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

#WACAC2016

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?
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?
Getting Started: Who Creates Content?

- Staff versus student perspective? Admission staff or communication staff?
- Programs
  - Pic Stitch
  - VSCO
  - Repost
  - Typorama
  - Boomerang
  - Doodle
  - Overvideo
- 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
Case Study: @USCAdmission Instagram

uscadmission Breakfast is the most important meal of the day #ExploreUSC #GotIntoUSC
View all 31 comments

uscadmission Don't miss out on your chance to discover USC
uscd.edu/discoverusc

uscadmission Discover USC programs provide students and their families with an opportunity to meet admission counselors, representatives...
View all 175 comments

uscadmission We wanted to help load the truck, but turns out we were better at posing for photos. Thanks for following mailing day with us. We're excited to welcome our next class! #GotIntoUSC
View all 34 comments

uscadmission Congratulations Martrissa and welcome to the #trojanfamily! #GotIntoUSC
View all 30 comments
Case Study: USC Google Hangouts & Livestream

Transferring to USC

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

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...

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

276 people reached

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

IT'S OK

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.

148 people reached
Using data to track engagement & create popular content
Questions? Comments?

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