



USING SOCIAL MEDIA TO ENGAGE STUDENTS IN ADVISING

March 20, 2017 :: 1:00 - 2:15 p.m. EDT

.....
Are you looking for an alternative method to reach students more effectively?
.....

OVERVIEW

Learn how you can integrate social media platforms into the advising work that you're already doing to better engage students with their advisors. If you are already comfortable using social media, this webcast will show you simple ways to more effectively use these platforms to reach your students. You will leave with tips on how to:

- Send the right message at the right time
- Incorporate humor in your posts
- Use memes to get critical points across
- Create shortcuts in your workflow to manage multiple platforms

[VISIT EVENT PAGE](#)

www.academicimpressions.com/webcast/using-social-media-engage-students-advising



WHO SHOULD ATTEND

This webcast is perfect for those who are comfortable using social media and are looking to apply their knowledge to their advising profession. This may include professionals from:

- Advising
- Retention
- Student support services
- Non-traditional student support
- Student affairs leadership

LEARNING OUTCOME

After participating in this online training, you will be able to identify ways to incorporate social media into your advising outreach.

CONTACT US FOR MORE INFORMATION

Contact Elizabeth Hubbell, Program Manager at elizabeth@academicimpressions.com or 720-988-1218 if you'd like additional information about the program.



AGENDA

Monday, March 20, 2017 :: 1:00 - 2:15 p.m. EDT

➔ **Setting yourself up for success**

- Choosing your technology
- Shortcuts for managing your technology
- Staffing

➔ **Messages that get attention**

- Timing
- Using humor
- Give-aways
- Themes
- Memes

INSTRUCTOR

Star Kafovalu-Wildes, Academic Advisor and Social Media Coordinator, California State University, San Bernardino

Star is an Academic Advisor/Social Media Coordinator for the Office of Advising and Academic Services, a Department of Undergraduate Studies at California State University, San Bernardino (CSUSB). She also teaches the University Studies, Freshman Seminar and advises student clubs and organizations. Star graduated from CSUSB with a Bachelor's of Arts in Psychology, minor in Sociology. She is an educator, consultant, mentor, and life coach, helping people achieve their goals and fulfill their life purpose. Star co-owns a business with her husband that specializes in graphic design, promotions and productions. She has partnered with CSUSB advising centers as well as other campus entities to enhance their social media marketing efforts and increase student engagement.

Star has presented and facilitated workshops both regionally and nationally on the following topics: Understanding Diversity, Student Success, Social Media: Communicating through pictures, and Supporting Underrepresented Asian/Pacific Islander Students.

As a first-generation college student, Star is passionate about helping students overcome the challenges students face in their academic journey. She attributes her family and academic advisors in the Educational Opportunity Program and Student Assistance in Learning (SAIL) Program for guiding her throughout her academics. Today she is humbled by the opportunity to give back and enjoys spending time with her family, singing and composing music.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

PRICING & REGISTRATION (CIRCLE ONE)

BEST VALUE	LIVE WEBCAST	WEBCAST RECORDING	WITH AI PRO MEMBERSHIP
Live Webcast + CD Recording	Live Webcast (Additional connection \$195 each)	CD Recording (\$35 shipping fee outside of U.S. and Canada) or Digital Recording	Get this Webcast FREE with your AI Pro membership Learn More
\$525	\$350	\$350	FREE

EARLY BIRD PRICING

Postmarked on or before March 13, 2017. After March 13, 2017, an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies.

[REGISTER ONLINE](#) or below.

PAYMENT METHOD:

We accept Visa, MasterCard, and American Express 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.

Print Name _____ Job Title _____

Institution/Organization _____

Address _____ Fax _____

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

Telephone _____ Email _____

CREDIT CARD AMOUNT TO CHARGE: _____



Name on Card _____ Account Number _____

Billing Address _____ Billing City _____ Billing State _____

Billing Zip Code/Postal Code _____ Exp. Date _____ 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 # _____