



# Student-Centered Social Media

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## Student Affairs Communications



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Assistant Director of Communications



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## Social Media Efforts

Let's share our stories.



# Student-Centered Social Media TENETS



Meet students where they are



Provide and amplify important division and university information



Share student resources

# @UCSDStudentAffairs on Instagram

Friendly, fun,  
welcoming



Supportive, safe,  
inclusive

## SUMMER 2022 PROGRAMS HAVE KICKED OFF

SUMMER BRIDGE

CASP 101

TRITON COMMUNITY  
LEADERSHIP INSTITUTE

INTERNATIONAL SUMMER  
RESEARCH PROGRAM

Shoutout to the team members and partners that  
make these Summer 2022 programs possible!



Do you ride a  
**bike, scooter,**  
or **skateboard**  
on campus?



# Our AUDIENCES

- UC San Diego students
- Student Affairs' staff, partners and colleagues
- Parents and Families



# How can we help YOU?

We need your input to ensure that we're delivering social media content that helps you better serve our UC San Diego students.

## Let us know!

- Are there specific **resources** that we should highlight?
- Important **dates/deadlines** to communicate to incoming/continuing Tritons?
- Do your teams already have social media plans that we can **collaborate** on?

## Here's how...





**Let's do it.**

**We're here to help.**

Tell us know how we can address your student-centered communications needs.

Send an email to  
[sacommunications@ucsd.edu](mailto:sacommunications@ucsd.edu).



**THANK YOU!**

**Questions?**

UC San Diego