This report illustrates the assembled responses received from the Chancellor’s Office social media survey, which was sent to community college public information officers in the spring of 2016 in order to find out more about their social media usage and preferences.
The California Community Colleges Chancellor’s Office surveyed Public Information Officers in the spring of 2016 to measure social media management and preferences. The following results are based on 63 responses.

**Q** How important are social media platforms to your college in communicating with students?  
**TOP ANSWER:** Very Important

**Q** How many hours a week do you estimate you or members of your staff devote to managing social media?  
**TOP ANSWER:** 10-15 Hours

**Q** Do you have someone exclusively dedicated to social media duties, or is the responsibility shared among staff?  
**TOP ANSWER:** No Full-Time Social Media Employee

**Q** Do you have a formal social media policy for your college accounts?  
**YES** 44.26%  
**NO** 55.74%

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“We don’t have a choice on whether we do social media, the question is how well we do it.”  
—ERIK QUALMAN, author of Socialnomics
Which of the following social media platforms does your college use?

**TOP ANSWER:** Facebook

Runners Up (in order of popularity):
LinkedIn; 3-way tie between Google+, Pinterest, and Snapchat; Yik Yak; Vine; Storify

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For each of the platforms that you use, please indicate the number of followers each has. (Results show average number of followers.)

Facebook: 7,691
LinkedIn: 6,614
Twitter: 1,803
YouTube: 678
Instagram: 528
Google+: 162
Snapchat: 67
Pinterest: 28
Vine: 22

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On average, how many posts does your college make to each social media platform?

Social media is your opportunity to reach a massive number of people with transparency, honesty, and integrity.

— Brin E. Boyd, Sr., Founder and CEO of Media Connect Partners, LLC

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<table>
<thead>
<tr>
<th>Platform</th>
<th>Percentage of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>100% at least 1-3 posts a day</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>95.45% at least 1-3 posts a day</td>
</tr>
<tr>
<td>Twitter</td>
<td>84.09% at least 1-3 posts a day</td>
</tr>
<tr>
<td>YouTube</td>
<td>75% at least 1-3 posts a day</td>
</tr>
<tr>
<td>Instagram</td>
<td>60% 4-8 posts a day</td>
</tr>
<tr>
<td>Google+</td>
<td>40% 4-8 posts a day</td>
</tr>
<tr>
<td>Snapchat</td>
<td>20% 4-8 posts a day</td>
</tr>
<tr>
<td>Pinterest</td>
<td>10% 4-8 posts a day</td>
</tr>
<tr>
<td>Vine</td>
<td>5% 4-8 posts a day</td>
</tr>
</tbody>
</table>
What types of content do you find generate the most engagement?

**TOP ANSWER:** Content with Photographs

Do you engage social media channels during the weekends?

**YES** 59.52%

**NO** 40.48%

Everything you post on social media impacts your personal brand. How do you want to be known?

—Lisa Horn, A.K.A. THE PUBLICITY GAL

How would you rate your social media strategy in dealing with communications in the following areas:
Are there topics or content that you feel social media, in general, is ineffective at communicating?

“Students sometimes feel overwhelmed if we send them too many messages in any given day—regardless of the topic.”

“Anything that’s too complex to be explained in more than two sentences.”

“We think that in general most topics and content is effective in reaching our students. Engaging students is a concern we are now evaluating and researching.”

“No; social media has done well in communicating what we need to students.”

“No, big fan of social media in all forms. Wish there was more time to spend on it.”

“Addressing complaints.”

“District related business operations. For instance news on the district’s budget or upcoming meetings.”

“No; social media has done well in communicating what we need to students.”

“Boring stuff. :)”