

**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*



The screenshot shows a Twitter thread with three tweets. The first tweet is from Western Corey (@WesternCorey) dated April 9, replying to @CTfan1 and @WesternCorey, stating it was fabulous and that Western is taking off. The second tweet is from Annie Peterson (@CTfan1) dated April 9, replying to @WesternCorey and @WIUAdmissions, saying she loved the experience and her buddy was fantastic. The third tweet is from WIU Admissions (@WIUAdmissions) dated April 9, replying to @CTfan1 and @WesternCorey, saying it was awesome and asking who the buddy was. Below the tweets is a 'FAVORITE' section showing 1 favorite with a small profile picture of Annie Peterson. At the bottom, it says '8:48 PM - 9 Apr 2014 · Details'.

**Western Corey** @WesternCorey · Apr 9  
.@CTfan1: @WesternCorey it was fabulous!!! I had the time of my life!"  
@WIUAdmissions I think our experience western is taking off!  
Expand Reply Retweet Favorite More

**Annie Peterson** @CTfan1 · Apr 9  
@WesternCorey @WIUAdmissions I loved the whole experience!!! My buddy was fantastic!!  
Expand Reply Retweet Favorite More

**WIU Admissions** @WIUAdmissions · Apr 9  
Awesome! Who was your buddy @CTfan1? @WesternCorey  
Hide conversation Reply Retweet Favorite More

FAVORITE  
1

8:48 PM - 9 Apr 2014 · Details

# 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 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



Retweeted by Western Corey

**Kiara Javon** @AlwishesMumford · Mar 27  
S/o to @WesternCorey for coming to BHS. Now I Can Finally Do Something With My Life! #KeeChainz

[Collapse](#)    Reply    Retweet    Favorite    More

|         |          |   |
|---------|----------|---|
| RETWEET | FAVORITE |  |
| 1       | 1        |   |

3:30 PM - 27 Mar 2014 · Details

Reply to @AlwishesMumford @WesternCorey

**Western Corey** @WesternCorey · Mar 27  
@AlwishesMumford no problem but you already had the talent. U just earned a place to show it off. #MakeUrSelfProud [pic.twitter.com/bPHprG3rY9](http://pic.twitter.com/bPHprG3rY9)

[View photo](#)    Reply    Retweet    Favorite    More

# 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

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

### 2 UNIVERSITY EXPOSURE

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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)

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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

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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](http://bufferapp.com)

### HOOTSUITE

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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](http://hootsuite.com)

### MANAGEFLITTER

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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](http://manageflitter.com)

### TO NOTE:

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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?

- ◎ Jon Samp, University of Kansas
  - [jsamp@ku.edu](mailto:jsamp@ku.edu)
- ◎ Megan O'Rourke, Marquette University
  - [Megan.orourke@marquette.edu](mailto:Megan.orourke@marquette.edu)
- ◎ Brian Albertsen, Western Illinois University
  - [Bc-albertsen@wiu.edu](mailto:Bc-albertsen@wiu.edu)
- ◎ Mike Melinder, IUPUI
  - [mrmelind@iupui.edu](mailto:mrmelind@iupui.edu)

**THANK YOU!**