

RCO BOBCAT ACADEMY

UNIVERSITY OF CALIFORNIA MERCED

OFFICE OF STUDENT INVOLVEMENT



MARKETING: CLUBS AND ORGANIZATIONS





Hayley Montoya

hmontoya2@ucmerced.edu

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

hyu48@ucmerced.edu

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, 49ersTM)





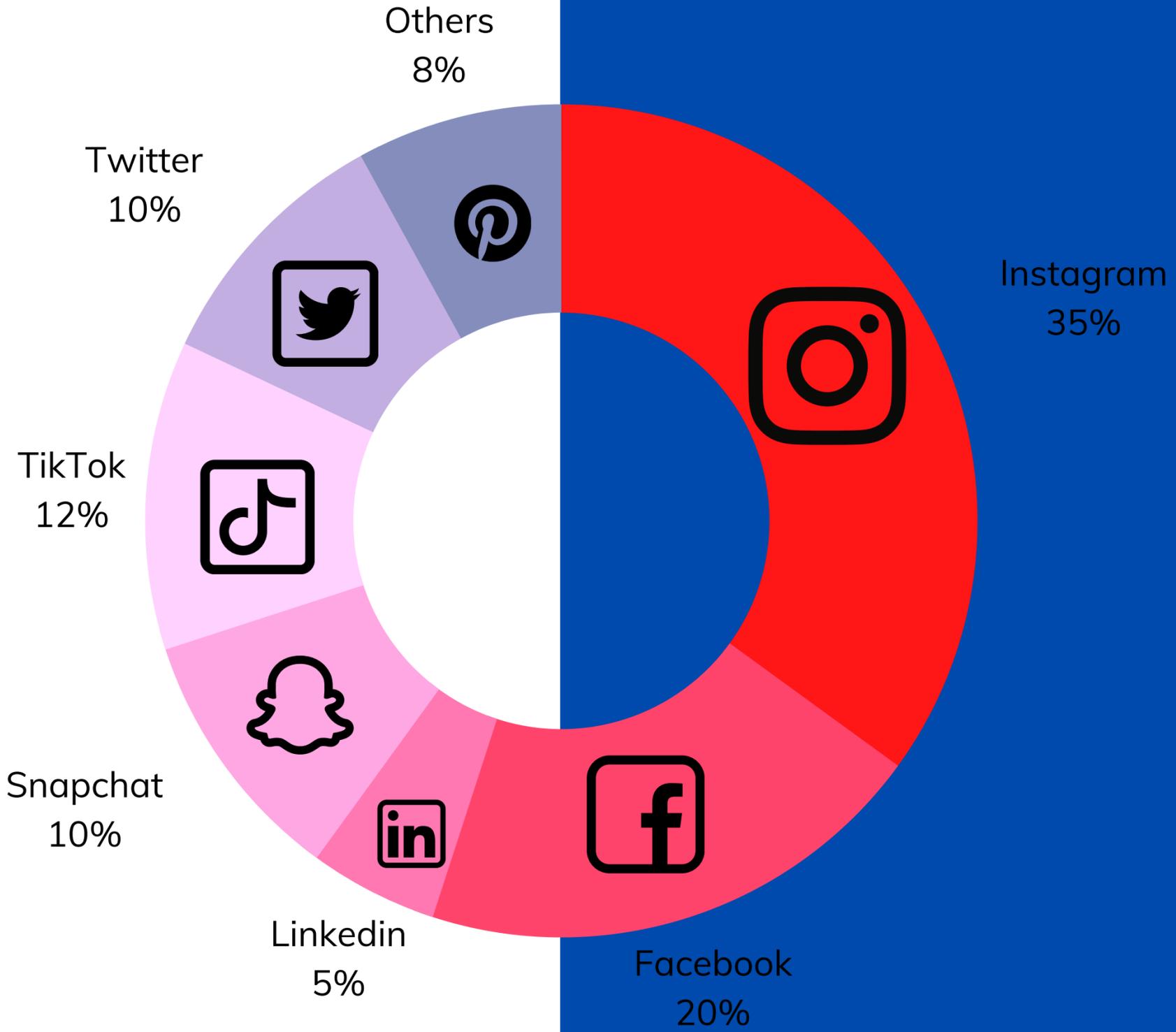
“The best marketing doesn't feel like marketing.”

- 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

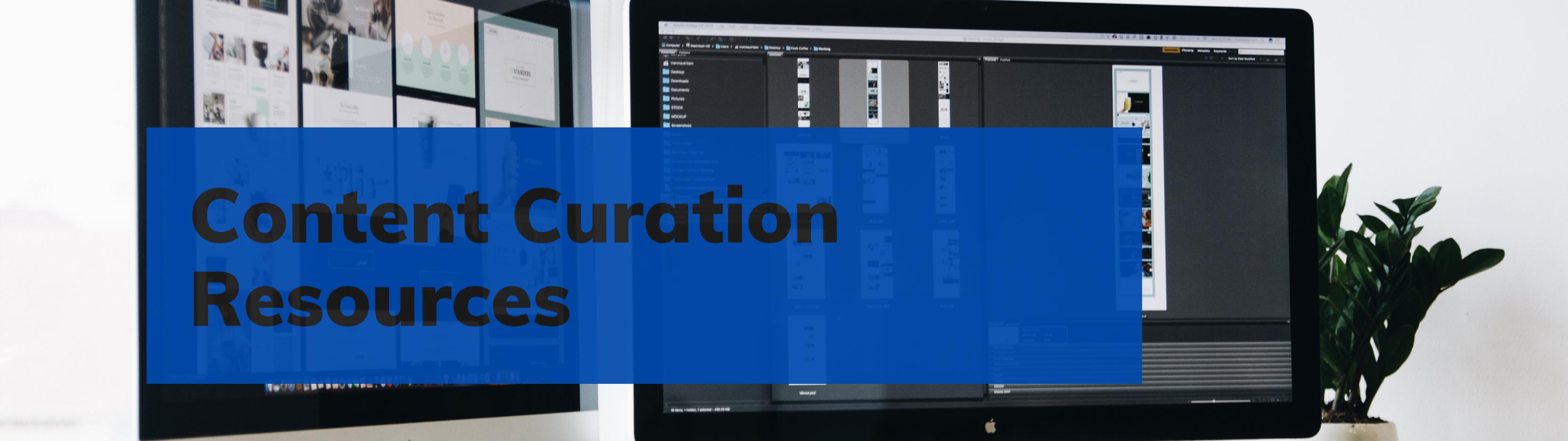
Give your members/potential new members(PNMs) a preview into various your members' lives.

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...

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

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

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

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



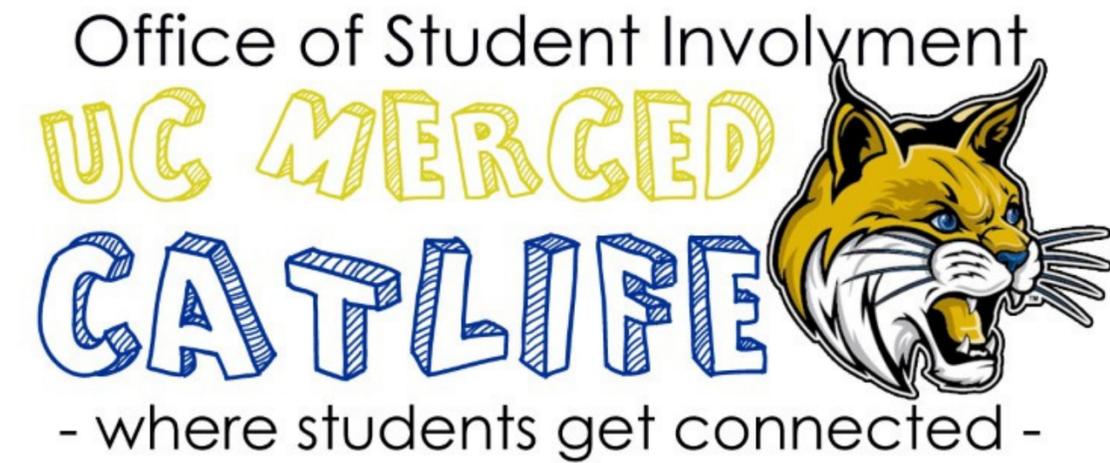
Being Familiar with CatLife

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

GET CONNECTED WITH OSI

-  *@ucmercedosi* *@ucmercedcab*
@ucmercedfsl
-  *@ucmercedosi* *@ucmcab*
@ucmercedfsl
-  *@ucmcab*
@ucmercedfsl
-  UC Merced Clubs and Orgs
-  <https://fraternitiesorority.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* 6:00pm - 7:00pm https://ucmerced.zoom.us/j/91641890449	15-16	California Leadership Conference (UC, CSU, CCC) Please visit @ucmercedosi on FB & on Instagram for more updates!
01-02	Hazing Prevention Week Please visit @ucmercedfsl on FB & Instagram for more updates!	16	October Advisors Meeting 2:00pm - 3:30pm Please visit @ucmercedosi on FB & on Instagram for more updates!
01-30	Bobcat Traditions Spotlight Please visit @ucmercedosi on FB & Instagram for more updates!	18	#IAMLATINXUCM 7:00pm https://ucmerced.zoom.us/j/88659817768
02	Game Night - Among Us 3:00 - 5:00PM https://ucmerced.zoom.us/j/94653762056	20	FSL New Member Conference Please visit @ucmercedfsl on FB & Instagram for more updates!
05	Recurring Weekly Monday Virtual Office Hours* 1:00pm - 2:00pm https://ucmerced.zoom.us/j/95991721275	22	Bobcat Academy: Marketing for RCOs 5:00PM - 6:00PM https://ucmerced.zoom.us/j/93618834259
06	Bobcat Academy: Virtual Engagement For Virtual Meetings 5:00PM - 6:00PM https://ucmerced.zoom.us/j/96030177754		Club and Org Virtual Fair 1:00pm - 3:00pm Via CatLife, Help Desk: https://ucmerced.zoom.us/j/96274232784?pwd=UjhyRlBYRHpnVFIOWTdZcUJneWRsdz09
	Recurring Weekly Tuesday Virtual Office Hours* 6:00pm - 7:00pm https://ucmerced.zoom.us/j/91641890449		Bingo Night 5:30PM - 7:30PM https://ucmerced.zoom.us/j/91519508985
07	Recurring Weekly Wednesday Virtual Office Hours* 1:00pm - 2:00pm https://ucmerced.zoom.us/j/95991721275		ASUCM Sentate Meeting 7:30pm https://ucmerced.zoom.us/j/93824383518?pwd=SHZoS0M0Q1gra29KMUMxVnVaMnlWUT09
	Bobcat RCO Assistance Grant Orientation 5:30pm - 6:30pm https://ucmerced.zoom.us/j/86211984320		Night of Spoken Word, Poetry, & Peace 8:00PM - 9:30PM Please visit @ucmercedosi on FB & Instagram for more updates!
	ASUCM Sentate Meeting 7:30pm https://ucmerced.zoom.us/j/93824383518?pwd=SHZoS0M0Q1gra29KMUMxVnVaMnlWUT09		Virtual Escape Room Please visit @ucmercedosi on FB & Instagram for more updates!
08	Please visit @ucmercedosi on FB & Instagram for more updates!		ASUCM Sentate Meeting 7:30pm https://ucmerced.zoom.us/j/93824383518?pwd=SHZoS0M0Q1gra29KMUMxVnVaMnlWUT09
09	Bobcats Got Talent		Bobcat Academy: RCO Community Engagement & Philanthropy Workshop 5:00PM - 6:00PM https://ucmerced.zoom.us/j/98566712007
14	How To Get Involved Info Session 4:00pm - 5:00pm https://ucmerced.zoom.us/j/87955920650		ASUCM Voter Info Townhall Please visit @ucmercedosi on FB & Instagram for more updates!
15	ASUCM Senate Meeting 7:30pm https://ucmerced.zoom.us/j/93824383518?pwd=SHZoS0M0Q1gra29KMUMxVnVaMnlWUT09		Spirit Day Please visit @ucmercedosi on FB & Instagram for more updates!
	Moneywise: Understanding Credit Reports and Credit Scores 12:00pm - 1:00pm https://ucmerced.zoom.us/j/95691167623		Treats N' Beats Please visit @ucmercedcab on FB & @ucmcab on Instagram for more updates!

Virtual Office Hours occur weekly Monday - Thursday

Thank you all for your time! Hope this helped!



FROM THE RCO TEAM...

For more information, please contact

UNIVERSITY OF CALIFORNIA MERCED
OFFICE OF STUDENT INVOLVEMENT