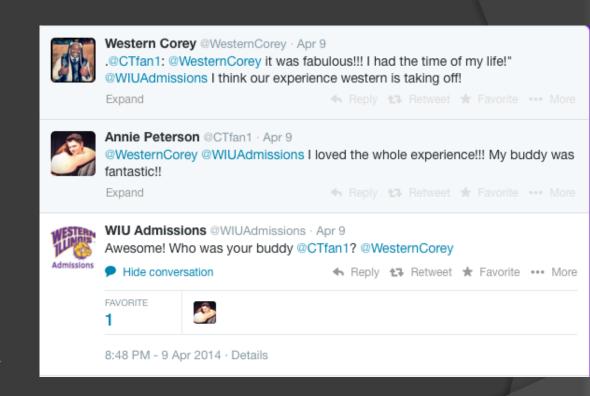
ADMISSION COUNSELORS MANAGING SOCIAL MEDIA

Be Engaging

- Ask questions
- Hold a Contest
- On Topic or Off Topic
- Engage students– Careful, use good judgment!
- Be consistent in your updates
- "Action can by the learner can initiate her learning."

The Art of Changing the Brain – James Zull



Know Your Audience

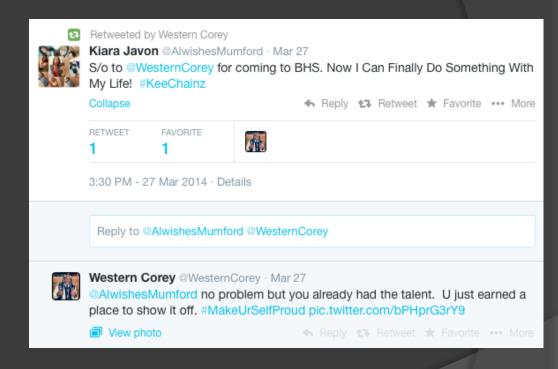
- Be Aware of Your Fans/Followers/Community Members
- Content Posting
 - Financial Aid
 - Student Support Services
 - Involvement-Athletics/Study Abroad/Student Orgs
- Situate the Content in Their Experience
 - " No one can understand anything if it isn't connected in some way to something they already know."

The Art of Changing the Brain – James Zull

Be Authentic

- Relationships in Admissions
 - Social media helps you continue to build that relationship with students, parents, or counselors
- Use your personality and your style to your advantage
- "Your students cannot be be comfortable if you are pretending. Nothing is more powerful than authenticity, and nothing turns the young mind away faster than pretense."

The Art of Changing the Brain – James Zull



Recruitment Strategy on Social Media

- What is your social media recruitment strategy?
- Be consistent in your messaging
- Keep your professional identity in tact
- Disclaimer: Be careful of confidentiality

Forming Connections

- Methods of forming connections
 - Give students a valid reason for forming a connections with you and the university.
 - Helps determines direction of social media campaign.
 - Direct/Indirect methods

- Benefits
 - Quick access to students while traveling on the road.
 - Authentic perspectives from students
 - Provide students with benefits of forming a connection via social media

Pitfalls of Social Media

- Danger of the Retweet
 - Understand what you are posting
- Maintain professional relationships & culture.
 - Never post past a certain time.
 - Steering conversations in a positive directions.



THREE AREAS OF FOCUS

1 STUDENT COMMUNICATION





Facebook and Twitter are great tools for spreading facts, photos, and blog posts. 2 UNIVERSITY EXPOSURE



Instagram is fantastic at showing your campus, student life, and what it is like to be a [insert mascot name here].

3

SEO (AKA FIND-A-BILITY)



Google Plus is good at making you Google-able. The more you post on Google Plus, the higher up the search rankings you'll be.

MANAGING YOUR MEDIA

BUFFERAPP

Buffer is a service dedicated to scheduling and analyzing your posts.

Best parts: Add up to three accounts for free; browser plugin makes adding posts simple; easy-to-use interface.

bufferapp.com

HOOTSUITE

Hootsuite also schedules and analyzes your posts. With free account, scheduling is limited.

Best parts: Add up to five accounts for free; great iPhone, Android, and iPad apps.

hootsuite.com

MANAGEFLITTER

ManageFlitter is a Twitter follower managing app. It allows you to unfollow inactive users, or those who don't follow you back. It also allows you to search through people's profile descriptions and locations to follow specified people.

manageflitter.com

TO NOTE:

Facebook doesn't like to play with apps, but it does have its own scheduler, so scheduling posts through Facebook is your best bet.

You can set your accounts to automatically post to your other accounts. (aka, instagram can post to twitter).

Questions?

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THANK YOU!