

Stop Trying to Make Brochures Happen: Integrating Social Media into Your Communication Strategy

2016 WACAC ANNUAL CONFERENCE

SEACHANGE
IN COLLEGE ADMISSIONS

LOYOLA MARYMOUNT UNIVERSITY, LOS ANGELES • JUNE 1-3, 2016



What to expect

Overview of Different Platforms

How to Get Started

Meeting Students Where They Are

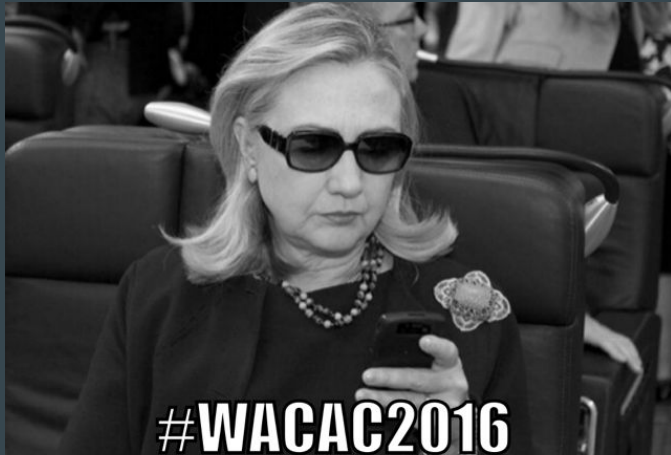
Impact of Social Media

Case Studies

Discuss!



Why use Social Media?



- Technology is not going away
- Easier to update/change as numbers, trends, information changes
- It is where students are
- Allows for more creativity and innovation
- Can be more personal than a brochure

WE THOUGHT THIS WHOLE INTERNET THING WOULD BLOW OVER. SINCE IT HASN'T, KEEP IN TOUCH.



Twitter

140 character messages/posts including photos, links & videos.

Pros

- True timeline
- Good for real time updates
 - Issues with an app, deadline updates, drop dates, etc



Cons

- Character limit
- Less popular for general news
- No albums for photos
- Cannot edit content after posting



Facebook

Social networking as a person, brand or in groups. Post photos, videos, albums, and links.

Pros

- No limit on content sharing
- Most popular social networking site
- Allows you to make and monitor groups

Cons

- Less popular with Millennials
- Algorithm newsfeed
- Who monitors and how is it censored?

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font, centered on a solid blue rectangular background.

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GUIDEBOOK.COM

542 people reached



▶ \$10.12 Left

Instagram

Photo/video based social networking application

Pros

- Visual gets attention
- Millennials love Instagram
- True news feed (for now)

Cons

- Not web based
- Cannot place links in captions
- Doesn't integrate well with management platforms



Snapchat

Ephemeral mobile messaging, image and video sharing platform

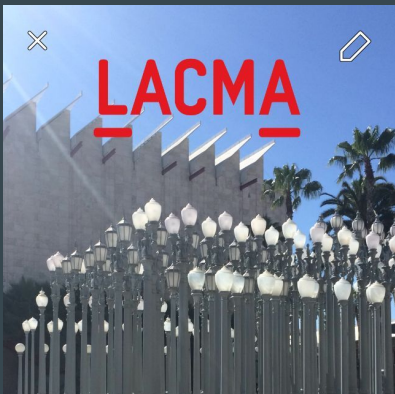


Pros

- It is where the kids are
- Does not need to be as curated/artistic
- Can buy geotags for events
- Can draw on photos, use emojis, geo filter

Cons

- Must be live posting
- Cannot schedule/collaborate
- Mobile only
- Disappears after 24 hours



Etc., etc., etc.

Periscope

Google +

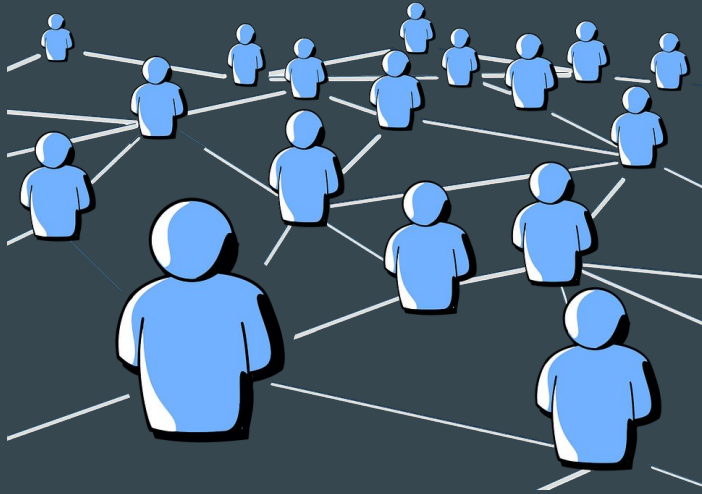
Weibo

Tumblr

Vine



Getting Started: What Questions to Ask?



- Who is your audience?
- What do you want them to know?
- Which social media platforms are most effective for your audience and the information you want to share?
- How does social media fit in with the overall communication strategy?

Getting Started: What Should You Plan For?

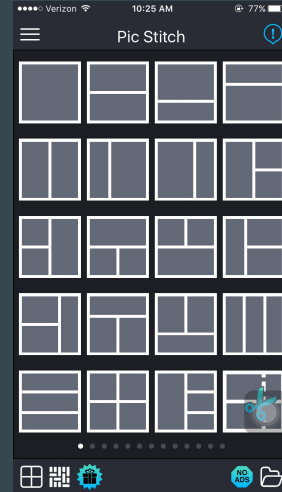
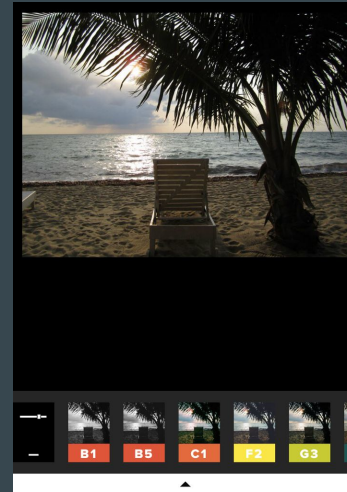
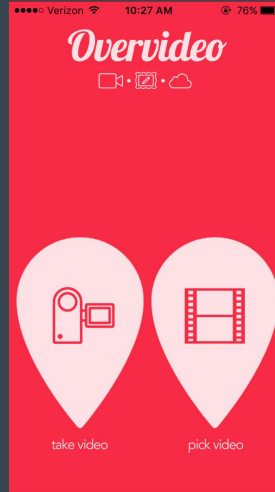
- Is there anyone above who needs to approve use of social media platforms and/or content?
 - Create accounts now even if you're not ready to go public quite yet
- How will the approval process work? Timeline?
- Will you use a social media calendar? Who will post?



Hootsuite™

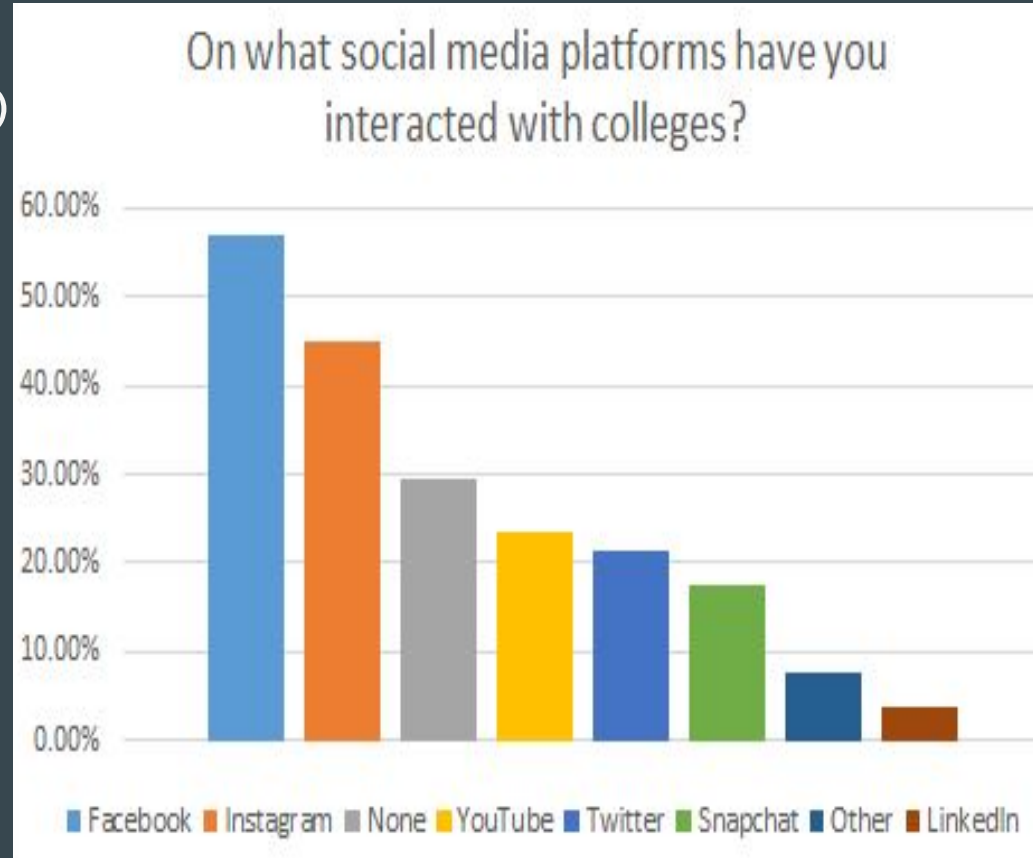
Getting Started: Who Creates Content?

- Staff versus student perspective? Admission staff or communication staff?
- Programs
 - Pic Stitch
 - VSCO
 - Repost
 - Typorama
 - Boomerang
 - Doodle
 - Overview
- Software and skills for advanced content
- Campaigns



Meeting Students Where They Are

- Survey responses from 51 high school students (9th - 12th grade)
- Of those, approximately 71% have interacted with colleges on social media
- Of the 29% who don't interact with colleges on social media, approximately 1/3 said they do not use social media at all
- The most popular social media platform to interact with colleges is Facebook



Impact of Social Media

- Half said the social media presence positively impacted their view of the college; the other half said it didn't change their impression of the college
- Only 1 student reported a negative impact on their perception of the college
- Students primarily want info. about: **student life, campus culture, & academic offerings/majors**. Secondary interests: **perspectives from current students & admission information**
- Majority of students think it's important for colleges to have a strong presence on social media
- Most students are comfortable contacting admission counselors, but...



Shoutouts

- Colleges that have a great social media presence according to high school students:
 - Boston University
 - Brandeis
 - Cal Lutheran
 - CSU Channel Islands
 - Fresno State
 - NYU
 - Stanford
 - Syracuse
 - Tulane
 - UC Berkeley
 - UC Davis
 - UCLA
 - UC Santa Barbara
 - University of Michigan
 - University of Pennsylvania
 - USC
 - University of Washington

Case Study: Pomona



pomonaadmissions
Virginia Beach, Virgi...

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pomonaadmissions Joel Hart proves group travel isn't ALL work with reps from @mitadmissions, @caltechadmissions and @yaleadmissions in Virginia Beach #grouptravel



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Pomona Admissions
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Tweets Tweets & replies Media

Pomona Admissions @PomonaAdmit · May 20



Pomona College Office of Admissions

May 18 at 9:20am · 🌐

Our summer visit schedule has started! Tours are at 9am & 11am with info sessions at 10am, Mon-Fri. Sign up here: <http://ow.ly/GQIP300j3pY>



Like



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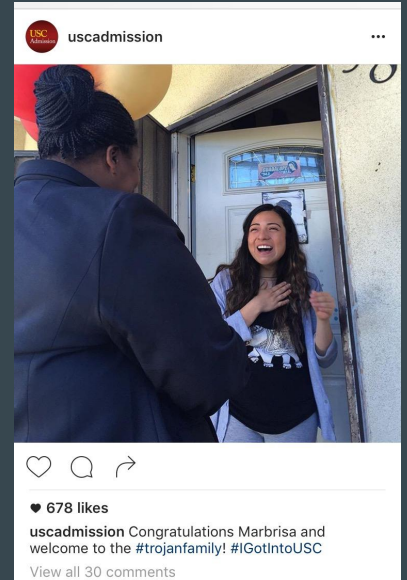


Share



Hootlet

Case Study: @USCAdmission Instagram



Case Study: USC Google Hangouts & Livestream



The image shows a YouTube video player interface. The main video frame displays a man with glasses and a suit, identified as John Marfield, Senior Assistant Director of USC Admission. He is speaking in a Google Hangout. The background shows a window and a shelf with a plant and a sign that says 'FIGHT ON!'. Below the video frame, there is a red 'USC Admission' logo and a 'Subscribe' button with 1,025 subscribers. The video title is 'Transferring to USC' and it has 1,139 views. The video player controls show a progress bar at 0:02 / 59:25. Below the video, there are options to 'Add to', 'Share', and 'More'. The video was streamed live on Jan 12, 2016, and the description mentions getting tips on transferring to USC and the transfer application process, starting at 4pm PST.

USC Admission

John Marfield
Senior Assistant Director

USC Admiss...

0:02 / 59:25

Transferring to USC

USC Admission

Subscribe 1,025

1,139 views

+ Add to Share ... More

10 0

Streamed live on Jan 12, 2016
Get tips on transferring to USC as well as the transfer application process. This event starts at 4pm PST

Case Study: de Toledo High School



dTHS College Counseling

November 18, 2015 · 🌐

To bring attention to small colleges around the country, College Raptor developed this map highlighting the top hidden gem college in each state.



Hidden Gems: The Best Colleges In Each State That Receive Fewer than 5,000 Applications Per Year...

College Raptor aims to help students find their best fit colleges, academically, culturally, and financially. While big colleges can be a great fit for some students,...

COLLEGERAPTOR.COM | BY COLLEGE RAPTOR, INC.



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Boost this post for \$5 to reach up to 860 people.

Boost Post

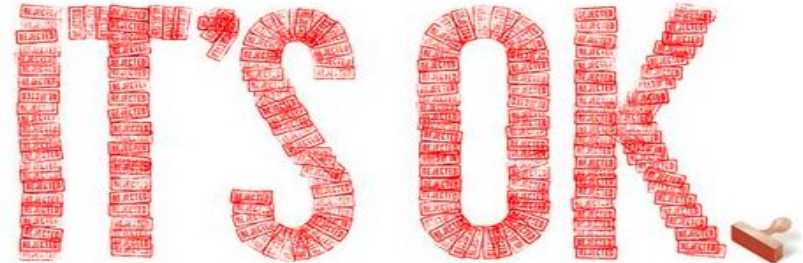
276 people reached



dTHS College Counseling

April 13 · 🌐

A good read about college admission for those in the midst of the process of notification and decision making.



How to Survive the College Admissions Madness

The obsession with elite colleges distorts reality, hurts kids and perverts education.

NYTIMES.COM | BY FRANK BRUNI



Get More Likes, Comments and Shares

Boost this post for \$5 to reach up to 860 people.

Boost Post

148 people reached

Using data to track engagement & create popular content

When Your Fans Are Online

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Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.

DAYS

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205

207

204

205

204



Sun

Mon

Tue

Wed

Thu

Fri

Sat

TIMES



Midnight

3:00am

6:00am

9:00am

Noon

3:00pm

6:00pm

9:00pm

Midnight

Questions? Comments?

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