

Developing an Effective Social Media Strategy

Setting the Landscape



Small Group Discussion



Report Back/ Wrap Up

Five Steps for Effective Social Media

1 Set Objectives



Be:

☐ Broad

☐ Specific

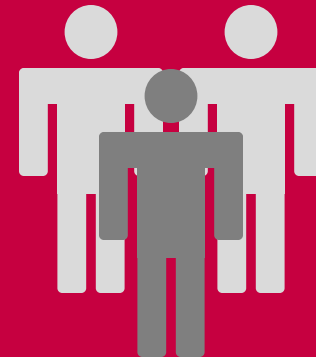
Programmatic
Student Type
Platform

2 Choose Platforms



Quality Over Quantity

3 Build a Team



- Overall Strategists
- Leverage active users
- Multiple voices

4 Deliver Consistent Messages



- Set guidelines
- Vary messages by platform
- Focus on key enrollment drivers, but don't neglect new content

5 Be Nimble



- Social media moves quickly: overall strategists should monitor new trends and changes in the field

Key Facts

- High schoolers use Facebook, YouTube, Google+ and Twitter the most during the college search process
- Students use social media to help narrow down their lists of colleges
- Juniors and international students use social media more than other students

Components to Setting Objectives



- Foster Engagement

- PR versus Marketing

- Nurture Community

Audience The world: first world countries

Desired Outcomes “Make him famous”

KONY 2012



STOP AT NOTHING

Strategy for Achievement

- Developed a strong core of followers before releasing video
- Used this core, along with key celebrities and others with large followings to help spread the video to others
- Combined social media with traditional media

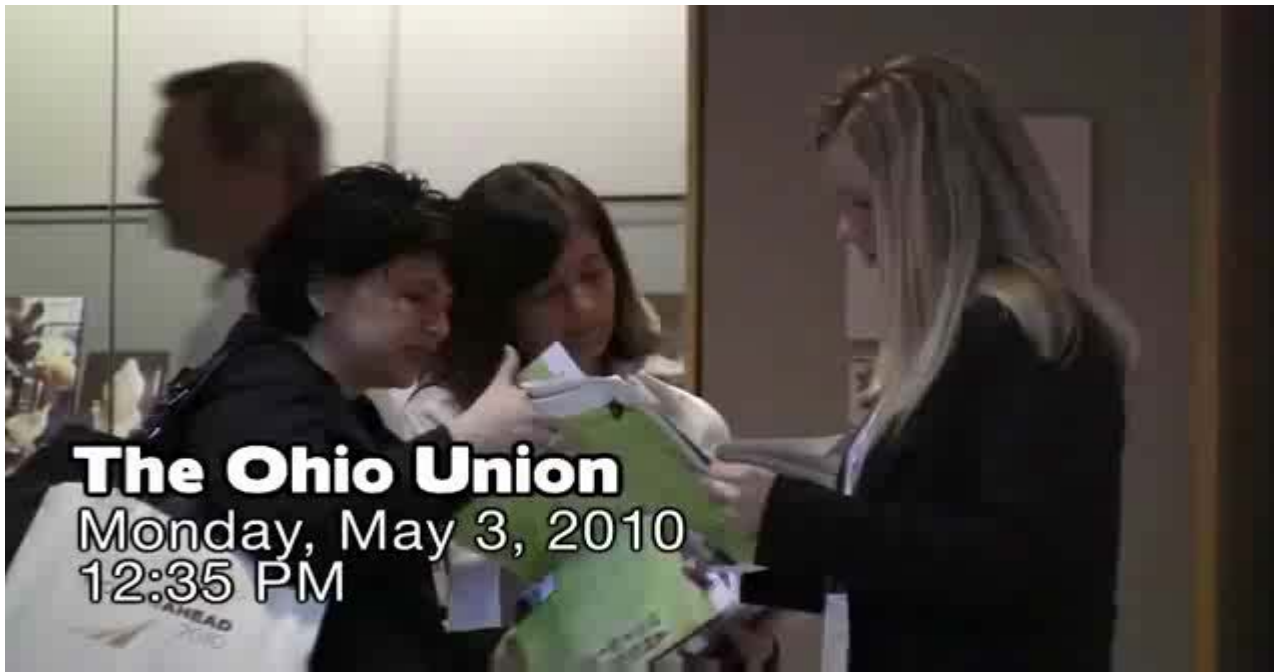
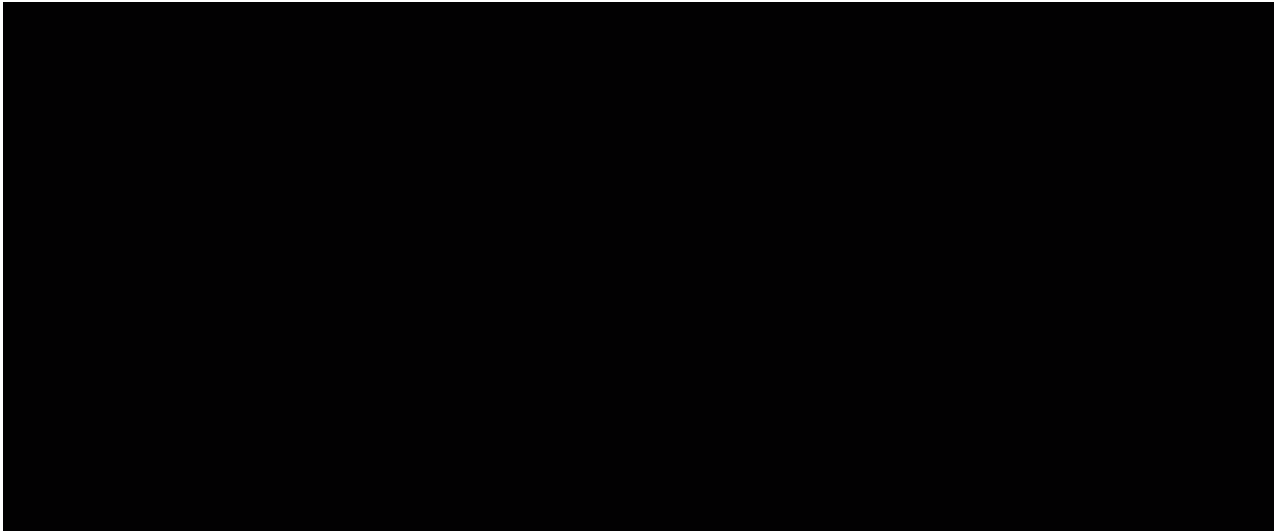


Social
Media



ROI

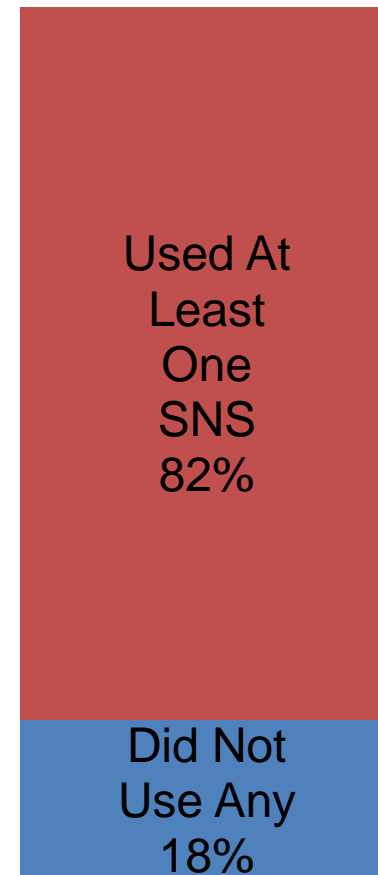




“If you aren’t active on social media as an institution, you’re really no longer on the internet. The students, and even to some degree their parents, and the graduates don’t use the internet the same way that they used to, just as we don’t.”

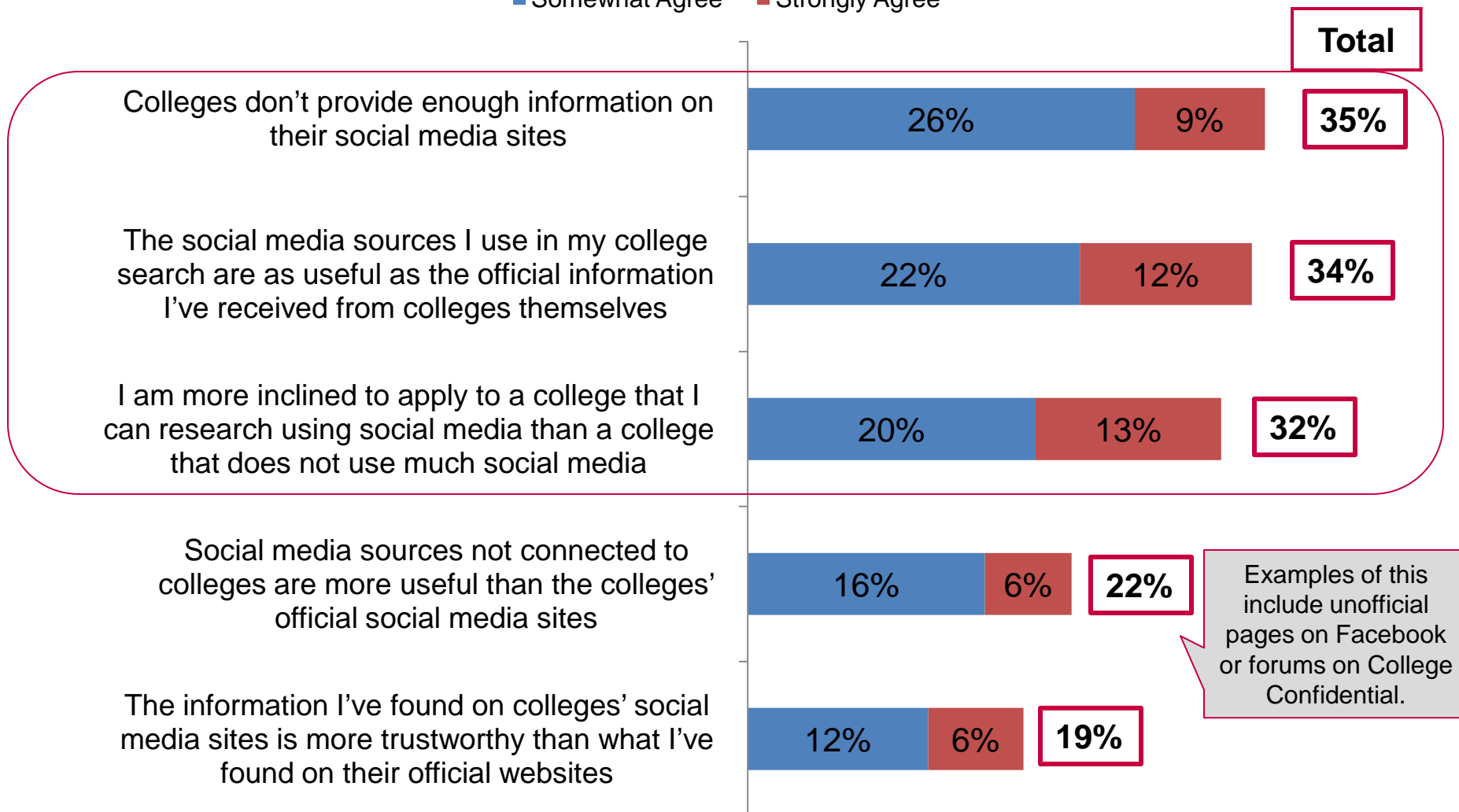
Tricia Petty, AVP of University Relations, West Virginia University

Overall Use of Social Networking Sites (SNS) in the College Search Process



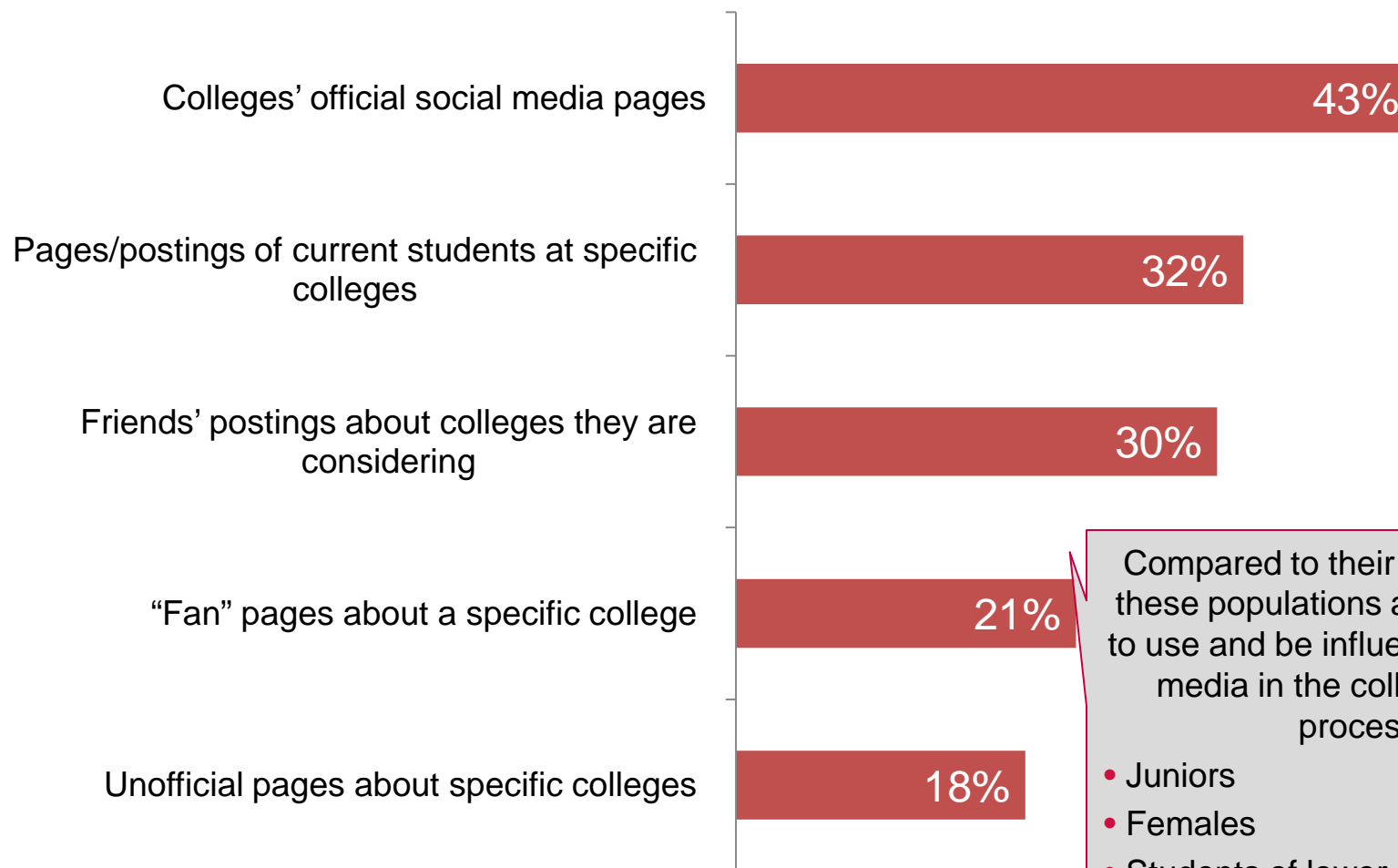
Trustworthiness of SNS in the College Search Process

■ Somewhat Agree ■ Strongly Agree





Most Influential Types of Social Media in Shaping Students' Decisions on Where to Apply



Compared to their counterparts, these populations are more likely to use and be influenced by social media in the college search process:

- Juniors
- Females
- Students of lower academic skill
- Students of color

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Key Questions to Consider

- Of the audiences that you target through social media, which ones should you:
 - Stop targeting
 - Start targeting
 - Modify?
- Prioritize your objectives for targeting these audiences through social media, by determining which objectives you should start, stop, and modify.
- What has been your greatest success using social media to target these audiences? Your greatest disaster?

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**Please send questions and
comments to:**



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