SWIPE RIGHT

Supporting Equity and Inclusion Through Social Media Micro-Engagements

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IRVINE VALLEY COLLEGE

14,284 Students
~30% First-Gen
2/3 GenZ (24 or younger)
48% Work (Full/Part time)

STUDENT EQUITY PROGRAMS AND SERVICES

WHAT WE DO
Population-Specific Student Support Services
Culture & Identity Affirming Events on Campus
On Campus Equity and Inclusion Center
Workshops and Trainings
Advocacy for Equity and Inclusion on Campus
Collaborate across campus to support our students
PROGRAMS

HISTORY & HERITAGE MONTHS

CULTURE & IDENTITY AFFIRMING EVENTS

Focus on...
Empowerment & Celebration of Communities
Education, Learning, and Growth
### CULTURE & IDENTITY AFFIRMING EVENT DATA

<table>
<thead>
<tr>
<th>Event</th>
<th>In Person Student Attendance (pre-COVID)</th>
<th>Online Student Attendance (since COVID / campus closure)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equity Scholars Monthly Meetings</td>
<td>15-30</td>
<td>0-1 (Refinity 20)</td>
</tr>
<tr>
<td>Large Scale Events</td>
<td>150+</td>
<td>&gt;10</td>
</tr>
<tr>
<td>Special Events</td>
<td>20-30</td>
<td></td>
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</tbody>
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Large Scale Social Justice Events were still working.

### PROBLEM

If it wasn’t required, students weren’t coming
- Dependent on in-person events
- Promo was mostly through flyers, emails, weekly newsletters, and social media
- Only used social media for promotional purposes

### PROBLEM Continued

- Email results (This Week)
  - Open Rates
  - Click Rates
  - Conversion Rates are low
- Need of more aesthetic looking email that didn’t require PDFs to be attached.
SOLUTION THROUGH SOCIAL MEDIA

Primary Social Media Channels
- TikTok, Instagram, Facebook, LinkedIn, and YouTube
- Communicating with students where they are

Mental Shift
- Move from Social media as promotional to the engagement it's self

GENZ and SOCIAL MEDIA

BY THE NUMBERS

Race Equity and Higher Education are Top Social Issues for GenZ

8 Second Attention Span
4 Hours and 15 minutes
97% of GenZ have a phone and use Social Media
92% Time Spent on Social Media
65% Used to find entertainment
61% More Interested in Video

INSPIRATION
MICROENGAGEMENTS

We can engage students and create learning opportunities through quizzes, polls, surveys, and questions through social media.

MICROENGAGEMENT SAMPLES

MICROENGAGEMENT RESULTS

150 – 200
Average Number of Participants

350 – 400
Average Impression

~400
Average Reach Per Post
MONTHLY SOCIAL MEDIA CONTENT CALENDAR

Week 1 Resources and Events
Week 2 Trivia and Quizzes
Week 3 Key Figures
Week 4 Continue the Learning, Library Resource Guide

PROBLEMS ALONG THE WAY
TROLLS/NEGATIVE COMMENTS

- Ex: WoCC – Someone upset about WoCC movement
- Ex: Women’s History Month – Recommending a “Marxist” book
- Ex: Indigenous Peoples History Month – dreamcatcher appropriation

Our Response...

HOW DO WE RESPOND

Our Response...
To Engage or to Ignore?

Engage
Respond and educate. Use this as an educational moment for you and your audience. Invite them to your events to have a conversation.

or
EXAMPLE
How would you respond?
The student wrote...

Possible Trigger Warning

RESPONSE
How we responded...
Hi _____, We would like to invite you to our event next week where we can all have a conversation about this. There you will be able to share your perspective on this topic. We hope you can join us at next week’s event.

RESULT
The student stopped posting in the comments.
The student eventually deleted his comments on the post afterwards.
MOVING FORWARD  
FUTURE PROJECTS  

TikTok Channel  
Students as Content Creators  
Equity Contributors & Advocates Form  
Continue Current Microengagements

QUESTIONS?