

**CNIT Department at City College of San Francisco**  
**Uses of Social Media**  
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What are the key elements of your school's social media strategy?

- Instructors embracing technologies they believe are important for their students to use and follow.
- Instructors have to understand, stay current with and use the social networks themselves

What works best?

- Sharing real news, real events, content of interest to the students. It is not possible to fake it, content-wise

What's been the biggest challenge?

- Making time to keep this current and make regular postings
- Time to take, edit, choose and upload images
- Time to produce new video