

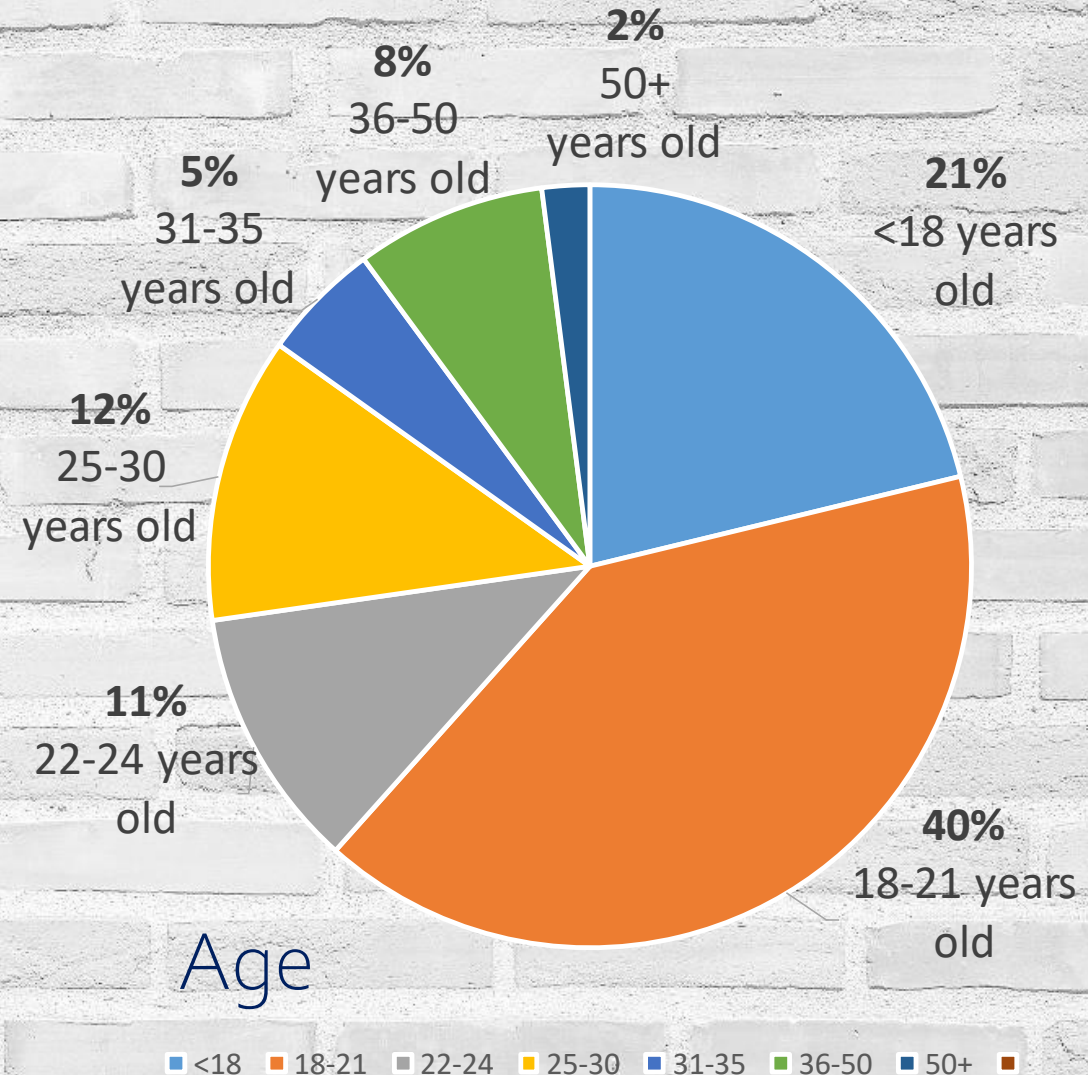


FACEBOOK LIVE at
MCLENNAN COMMUNITY COLLEGE:

A partnership between Recruiting and Marcom

MCC DEMOGRAPHICS

- Located in Waco, Texas (between Dallas and Austin)
- 11,600 followers on FB
- Non-residential Campus
- Associate Degrees
- Certificates
- University Center
 - Bachelor's Degree
 - Masters Degree
 - Doctoral Program
- 8,955 students – Fall 2018
 - 67% Female
 - 33% Male

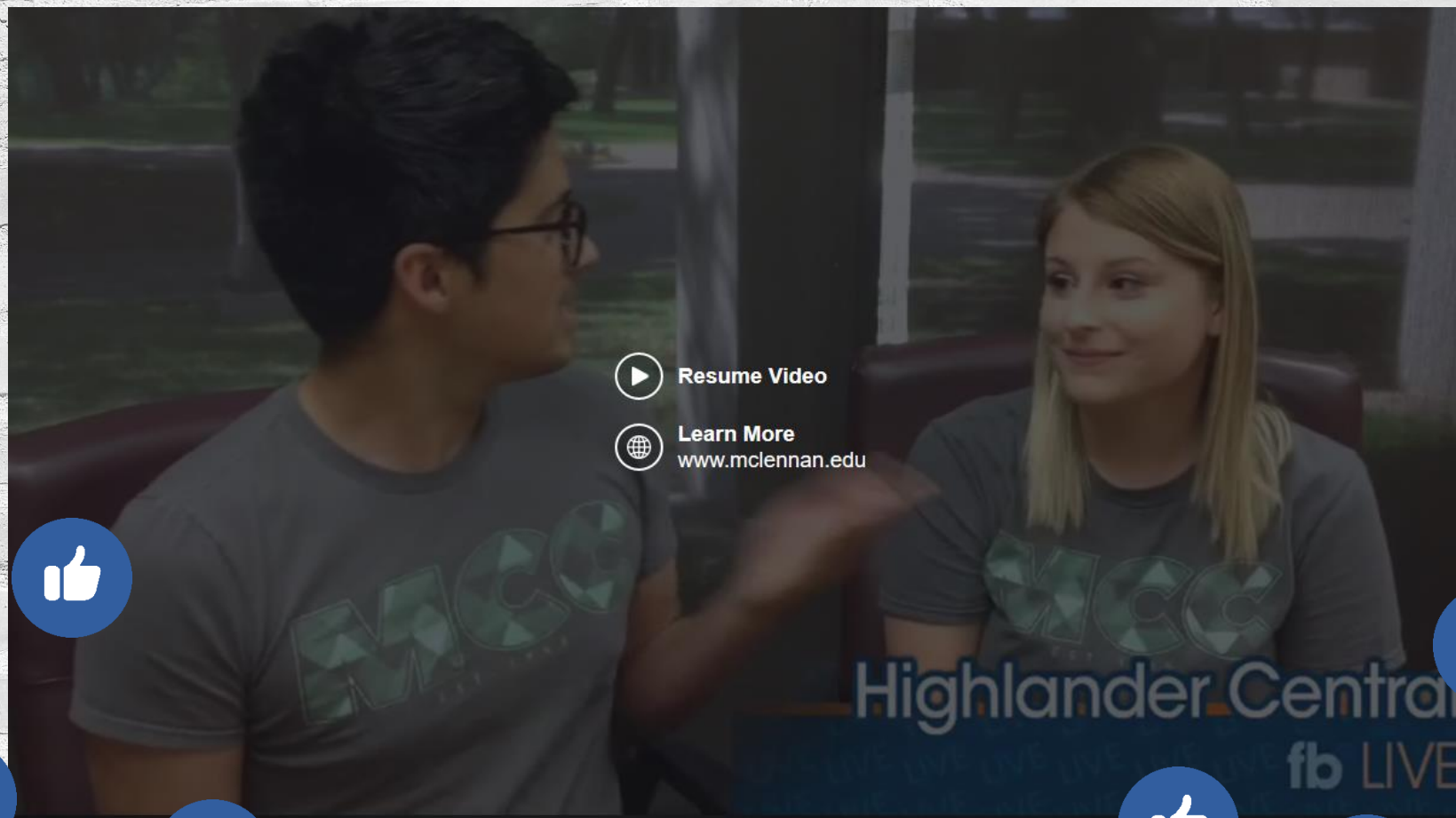


INTHE BEGINNING...

- **Goals**
 - Information focused sessions
- **Research**
 - Surveyed students
 - Looked at other colleges – did not find much
 - FB Live in different sectors
- **Content**
 - Discussed important dates and upcoming events
 - Answered FAQ's
- Discussed enrollment process initially
- Had no guests
- 2 Hosts
- Filmed in the conference room of the ESC
- 10-15 minutes in length
- **Equipment**
 - Switcher Pro
 - Lighting
 - Tripod
 - iPad



OUR FIRST VIDEO!



LEARNING AS WE GO

- **Goals**

- Information focused sessions that expanded to all of campus
- Become more conversational in sessions

- **Research**

- Looked at our views/engagement
- Adjusted dates and times to test what worked best

- **Content**

- Shortened length to under 10 min
- Stayed in conference room
- Added guest stars
- Conducting the sessions more “Interview” style
- Expanded content to cover more campus wide resources

- **Equipment**

- Switcher Pro
- Tripod
- iPad



INTRODUCING GUEST STARS



WHERE WE ARE NOW

- **Goals**

- Entertain and inform
- Spotlight programs and resources on campus

- **Research**

- Continue to look at our views/engagement (determined we were getting more views after live video)
- Look at research online
- Trial and error

- **Content**

- Sessions have become more interactive—different locations
- Shortened to less than five minutes
- Less structured with scheduling
- Focus on delivering information in an entertaining way
- Incorporated our miniseries -MCC Cribs
- Multiple Hosts

- **Equipment**

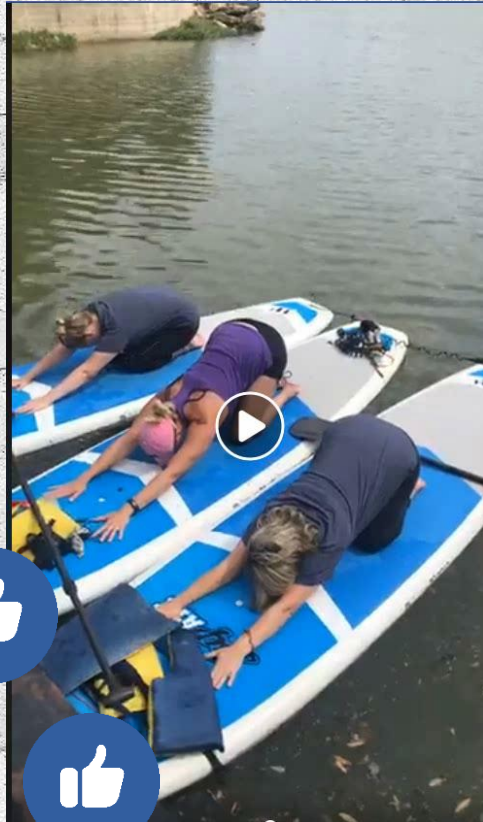
- iPhone only



OUR FIRST TRAVELING VIDEO



OUR GREATEST HITS



THE DETAILS

- Sessions are planned out for a semester at a time
- Divide up topics between our staff
 - Recruit guest stars
 - Determine time, date, and location
 - Determine talking points
- We go live!



LESSONS WE HAVE LEARNED

- Planning is the key to success
 - Give yourself time to talk with your guest
 - Determine potential issues
- “It’s live” - it’s okay to not be perfect
 - more relaxed, laugh, and genuine
 - we are not actors 😊
- There will be challenges...and that’s ok
 - Guests going Rogue
 - Location Distractions- animals, kids, and various background noises
 - Staging - Getting the shot with multiple guests on camera is difficult
 - Low Engagement
 - Internet Connectivity



WE ARE NOT PERFECT



MOVING FORWARD

- Looking for more creative ways to get information out
- Increasing number of views and engagement
- Encourage staff to watch, share, and interact with us!
- New equipment (hot spot, camera stabilizer, microphone)
- Be more intentional about publicity



TAKEAWAYS

- Boost Videos
- Have adaptable and varied hosts
- Be flexible while live and when planning
- Plan early and communicate well
- Fancy equipment is not necessary
- It is not a full on production- keep it casual



QUESTIONS OR IDEAS?

McLennan
COMMUNITY
COLLEGE