

RCO BOBCAT ACADEMY

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# MARKETING: CLUBS AND ORGANIZATIONS







# Hayley Montoya

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COORDINATOR OF STUDENT INVOLVEMENT AND  
DEVELOPMENTAL PROGRAMS

## Fun Facts

Been to Europe for a Music Festival (Tomorrowland)

Has a Masters Degree from Fresno State

Have watched all Grey's Anatomy multiple times







# Harry Yu

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Student Assistant for Registered Clubs and  
Organizations  
Office of Student Involvement

## Fun Facts

Lived in China for 8 years of my life (Shandong/Beijing)

Been to five countries

Huge Sports Guy (Go Warriors, SF Giants, 49ers)



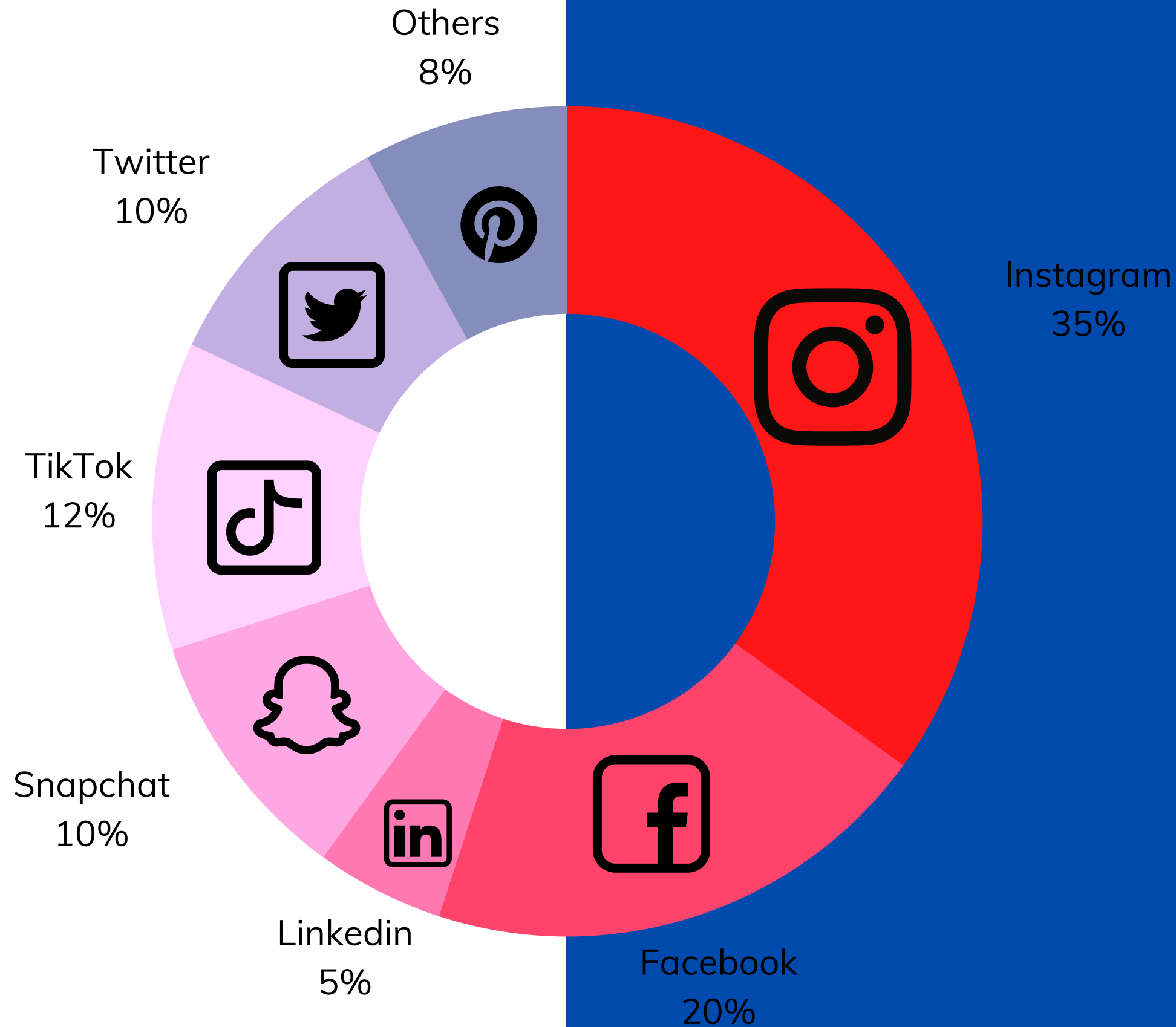




**“The best marketing  
doesn't feel like marketing.”**

- Tom Fishburne





# Expanding Digital Presence

Various platforms that different clubs and orgs utilize currently

Which ones do you all use the most often?





# Developing Digital Connections

Give your members/potential new members(PNMs) a preview into various your members' lives.

Build a personal rapport through a showcase of interests, daily routines, values, and personality!

Engage the audience and create a friendly digital environment.

(Instagram polls, Facebook polls, IG suggestions, etc...)







# Content Curation Resources

**Sometimes people do judge a book by its cover...**

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Aesthetics are now more paid attention to than ever, due to the influx of digital use over the pandemic visuals are the best cues for attracting attention.

Some popular tools for digital media advertising:

- Canva (this presentation was created on Canva!)
- Unfold(Instagram story templates/advance story editing features)
- Planloy (Instagram post scheduling and planning)
- Photoshop/Lightroom (Adobe Creative License is free for UC Merced students!)

(Do you all have any ideas or tools that you use that you would like to share with us?)





# Consistency is Key

**A routine is important to keep members/PNMs engaged with organizational events/activities**

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Posting to your social media once or twice a week is a good way to show that your organizations are active!

It gives members/PNMs the most updated information regarding the most recent activities that you've all participated in.

*Promote familiarity*







## Hashtags Matter

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Choosing the correct key words when posting will contribute directly to the growth and reach of your events/informations

Tagging the proper accounts when posting will have the same effect on reach

[Google Keyword Planner](#) and [All-hashtag](#)

These two platforms provides real time look at various key word engagements

Show peak traffic times for certain words or phrase

## Digital Etiquette

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We aim to form a welcoming and friendly digital space, although we do not see each other face to face we need to be mindful of our interactions with others

No provocative content (Cursing, hate speech) Be mindful of other's preferences, use the appropriate language (Religious, identity, political, etc.)

Use accurate information



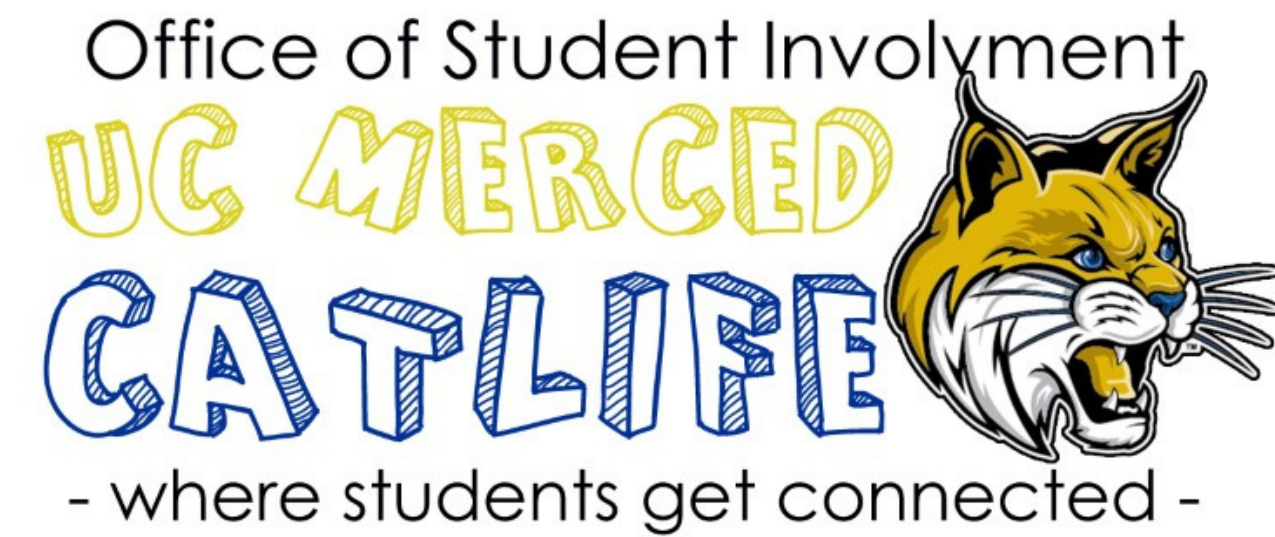
# Being Familiar with CatLife

Using CatLife efficiently is now more important than ever before!

With in-personal communications unavailable, CatLife is the optimal communication platform between the RCO office, RCOs and the student body.

CatLife can be used to request events, advertise your clubs and organizations through an official affiliated channel.

\*Update CatLife regularly to keep members and potential new members informed with current happenings of your orgs!\*





Have more questions  
that you wanted to be  
answered?



OFFICE OF STUDENT INVOLVEMENT

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UC Merced Clubs and Orgs



<https://fraternitysorority.ucmerced.edu>  
<https://clubsorganizations.ucmerced.edu>  
<https://catlife.ucmerced.edu>  
<https://studentinvolvement.ucmerced.edu>  
<https://asucmcab.com>

Contact  
Us

Email Address



clubsandorgs@ucmerced.edu





# OCTOBER CALENDAR

|       |  |       |  |
|-------|--|-------|--|
| 01    | Recurring Weekly Thursday Virtual Office Hours*<br>6:00pm - 7:00pm<br><a href="https://ucmerced.zoom.us/j/91641890449">https://ucmerced.zoom.us/j/91641890449</a>  | 15-16 | California Leadership Conference (UC, CSU, CCC)<br>Please visit @ucmercedosi on FB & on Instagram for more updates!  |
| 01-02 | Hazing Prevention Week<br>Please visit @ucmercedfsl on FB & Instagram for more updates!  | 16    | October Advisors Meeting<br>2:00pm - 3:30pm<br>Please visit @ucmercedosi on FB & on Instagram for more updates!  |
| 01-30 | Bobcat Traditions Spotlight<br>Please visit @ucmercedosi on FB & Instagram for more updates!   | 18    | #IAMLATINXUCM<br>7:00pm<br><a href="https://ucmerced.zoom.us/j/88659817768">https://ucmerced.zoom.us/j/88659817768</a>   |
| 02    | Game Night - Among Us<br>3:00 - 5:00PM<br><a href="https://ucmerced.zoom.us/j/94653762056">https://ucmerced.zoom.us/j/94653762056</a>  | 20    | FSL New Member Conference<br>Please visit @ucmercedfsl on FB & Instagram for more updates!   |
| 05    | Recurring Weekly Monday Virtual Office Hours*<br>1:00pm - 2:00pm<br><a href="https://ucmerced.zoom.us/j/95991721275">https://ucmerced.zoom.us/j/95991721275</a>  | 22    | Bobcat Academy: Marketing for RCOs<br>5:00PM - 6:00PM<br><a href="https://ucmerced.zoom.us/j/93618834259">https://ucmerced.zoom.us/j/93618834259</a>   |
| 06    | Bobcat Academy: Virtual Engagement For Virtual Meetings<br>5:00PM - 6:00PM<br><a href="https://ucmerced.zoom.us/j/96030177754">https://ucmerced.zoom.us/j/96030177754</a>                                | 24    | Club and Org Virtual Fair<br>1:00pm - 3:00pm<br>Via CatLife, Help Desk:<br><a href="https://ucmerced.zoom.us/j/96274232784?pwd=UjhyRlBYRHpnVFh0WTdZcUJneWRsdz09">https://ucmerced.zoom.us/j/96274232784?pwd=UjhyRlBYRHpnVFh0WTdZcUJneWRsdz09</a> |
| 07    | Recurring Weekly Tuesday Virtual Office Hours*<br>6:00pm - 7:00pm<br><a href="https://ucmerced.zoom.us/j/91641890449">https://ucmerced.zoom.us/j/91641890449</a>   | 25    | Bingo Night<br>5:30PM - 7:30PM<br><a href="https://ucmerced.zoom.us/j/91519508985">https://ucmerced.zoom.us/j/91519508985</a>  |
| 08    | Recurring Weekly Wednesday Virtual Office Hours*<br>1:00pm - 2:00pm<br><a href="https://ucmerced.zoom.us/j/95991721275">https://ucmerced.zoom.us/j/95991721275</a>                                       | 28    | ASUCM Sentate Meeting<br>7:30pm<br><a href="https://ucmerced.zoom.us/j/93824383518?pwd=SHZoS0M0Q1gra29KMUMxVnVaMnlWUT09">https://ucmerced.zoom.us/j/93824383518?pwd=SHZoS0M0Q1gra29KMUMxVnVaMnlWUT09</a>   |
| 09    | Bobcat RCO Assistance Grant Orientation<br>5:30pm - 6:30pm<br><a href="https://ucmerced.zoom.us/j/86211984320">https://ucmerced.zoom.us/j/86211984320</a>  | 29    | Night of Spoken Word, Poetry, & Peace<br>8:00PM - 9:30PM<br>Please visit @ucmercedosi on FB & Instagram for more updates!  |
| 14    | ASUCM Sentate Meeting<br>7:30pm<br><a href="https://ucmerced.zoom.us/j/93824383518?pwd=SHZoS0M0Q1gra29KMUMxVnVaMnlWUT09">https://ucmerced.zoom.us/j/93824383518?pwd=SHZoS0M0Q1gra29KMUMxVnVaMnlWUT09</a> | 30    | Virtual Escape Room<br>Please visit @ucmercedosi on FB & Instagram for more updates!   |
| 15    | ASUCM Voter Info Townhall<br>Please visit @ucmercedosi on FB & Instagram for more updates!   | 31    | ASUCM Sentate Meeting<br>7:30pm<br><a href="https://ucmerced.zoom.us/j/93824383518?pwd=SHZoS0M0Q1gra29KMUMxVnVaMnlWUT09">https://ucmerced.zoom.us/j/93824383518?pwd=SHZoS0M0Q1gra29KMUMxVnVaMnlWUT09</a>   |
|       | Bobcats Got Talent<br>Please visit @ucmercedcab on FB & @ucmcab on Instagram for more updates!   |       | Bobcat Academy: RCO Community Engagement & Philanthropy Workshop<br>5:00PM - 6:00PM<br><a href="https://ucmerced.zoom.us/j/98566712007">https://ucmerced.zoom.us/j/98566712007</a>   |
|       | How To Get Involved Info Session<br>4:00pm - 5:00pm<br><a href="https://ucmerced.zoom.us/j/87955920650">https://ucmerced.zoom.us/j/87955920650</a>   |       | ASUCM Voter Info Townhall<br>Please visit @ucmercedosi on FB & Instagram for more updates!   |
|       | ASUCM Senate Meeting<br>7:30pm<br><a href="https://ucmerced.zoom.us/j/93824383518?pwd=SHZoS0M0Q1gra29KMUMxVnVaMnlWUT09">https://ucmerced.zoom.us/j/93824383518?pwd=SHZoS0M0Q1gra29KMUMxVnVaMnlWUT09</a>  |       | Spirit Day<br>Please visit @ucmercedosi on FB & Instagram for more updates!  |
|       | Moneywise: Understanding Credit Reports and Credit Scores<br>12:00pm - 1:00pm<br><a href="https://ucmerced.zoom.us/j/95691167623">https://ucmerced.zoom.us/j/95691167623</a>                             |       | Treats N' Beats<br>Please visit @ucmercedcab on FB & @ucmcab on Instagram for more updates!  |

\*Virtual Office Hours occur weekly Monday - Thursday\*

For more information, please contact

UNIVERSITY OF CALIFORNIA MERCED  
OFFICE OF STUDENT INVOLVEMENT

# Thank you all for your time! Hope this helped!



FROM THE RCO TEAM...