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# **Editorial Calendar**

## **CIS Classes**

### **(SWC)**



# **Social Networks Selected**

**Instagram  
LinkedIn  
YouTube**

**These platforms were selected based on their ability to reach prospective students, support career-focused messaging, and deliver both visual and educational content effectively.**

# Keywords by Social Network



## Instagram Keywords

education  
student life  
technology  
skills  
learning

## LinkedIn Keywords

career  
professional development  
technology careers  
education  
job readiness

## YouTube Keywords

enrollment  
CIS classes  
technology education  
how-to  
student support

# Weekly Content Plan



## Instagram

Instagram will focus on building awareness and engagement through visual storytelling and interactive content.

**Monday:** Photo post – Behind-the-scenes images of CIS labs or classrooms, highlighting hands-on learning experiences.

**Thursday:** Instagram Stories – Poll or question sticker asking, “Which CIS class interests you the most?” to encourage interaction and student feedback.

# Weekly Content Plan



## LinkedIn

LinkedIn content will emphasize career growth, credibility, and the professional value of CIS classes.

**Tuesday:** Post or short article – Overview of career opportunities available to students who complete CIS programs.

**Friday:** Alumni testimonial post – A short success story sharing how CIS classes helped a former student build technical skills or advance professionally.

# Weekly Content Plan



## YouTube

YouTube will be used to drive action by providing clear, informative, and supportive video content.

**Wednesday:** Short video – “Meet a CIS Instructor,” introducing an instructor and briefly explaining what students can expect from their classes.

**Saturday:** Informational video – Step-by-step guide on how to enroll in CIS classes at SWC.



# Content Strategy Summary

**This editorial calendar demonstrates a balanced content approach that combines awareness, engagement, credibility, and action. By planning a consistent weekly presence across platforms, CIS can effectively inform, motivate, and guide prospective students toward enrollment..**