

# Canberra College – Communication Strategy

## Contents

Overview.....	1
The Canberra College Website .....	1
Canberra College Social Media.....	2
The Canberra College Newsletter.....	2
Canberra College Reception .....	2

## Overview

Canberra College is a large and dynamic place. Every day at Canberra College it is common to have whole college events, special events on and off site, special programs, visitors, sporting fixtures, exhibitions, competitions, performances, specific organisational events and processes, celebrations as well as unique and valuable experiences in every classroom. It is very important that we communicate all these experiences with our community and share and celebrate as much as possible with text, images and video.

To do this efficiently and effectively we utilise an extensive range of communications technologies each with their specific applications.

## The Canberra College Website

Our website at <http://www.canberrac.act.edu.au/> is the *information portal* providing access to information about the structure of the college, staff, courses and programs. It is the primary source of policy documents, procedures, course and program information.



Our data indicates that it is accessed most often around enrolment periods when our community is in need of information about our college including programs, facilities, student outcomes and courses for enrolment purposes.

Primary clients of our website are those who are not yet part of the Canberra College Community.

Current Canberra College community members access our website for important forms (leave forms, subject change forms), Handbooks and policies. The website also has links to college contacts, important learning resources and the college calendar of events so users can schedule important college events into their diaries.

Many current and past Canberra College community members access our website as a source of archive material. Past Newsletters and reports are accessed to provide a record of reminder of past events and experiences.

## Canberra College Social Media

To ensure community access to more immediate events Canberra College utilises social media feeds. Daily posts of images and text give a clear insight into the dynamic nature of the college as well as providing up to date information regarding upcoming events. We encourage all Canberra College community members (students, staff and parent/carers) to monitor and contribute to our social media presence.



@canberracollege



<https://www.facebook.com/CanberraCollege>

Our live Facebook feed can be accessed via our website ([Home > Information > What has been happening](#) ) A recent post on Facebook reached 860 followers and 61 people commented or made direct responses of engagement. We are determined for these figures to grow as awareness of this profile increases.

Information about upcoming events and good news/success/achievements/wellbeing posts are shared on social media almost every day (sometimes a few times a day).

Our Instagram account is new and has quickly attracted current students as this is the preferred platform for this age group. Canberra College Stories shared to Instagram typically get a response from students within minutes.

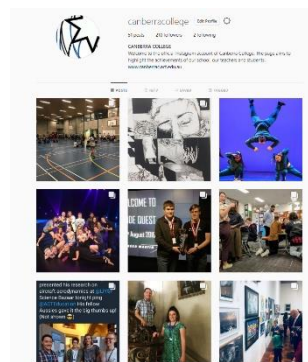
#actpublic schools follow our Instagram page and often respond to, or share our posts on their page which currently has 1299 followers.

Please promote Canberra College Facebook and Instagram feeds amongst your family and your circle of friends to share the highlights of Canberra College. Social media works best if it is actively shared and promoted amongst the community. The more likes shares and comments that we all make the wider the network of people who are learning about our college.

It is also a great way for the current student community to celebrate success and have a shared understanding of what their peers are experiencing.



CC FB



CC Instagram

## The Canberra College Newsletter

The Canberra College Newsletter is distributed by email once per term to parent carers and students. Canberra College community members are encouraged to ensure our administration system has accurate contact details to ensure delivery. The Newsletter contains much of the information of recent and upcoming events and past issues are archived on our website.

## Canberra College Reception

Canberra College Reception always welcomes phone enquiries (61423 288) or visitors to the college. If visitors wish to speak to individual members of staff please phone and make an appointment.



**Kim Walkom | Executive Arts | College Publicity and Promotions**