

RECRUITMENT ON SOCIAL

SOCIAL MEDIA STRATEGY WORKSHOP

WEDNESDAY, APRIL 25, 2018 | ERICKSON ALUMNI CENTER

ENGAGING YOUR AUDIENCE

When using social media to reach prospective students, the most important thing to remember is that engagement is key. Engagement = relationship building. Make an effort not just to tweet, mention or comment once with them, build a relationship over time.

SOCIAL PLATFORMS

Instagram is likely to be the best place to reach this audience. Other platforms to think about are: Snapchat, YouTube and Twitter. For their parents, Facebook is a wonderful communications tool.

CONTINUE THE CONVERSATION

/ When engaging with prospective students and families, make sure to leave your social media posts open-ended; sometimes it's best to end your social media post directed toward a single person with a question - this forces them to respond and continue the conversation.

SHOWCASE EXPERIENCES

This is the experience generation after all. What will a student experience? How will it look? Feel? The details matter to this group. They also need to make sure they "feel" right.

EVENT PLANNING

When you're planning an event or a visit, make sure to ask for social media handles on RSVP forms. This give you an opportunity for a touchpoint before and after the event to continue the conversation.

FOLLOWERS

One of the most important aspects of social recruitment is to get a prospective student or family member to follow your social media accounts. If they follow your account, that'll likely be a daily touchpoint with a key member of your audience. Without that, we're relying on print, email and web means of communication all too much.

USING VISUALS

This audience is particularly engaged when visuals are used in social media posts, so try to find the best photos and videos to use in your content.



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CONTENT IS KEY

If you are primarily focused on recruitment in your area, make sure to ask yourself the following question: Would a high school senior like this content? If that answer isn't an immediate "yes" then re-think the content.

WHAT MAKES YOU UNIQUE

Always think about your unique selling point. What makes you better than your competitor? And don't just think about it from the perspective of higher ed ... but you're competing on social media with so many other brands, too.