









Pierpont In-Studio Interviews




- In-Studio Interviews
  - Twice per month, we go in-studio and promote anything and everything Pierpont
  - Interviews will air on the 4pm edition and be used in evening news (if needed)
  - First segment has been filmed with Dr. Hayward and another to be filmed next week.

Watch [HERE!](#)




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Billboards



- Pierpont has billboards in three local cities
- Billboards are digital and can be changed anytime we want
  - Typically changed monthly
- Billboards are located at:
  - The light across from McDonalds/Walmart in White Hall
  - The light next to Sheetz in Star City (heading toward interstate)
  - At the on-ramp in Sabraton
- There are three ads on each of the billboards that rotate constantly



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Billboards




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**Print**

- Pierpont has newspaper ads running with WVNews, which includes:
  - Exponent Telegram (Clarksburg Area)
  - Preston News and Journal (Preston County)
  - Fairmont News (Fairmont area)
  - Weston Democrat (Lewis County area)
- Ads are used to promote anything and everything, from general Pierpont info, programs, events, etc.

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**Print Examples**



¼ Page Full Color Ad  
Promoting general PCTC info



¼ Page Black and White Ad



Magazine Example




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**Print (Continued)**

- **Pierpont Network**
  - A newsletter that highlights the “goings-on” at Pierpont
  - These are sent out quarterly to our alumni database, Foundation donors, BOG, our 13-county legislators and more
  - New edition expected by October!

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### Printed Materials

- The Office of Institutional Advancement is working closely with the academic teams and student services team to create a variety of print materials.
- In your packets, you will see print materials that are currently being utilized by the recruitment team

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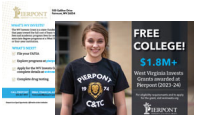
### Printed Materials (Examples)





**"Monty Head" Recruitment Piece**  
Takes students through admissions process and QR Code goes to full program list



**Viewbook**  
Updated Summer 2023



**FREE COLLEGE!**  
This postcard shows students that they can receive a free education at Pierpont and walks them through the steps to apply for WY Invois.

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### Promo Materials

- This summer, we created new and improved promotional materials
- Items included shirts, pennants, flags, stickers, and more!
- Examples:



General Pierpont logo



"Collegiate" Pierpont logo



"Retro" Pierpont logo  
Soft-launch for 50<sup>th</sup> anniversary!




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Want a T-Shirt?

- Scan the QR code below and fill out the form with your name and shirt size! We will get them to Amanda to give to you!





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# Social Media




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## Social Media Marketing Strategy

Pierpont Community and Technical College utilizes organic (unpaid) and paid social media marketing strategies to engage current and prospective students, faculty/staff, and community and business partners.

**Social media is our most public facing asset, allowing users to engage directly with the institution.**

Community building, brand visibility and recognition, mass communication, powerful organic and paid marketing asset, boosting institutional morale and pride, etc.




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### Facebook

<b>November 1, 2022 – March 31, 2023</b> Organic (unpaid) Reach – 202,638 Paid Reach – 276,658 Median Reactions – 10 New Likes – 204	<b>April 1 – August 31, 2023</b> Organic (unpaid) Reach – 483,185 (+138%) Paid Reach – 547,055 (+98%) Median Reactions – 36 (+260%) New Likes – 302 (+47.3%)
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**Top performing posts (organic):**

Vet Tech Ribbon Cutting – 12.8K reach  
 2023 Commencement Wrap – 12.1k reach  
 Aviation Maintenance Technology Scholarship Reception – 10.8K reach



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### Instagram

Engagement Rate:

0.78% → 3.49%

**3-Month Overview**

Impressions: 358,496 (+31.9%)  
 Profile Visits: 748 (+4.1%)  
 Link Clicks: 27 (+35%)



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### LinkedIn

Pierpont Community and Technical College currently ranks #7 in engagement among all [universities in West Virginia](#) and maintains the highest engagement among all community colleges in the state.

<b>November 1, 2022 – March 31, 2023</b> New followers: +320 Impressions (organic): 392 Impressions (paid): N/A Engagement rate: 6% Reactions: 2	<b>April 1 – August 31, 2023</b> New followers: +361 Impressions (organic): 39,911 (+12,372%) Impressions (paid): 138,451 Engagement rate: 10.5% Reactions: 1,401 (+69,950%)
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### Paid Campaigns



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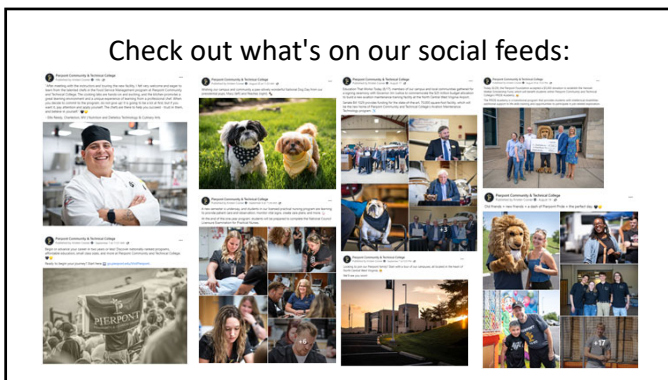
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### Check out what's on our social feeds:



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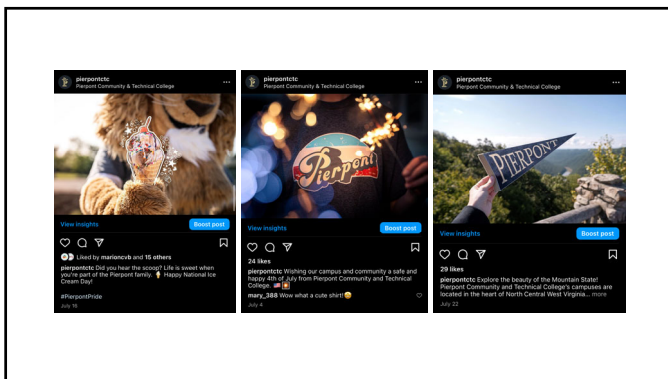
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