

SOCIAL MEDIA STRATEGY FOR HIGHER EDUCATION: BEYOND THE BASICS

March 19-21, 2012
Boston, MA



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OVERVIEW

Now that every institution has at least one Facebook page, Twitter feed, LinkedIn group, and YouTube channel, and the value of social media is widely understood, colleges and universities need to think more strategically about their presence across all channels. The barrage of new communities, platforms, and ways to connect has the potential to overwhelm even the most savvy social media butterfly. Only when an institution steps back to structure a fully formed strategy can it push its online tactics to a better-coordinated and more productive end.

WHO SHOULD ATTEND

With breakout sessions woven through this event, admissions, advancement (including alumni relations), communication, and marketing professionals charged with overseeing social media efforts will learn the core components of a fully formed strategy and leave with a framework for getting started.

LEARNING OUTCOME

After participating in this conference, you will be able to deploy social media strategy and tactics in key areas, such as marketing and communication, enrollment management, and advancement.

AGENDA

MONDAY, MARCH 19, 2012

- 8:00 – 9:00 a.m. **Registration and continental breakfast for pre-conference workshop participants**
- 9:00 a.m. – 12:00 p.m. **Optional pre-conference workshop: What's New and What's Next? Facebook, Twitter, LinkedIn, YouTube, Google+, and Location-Based Services**
Your ability to use social media is only as strong as your familiarity with tools and technology. Changes to privacy settings and even updates to the "look" of the application can change the way you use social media to reach applicants, current students, and donors. This workshop will provide you with a detailed update of the three most common social media applications, explore some new platforms, and examine ways you may want to consider using them at your institution.
- 12:00 – 1:00 p.m. **Lunch for pre-conference workshop participants**
- 12:30 – 1:00 p.m. **General conference registration**
- 1:00 – 1:15 p.m. **Conference introductions and opening remarks**
- 1:15 – 3:00 p.m. **Finding the Right Track: How Close Are You to A Strategy?**
According to recent polls, 100 percent of universities have a social media presence of some sort. However, the strongest results (increased applications, improved alumni relations, higher giving levels) are realized only when an institution deploys a comprehensive strategy. This session will help you understand the components of strategic thinking for social media, then give you time to conduct a gap analysis to determine where your own efforts may need to improve. The results of this analysis will serve as the foundation for your participation in the rest of the program.

Learn how
to set social
media strategy,
broaden your
tactical reach,
and cultivate
supportive
and engaged
communities.

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AGENDA

MONDAY, MARCH 19, 2012 (CONTINUED)

- 3:00 – 3:15 p.m. **Afternoon break**
- 3:15 – 4:30 p.m. **Social Media Analytics and Tracking**
You can track any number of social media metrics – everything from traffic and conversation numbers to “friend” or “like” numbers and site-referenced click-throughs or forwards. However, which metrics are the most meaningful? What should your institution be focusing on to meet your primary goals? This session will help you answer these questions and put metrics behind your social media resources.
- 4:30 – 5:30 p.m. **Staffing Social Media and Required Skill Sets**
Now that higher education has moved beyond skepticism about the effectiveness of social media, you’ll have to tackle how to effectively staff social media efforts and recognize the skill sets you should be looking for. This session will help with staffing and skill set questions, and will also help you develop skills in training others at your institution on how to effectively manage their own pages and social media presence, including when and how to tell colleagues not to engage in social media.
- 5:30 – 6:30 p.m. **Networking reception (included in registration)**
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TUESDAY, MARCH 20, 2012

- 8:30 – 9:00 a.m. **Continental breakfast (included in registration)**
- 9:00 – 10:30 a.m. **Developing a Content Strategy: Making Sure Your Message Sticks**
Social media works best when your voice is consistent and your content is authentic, interactive, and meaningful. This means you need to know how to create a personality through your social media, seed content, respond to users appropriately and quickly, and drive users deeper into your website based on interest or affinity. This session will guide you through thinking about how your social media content works together with your websites, email strategies, collateral, and other communications. Additionally, we’ll include time for you to begin drafting some content for future use.
- 10:30 – 10:45 a.m. **Morning break**
- 10:45 a.m. – 12:00 p.m. **Breakout Session 1: Social Media to Enhance Enrollment Management**
Potential applicants are visiting your admissions site all the time, but do you know how to drive them to your application page using social media? Or how to increase their likelihood of enrollment? This session will help you develop a strategy for improving admissions results and identify techniques for staying engaged with your applicants throughout the admissions cycle, thereby upping the likelihood they’ll enroll.
- Breakout Session 2: Make Your Ask Stronger: Social Media and Solicitation**
Transactional giving – especially annual, athletics, and class-based fundraising – is particularly well-situated to be augmented by social media tools. This session will help you maximize social media tools to get the most out of your ask, whether it’s online, through a mobile device, an in an emailed video or QR-coded postcard.
- 12:00 – 1:15 p.m. **Lunch (included in registration; both groups together)**
- 1:15 – 2:30 p.m. **Breakout Session 3: Working Session: Social Media to Increase Applications and Improve Yield Results**
In the first breakout session, you looked at potential strategies for enhancing your enrollment management operation. Now, you’ll have a chance to revisit what you’ve learned and to immediately apply your newly gained knowledge to your own social media tools.
- Breakout Session 4: Social Media to Improve Alumni Events, Including Reunion**
From alumni clubs to homecoming to reunions, your advancement team manages large numbers of events for each demographic of your alumni base. Social media provides a tool for augmenting these efforts. This session will help you use your social media presence to make the most of your alumni relations efforts.

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AGENDA

TUESDAY, MARCH 20, 2012 (CONTINUED)

- 2:30 – 2:45 p.m. **Afternoon break**
- 2:45 – 3:45 p.m. **Developing an Effective Social Media Policy**
As institutions enter the social media space or expand their usage to new platforms, they need to develop a workable and equitable policy that addresses legal, privacy, and branding issues. This session will help you avoid policy pitfalls and minimize your institution's risk level as you further enter the social media space.
- 3:45 – 5:00 p.m. **Responding to Challenges on Social Media**
Unfortunately, bad news will occasionally come up and need to be dealt with. Are you prepared to handle everything from a negative post on your Facebook page to an alarming tweet to a campus-wide crisis? Do you know when to abandon process and get posting? Or when to ignore a Negative Nelly? This session will address these issues through real-life examples, and help you set a plan for challenges large and small.
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WEDNESDAY, MARCH 21, 2012

- 8:30 – 9:00 a.m. **Continental breakfast (included in registration)**
- 9:00 – 10:30 a.m. **Sharing Best Practices: Examples of Social Media Success**
Think of this session as your opportunity to crowd-source effective social media campaigns, intriguing social media personalities, and proven social media initiatives. We'll begin by offering some of our favorite concrete examples of social media brilliance, and then we'll open the floor for you to present what you've done, or what you've admired from afar.
- 10:30 – 11:00 a.m. **Break and hotel check-out**
- 11:00 a.m. – 12:00 p.m. **Tying it All Together: Developing the Outline for Your Strategy**
You've learned how to craft a careful policy, seed content, improve your practice area, structure appropriately, and measure correctly. Now it's time to put it all together. This session will help you prioritize your efforts and fill the gaps you identifying at the start of the event. Following a brief review of the key takeaways, you will begin to design a strategy outline appropriate for your institution.
- 12:00 – 1:30 p.m. **Lunch for post-conference workshop attendees**
- 1:30 – 4:30 p.m. **Optional post-conference workshop: Managing Student Staff and Contributions to Social Media**
Even if your institution has the budget to adequately resource itself with professional staff, you're still going to be using students to add authenticity to your effort and give a "real" perspective. How should these students be hired, trained, and managed to ensure the highest-quality contributions while minimizing mistakes? This session will address these issues and is intended for those who are looking to augment their current social media efforts with student employees.

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INSTRUCTORS



Kate Brodock, Executive Director of Digital and Social Media, Syracuse University

Kate Brodock is the executive director of digital and social media at Syracuse University, leading the development of strategy and vision for campus-wide initiatives in the space and working directly with marketing, public affairs, and several other constituents. Prior to her role at Syracuse, she founded and managed Other Side Group, a social media marketing and content production firm located in Boston, MA.



Keith Hannon, Assistant Director, Social Media, Cornell University

Keith Hannon (@KeithHannon) is the assistant director for social media at Cornell University. He joined Cornell Alumni Affairs and Development in May of 2011 and is tasked with managing the various Cornell alumni social network communities, producing video content for the Web, utilizing current and emerging mobile technologies for alumni events, and streaming campus and alumni events live to the Cornell alumni Facebook page. Before joining Cornell, Keith was a senior producer for Six Degrees Games in Los Angeles, CA, where he developed creative content strategies and served as senior community manager for the social gaming company. Keith graduated from Ithaca College with a degree in television and radio, and transitioned to the world of social media after several years of working for Hollywood studios.



Tim Jones, Interim Executive Creative Director, North Carolina State University

Tim provides vision, direction, and strategy at the intersection of the Web, design, marketing, and media to cultivate and implement innovative ideas for North Carolina State University. Tim previously served as the interim chief communications officer at NC State, transitioning University Communications to a business value-focused organization with a profound ability to influence outcomes through high-quality, creative marketing and communications. Tim started at NC State in 2007 as the director of Web communications, where he established and evolved the university's social media presence on Facebook, YouTube, Twitter, and location-based platforms. Tim has worked in higher education for 10 years, working at the College of William and Mary in Williamsburg, VA for six years before arriving at NC State.



Patrick Powers, Director, Digital Marketing and Communications, Webster University

Patrick provides leadership for the development and implementation of integrated marketing and communications strategies designed to attract students and enhance the university's reputation through the Web and new media. Previously, he served as the interactive media manager for six years and established and maintained Webster's presence on social media networks such as Facebook, LinkedIn, Twitter, and YouTube.



Jason Simon, Director, Marketing and Communication Services, University of California System

Jason joined the University of California System in 2009, managing the reorganization of its communication group. He oversees the system's marketing efforts and manages a group tasked with branding, advocacy, recruitment, and Web/outreach strategies. Prior to joining the UC System, Jason was the executive director of marketing and creative services at North Carolina State University. There he oversaw the launch of an integrated branding campaign, a new enrollment strategy, and the launch of a billion-dollar capital campaign.

HOTEL RESERVATIONS

The conference will be held at:

Hyatt Harborside
101 Harborside Drive
Boston, MA 02128

To reserve your room, call 888-421-1442. Please indicate that you are with the Academic Impressions group to receive the room rate of \$149 for single or double occupancy, plus applicable tax. Due to the popularity of this conference, the standard rooms may no longer be available. The hotel is offering an upgraded room type of a Harborview room at the discounted rate of \$189. Availability is limited, so please book your rooms soon.

A room block has been reserved for the nights of March 18, 19 & 20. Reservations must be made by February 25, 2012. There are a limited number of rooms available at the conference rate. Please make your reservations early.

The Hyatt Harborside is a luxurious, historic Boston Logan Airport hotel offering captivating harbor and city views and outstanding dining options. Take the hotel's free shuttle to a public transit site (T Subway System) or hop aboard a private water taxi (discounts available for attendees) to Boston's historic North End. Explore famous attractions including Faneuil Hall, Quincy Marketplace, Boston Public Garden, New England Aquarium, Charlestown, and the USS Constitution. The hotel also offers free 24-hour transportation to and from Boston's Logan Airport.



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Attend as a team – remember, if you register as a group, every fourth registrant is free. Questions about the event? Call us at 720.488.6800 to help determine if this event is right for you. **Register online at www.academicimpressions.com**

REGISTRATION FEES

Your registration fee includes: full access to all conference sessions and materials, access to the networking reception on Monday, breakfast and lunch on Tuesday, and breakfast on Wednesday, as well as refreshments and snacks throughout the conference.

Postmarked on or before March 2, 2012

Social Media Strategy for Higher Education: Beyond the Basics and both workshops (**BEST VALUE**) _____ \$1695 USD

Social Media Strategy for Higher Education: Beyond the Basics and one workshop _____ \$1395 USD

Pre-conference workshop Post-conference workshop

Social Media Strategy for Higher Education: Beyond the Basics _____ \$1095 USD

(For registrations postmarked after March 2, 2012, an additional \$100 fee per registrant applies)

Check here if you have any dietary or accessibility needs. Please list any needs in the space below and we will do our best to accommodate you.

How did you hear about this event? (email from AI, colleague forwarded email, *The Chronicle*, etc.) _____

CONFERENCE REGISTRATION INFORMATION (PLEASE PRINT CLEARLY)

Name _____ Name Preferred for Badge _____

Job Title _____ Institution/Organization _____

Address _____

City _____ State/Province _____ Zip/Postal Code _____ Country _____

Telephone _____ Fax _____ Email _____

For registration confirmations and pre-conference communication. (FOR ADDITIONAL REGISTRANTS, PLEASE COMPLETE ADDITIONAL FORMS.)

Additional Contact Name _____ Additional Contact Phone _____

Additional Contact Title _____ Additional Contact Email _____

Emergency Contact Name _____ Emergency Contact Phone (day) _____

(In case of emergency, we will contact this person on your behalf) (evening) _____

FREE HIGHER ED NEWS AND ANALYSIS

Academic Impressions is happy to offer *Higher Ed Impact*, a free industry scan of news, trends, and fresh research on higher education, delivered in an easy-to-scan email.

Sign me up for HEI: Daily Pulse – impactful news, trends, and practices, sent daily

Sign me up for HEI: Weekly Scan – the week's most critical news, with analysis of top stories and trends, sent on Fridays

Sign me up for HEI: Monthly Diagnostic – practical takeaways addressing a strategic challenge facing institutions of higher ed, sent 9-12 times/year

PAYMENT METHOD

We accept Visa, MC, and AmEx credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237.

CREDIT CARD

Please charge my credit card: (Visa, MC, AmEx)

Name on Card _____

Account Number _____

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Security Code (last 3 digits on the back of Visa and MC or

4 digits on front of AmEx) _____

CHECK/INVOICE

My check is included and covers _____ registration(s)
Check # _____

Please invoice me
Purchase Order # _____
(PO# not required to receive invoice)

REFUND/CANCELLATION POLICY

Refunds will be issued only if cancellations are received in writing by January 3, 2012. A \$100 processing fee will be assessed. After January 3, 2012 a credit (less \$100 processing fee) will be issued. The credit will be valid for 12 months and can be used toward any future conferences, Web conferences, audio proceedings, or Web conference archives. In case this event is cancelled, Academic Impressions' liability is limited to a refund of this registration fee only.

Questions about the event?
Call us at 720.488.6800 to help determine if this event is right for you.