Style Guide

Final Project

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Social Media Voice—CIS Classes (SWC)

On social media, CIS presents itself as a friendly, approachable, and supportive program that helps students feel confident about learning technology. The tone is professional but easygoing, making information clear and simple without sounding intimidating.

CIS communicates in a motivating and educational way, focusing on real skills, career opportunities, and practical learning. The goal is to encourage students, answer their questions clearly, and show that CIS classes are accessible to everyone, even those with little or no technical background.

Overall, the voice is student-focused, positive, and encouraging, helping students see CIS as a welcoming place to start or grow their path in technology.

Voice Characteristics (SWC)

Friendly
Approachable
Professional but relaxed
Motivating
Educational
Student-focused

hashtags

#Hashtags

#MyCISJourney
#WomenInTech
#FutureInTech
#LearningEveryDay

Social Networks to Use & Content Examples (SWC)

Instagram – Awareness

· Instagram will be used to create awareness and attract potential students by showcasing the visual and creative side of CIS classes. Content will focus on student projects, classroom environments, and behind-the-scenes moments that show what it's like to study technology at SWC. Example content: A photo or short reel highlighting student work with a caption explaining how CIS classes help build real-world skills.

LinkedIn – Consideration

LinkedIn will be used to position CIS as a serious and career-focused program. Content will highlight success stories, alumni achievements, and career pathways to help potential students evaluate CIS as a valuable step toward professional growth. Example content: A short post featuring a CIS alumnus sharing how CIS classes helped them advance in their career.

Social Networks to Use & Content Examples (SWC)

YouTube – Action

YouTube will be used to drive action by providing clear and helpful information. Videos will focus on how to enroll, what classes are offered, and what students can expect, reducing uncertainty and encouraging sign-ups. Example content: A short video explaining the enrollment process and guiding students step-by-step on how to get started in CIS classes.