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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..