

ONLINE MARKETING GUIDE

CUESTA COLLEGE COMMUNITY PROGRAMS

By offering classes through Cuesta College Community Programs, you are reaching over 40,000 potential students through our seasonal brochures, in addition to countless students who could visit our website and receive our email newsletters. Our most successful classes are the ones where the instructor helps market the class in addition to these standard options. There are many free marketing avenues available to help drive students to your classes. Please use this guide as a resource for using online calendars and social media to market your classes.

Marketing Platform	Details
Facebook www.facebook.com	<p>Create a “Page” for your business or yourself as an instructor. This should be different from your personal profile. Create and publicize Events for your class(es).</p> <p>Send Event links to Community Programs and we will add them to our Events section as well.</p> <p>Creating and sharing Events is free, however if an instructor chooses to pay to boost an event, those fees are the responsibility of the instructor and will not be reimbursed unless prior arrangements have been made.</p>
Spin Go www.spingo.com/submit/	<p>One listing posts the event on the following calendars:</p> <ul style="list-style-type: none"> • KSBY Events Calendar • 805 Things To Do • On San Luis Obispo • Big Big SLO Music Calendar • SpinGo.com • SLO County Info <p>Basic listings are free, however if an instructor chooses to pay to boost an event, those fees are the responsibility of the instructor and will not be reimbursed unless prior arrangements have been made.</p>
The Tribune http://events.sanluisobispo.com	Free
New Times http://posting.newtimeslo.com/sanluisobispo/Events/AddEvent	Free
KTEA Community Calendar www.1035ktea.com/calendar.php	Free
KCBX Community Calendar www.kcbx.org/community-calendar/events/create	Free