	192	667	38
Loyalist College	https://twitter.com/#!/loyalistcollege	583	173	856	33
Mohawk College	https://twitter.com/#!/mohawkcollege	1089	498	2745	41
Niagara College	https://twitter.com/#!/niagara_college	1062	30	3327	43
Northern College	https://twitter.com/#!/northernc_on_ca	91	110	100	18
Sault College	https://twitter.com/#!/saultcollege	653	126	646	37
Seneca College	https://twitter.com/#!/seneca_college	1034	155	4849	45
Sheridan College	https://twitter.com/#!/sheridancollege	1491	222	3975	44
St. Clair College	https://twitter.com/#!/stclaircollege	152	89	464	33
St. Lawrence College	https://twitter.com/#!/whatsinsideslc	738	556	977	39
Carleton University	http://twitter.com/#!/carleton_u	3460	769	7279	53
University of Ottawa	https://twitter.com/#!/uottawanow	4496	3003	5358	46

YouTube

School	Link	Subscribe	Views
Algonquin College	http://www.youtube.com/user/AlgonquinVideos	142	133,862
College Boreal	http://www.youtube.com/user/CollegeBoreal	19	61,644
Cambrian College	http://www.youtube.com/user/CambrianCollege	69	43,259
Canadore College	http://www.youtube.com/user/CanadoreLiaison	43	11,879
Centennial College	http://www.youtube.com/user/CentennialCollegeON	350	391,248
Conestoga College	http://www.youtube.com/user/conestogapolytechnic	45	32,138
Confederation College	http://www.youtube.com/user/confederationcollege	58	67,321
Durham College	http://www.youtube.com/user/DurhamCollege	102	88,451
Fanshawe College	http://www.youtube.com/user/MyFanshawe	193	154,247
Fleming College	http://www.youtube.com/user/FlemingCollege	42	18,793
George Brown College	http://www.youtube.com/user/georgebrowncollege	489	1,102,167
Georgian College	http://www.youtube.com/user/georgianvideos	62	53,273
Humber College	http://www.youtube.com/user/humberlive	331	139,848
La Cite collegiale	http://www.youtube.com/user/LaCitecollegiale	35	27,712
Lambton College	http://www.youtube.com/user/LambtonCollegeSarnia	52	38,473
Loyalist College	http://www.youtube.com/user/loyalistcollege	0	1,040
Mohawk College	http://www.youtube.com/user/mohawkcollege	133	61,088
Niagara College	http://www.youtube.com/user/niagaracollegecanada	68	18,880
Northern College			
Sault College	http://www.youtube.com/user/TheSaultCollege	2	624
Seneca College	http://www.youtube.com/user/VideoSeneca	199	305,964
Sheridan College			
St. Clair College	http://www.youtube.com/user/stclairmarketing	41	39,897
St. Lawrence College	http://www.youtube.com/user/aboutslc	15	16,685
Carleton University	http://www.youtube.com/user/CarletonUvideos	679	510,687
University of Ottawa	http://www.youtube.com/user/TheOttawaU	94	88,462

LinkedIn

School	Link	Followers
Algonquin College	http://www.linkedin.com/company/algonquin-college	2,413
College Boreal	http://www.linkedin.com/company/college-boreal	89
Cambrian College	http://www.linkedin.com/company/cambrian-college	498
Canadore College	http://www.linkedin.com/company/canadore-college	264
Centennial College	http://www.linkedin.com/company/centennial-college	2,205
Conestoga College	http://www.linkedin.com/company/conestoga-college-institute-	1,674
Confederation College	http://www.linkedin.com/company/confederation-college	321
Durham College	http://www.linkedin.com/company/durham-college	1,309
Fanshawe College	http://www.linkedin.com/company/fanshawe-college	1,493
Fleming College	http://www.linkedin.com/company/fleming-college	605
George Brown College	http://www.linkedin.com/company/george-brown-college	2,965
Georgian College	http://www.linkedin.com/company/georgian-college	1,601
Humber College	http://www.linkedin.com/company/humber-college	4,194
La Cite collegiale	http://www.linkedin.com/company/la-cit-coll-giale	363
Lambton College	http://www.linkedin.com/company/lambton-college-sarnia	298
Loyalist College	http://www.linkedin.com/company/loyalist-college	643
Mohawk College	http://www.linkedin.com/company/mohawk-college	1,364
Niagara College		
Northern College	http://www.linkedin.com/company/northern-college-of-applied	131
Sault College		
Seneca College	http://www.linkedin.com/company/seneca-college-of-applied-a	3,396
Sheridan College	http://www.linkedin.com/company/sheridan-college	476
St. Clair College		
St. Lawrence College	http://www.linkedin.com/company/st.-lawrence-college	889
Carleton University	http://www.linkedin.com/company/carleton-university	3,295
University of Ottawa	http://www.linkedin.com/company/university-of-ottawa	4,993

APPENDIX 3 – SOCIAL MEDIA BEST PRACTICES

- Twitter
- Facebook
- LinkedIn
- SEO
- Blogs