Taking the Fear Out of Social Media
What is Social Media?

- **The incoming class of 2018 was born into cyberspace**
  - Using a computer has always been a part of their lives
  - This generation is able to instantly secure immediate approval and endorsement in the form of “likes” on Facebook and Instagram
  - For many students, # is a hashtag, it’s not a pound sign
  - There has always been TV designed to be watched on the web; binge watching your favorite program is the norm

Source: Beloit College’s Mindset List www.beloit.edu/mindset
What Are the Big Social Media Sites?

- **Facebook**
  - 1.3 billion monthly active users

- **Twitter**
  - 284 million monthly active users

- **LinkedIn**
  - 187 million monthly active members

- **Instagram**
  - 300 million monthly active users

- **YouTube**
  - 1 billion users
What’s In It for My School?

- **Connect with Students**
  - Provide real time updates and answer FAQ
  - Provide students with information about helpful deadlines, events, and financial literacy information

- **Connect with Prospective Students**
  - Reach prospective students where they are
  - Provide answers to students used to relying on social media for information

- **Connect with Alumni, Community and Industry**
  - Exchange ideas with other schools and peers
  - Share students and alumni participating in community events
  - Fundraising

“We use social media to answer students’ questions, listen to their opinions and take action so that they understand that they are being heard.”

– S. Boucher, Director of Marketing & Communication, Southern New Hampshire University (vtldesign.com)
What Are the Challenges Facing My School?

• Don’t have enough time
  • It’ll take too long to monitor
  • It requires a full-time resource to respond to questions and/or post content

• Don’t have enough content
  • Don’t know what to say
  • Run out of ideas to share

• Don’t have enough money
  • Can’t afford expensive technology
  • Can’t hire another resource
Stop, Listen…and Learn!

• **What’s being said about you?**

• **Keywords – make sure they’re spelled correctly!**

• **Listening tools for social media management:**
  - Google Alerts
    - Email updates of the latest Google results (Web, news, etc.) based on your choice of query or topic
  - Social Mention ([www.socialmention.com](http://www.socialmention.com))
    - Similar to Google alerts but for social media
    - Receive daily email alerts about what’s influencing your reputation
  - Hootsuite or Tweetdeck
    - Monitor your school’s name and hashtags associated with your school
What’s Facebook Already Saying About You?

- Wikipedia has the right to create a Facebook page based on its content

- If this was your Facebook page, is this what you’d want it to say?

- Would you rather control the message and interact with your fans?
What is Twitter?

- Posts called “tweets” go out at 140 characters or less

- Conversations are fast-paced
  - Conversations move at the speed of light on Twitter
  - It is okay to take a conversation off line for privacy and flexibility

- Think of it as the ticker tape in Times Square
  - Use hashtags to search for topics and see what’s trending
What is LinkedIn?

• Used primarily as a B2B or B2C networking tool

• In 2013, LinkedIn introduced University Pages
  • It allows you to showcase what makes your school special
  • Interact with students, prospective parents and students, alumni, employers, faculty or donors.

• You may want to use it personally to build your own professional network!
If I Can Only Be On One, Which One Should it Be?

More users on Facebook than any other platform
Easy to manage
May post a variety of content: images, photos and videos
Can add interactive apps to your page
You can auto-schedule content on Facebook
How do you create a Facebook page?

Facebook Pages
Tools for your business, brand or organization.

Brand your Page
Add a unique cover photo and showcase your most important news on your Page timeline.

Highlight what matters
Pin a new post to the top of your Page each week so people notice what’s important.

Manage everything in one place
See and respond to your recent activity and private messages right from the top of your Page.
Promote

- **Social media integration**
  - Social media icons on your website
  - Incorporate social media icons in email signature lines, business cards, e-newsletters, etc.

- **Contests and promotions**
  - Host contents to attract new followers

- **Interactive**
  - **Use the 60/40 rule**
    - 60% of your posts should be focused on you
    - 40% of your posts should be focused on other topics
Create

• Be interactive!
• Create great Conversation starters!
• Use relevant keywords in “About Us” box
• Include FAQ’s and photos when appropriate
• Use email to announce your page
Example: American University

American University
College & University

Timeline    About    Photos    Likes    More

153,576 people like this
Gene Logan and 4 other friends

100,031 people have been here
Ashley Philips and 2 other friends

Closed now · Opens Tomorrow 9:00AM - 5:00PM
Get additional info

Invite friends to like this Page

American University added 12 new photos to the album:
AU Autumn — with Dana Foley and Kat Mathis at
American University.

11 hrs · 
What Sallie Mae Does on Social Media

- Provide service to our customers. Customers may ask questions 24.7 via sallie.cc/care
- Engage with followers on save, plan and pay topics with videos, pictures, infographics, contests and more
- Share information from other college planning sources
Discussion Topics

• How to utilize social networking to improve communication with students and families

• How to successfully integrate social media into day-to-day business goals

• Best practices

• Lessons learned
  • Challenges faced and overcome
Questions?