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Citrus College Social Media Outreach Recognized as Best in the State

Glendora, Calif. (June 8, 2018) – Citrus College was awarded top honors from the Community College Public Relations Organization (CCPRO), a statewide professional development and service organization that promotes excellence in community college marketing and outreach.

The college’s Instagram account (www.instagram.com/citrus.college) received a first place award in the category of social media management during the annual CCPRO conference and competition held in Sacramento in April. Administered by the Citrus College Office of External and Government Relations, the @Citrus.College Instagram page debuted in May 2017.

“Social media is an incredibly vital tool, with more than 3 billion users being reported worldwide,” said Dr. Geraldine M. Perri, superintendent/president of Citrus College. “Recognizing the important role it can play in communicating with students, Citrus College has been committed to increasing its social media presence. This recognition affirms the hard work External Relations staff members have invested in this endeavor.”

For their 2018 competition, CCPRO invited communicators from California’s 114 community colleges to submit entries in a variety of different categories, including publications, marketing, photography and more. Citrus College was one of only 36 community colleges selected to receive first, second or third place honors.

Entries in the social media management category were judged for appearance, organization, content, ease of use, originality and effectiveness. To compete, Citrus College submitted information regarding the goals for their Instagram account and described how they increased followers, promoted engagement and measured success.

While Citrus College uses a variety of social media platforms for informational and promotional purposes, its Instagram account has been designed to capture the college’s lifestyle and culture with fun and striking photography. Followers of the account view attractive images that showcase the college’s students, programs, employees and campus.

“Citrus College’s official Instagram account continues to demonstrate rapid growth and eager user participation,” said Doug Schultz, communications supervisor. “This platform consists of our most engaged audience, with active and robust ‘favorites’ for every post.”

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Dr. Patricia A. Rasmussen, president of the Citrus Community College District Board of Trustees, believes that the college's social media accounts are important for communicating with students and the surrounding communities.

"Being recognized for excellence in social media management is an honor that reflects the great strides Citrus College has made with its online presence," she said. "As new technologies are introduced and communication strategies evolve, I am confident that the college will continue to enhance the methods through which it connects with students and disseminates information."

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ABOUT CITRUS COLLEGE

Proudly serving the San Gabriel Valley for over 100 years, Citrus College educates approximately 20,000 students annually. The college offers 90 associate degrees and certificates of achievement, prepares students for transfer to four-year colleges and universities, and provides basic skills courses and workforce training. Located in Glendora, California, Citrus College is the oldest community college in Los Angeles County. Its 104-acre campus includes eight outdoor athletic facilities. A leader in higher education, Citrus College has received numerous accolades, including being ranked first in the nation for awarding associate degrees in visual and performance arts for Hispanic students, and 12th in the nation for the number of associate degrees awarded to Hispanic students. Citrus College is also designated a Military Friendly® school. For more information, visit www.citruscollege.edu.

Citrus College

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