



USING VIDEO EFFECTIVELY IN RECRUITMENT MARKETING

June 28, 2017 :: 1:00 - 2:15 p.m. EDT

Learn how to strategically create, use, and promote video in your recruitment marketing plan.

OVERVIEW

Video has fast become an essential recruitment marketing tool in higher education. However, with video now embedded into social media platforms like Facebook, Snapchat, and Instagram (as well as more “traditional” options for video like Youtube), it can be difficult as a marketer to know which channels to use to reach prospective students and how exactly to use them.

Join us for a webcast that will teach you how you can integrate more video content into your recruitment marketing efforts with best practices for:

- Facebook live
- Youtube live
- Snapchat
- Instagram video

Throughout this online training, you will hear success stories and see examples of how our experts are using video in recruitment marketing at their own institutions.

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www.academicimpressions.com/webcast/using-video-effectively-recruitment-marketing



WHO SHOULD ATTEND

This webcast has been designed for enrollment management, admissions, and marketing professionals who would like to:

Increase their use of video (both live and on-demand) in recruitment marketing efforts; and
Gain new ideas and inspiration from examples of what other institutions are doing.

LEARNING OUTCOME

After participating in this online training, you will be able to use video more effectively in your recruitment marketing efforts.

CONTACT US FOR MORE INFORMATION

Contact Sarah Seigle, Program Manager at Sarah@academicimpressions.com or 720-988-1216 if you'd like additional information about the program.



AGENDA

Wednesday, June 28, 2017 :: 1:00 - 2:15 p.m. EDT

During this webcast, we will address how to best use both live and pre-produced video that is specifically positioned towards prospective and admitted students. We will explore each of the following questions as they relate to YouTube, Instagram, Facebook, and Snapchat:

- How much new content should I be creating?
- What kinds of videos are other institutions creating and sharing with prospective students?
- Which channels should I be prioritizing for both the creation and the sharing of video?
- What results have other institutions seen from using video in their recruitment marketing efforts?

INSTRUCTOR

Sonja Foust, Director of Social Media and Content Strategy, Duke University

Sonja Foust takes care of university-wide social media consultations and strategy, content development and distribution, analytics reporting and strategy in the Office of News & Communications at Duke University. She joined Duke in 2014 with extensive experience in social media and brand-building as well as analytics and cross-platform planning.

Lindsay Nyquist, Director of Digital Communications, Fort Lewis College

Lindsay Nyquist has held continually evolving positions during her time at Fort Lewis College, a small liberal arts institution in Durango, Colorado. She now oversees the social media accounts and video production at the institution, working closely with the office of admission, advancement, and other marketing and communications, and public relations staff. Her main focus other than content creation is social media education—empowering college constituents (faculty, staff, and students) and community members to use social media confidently and strategically. Lindsay also runs a graphic design and social media consulting company, elle jay design, and is the founder of DurangoSocial, a social media resource group for businesses in the community. She holds a BA in English, communication, and art and an MS in higher education administration and enrollment.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

PRICING & REGISTRATION (CIRCLE ONE)

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EARLY BIRD PRICING

Postmarked on or before June 21, 2017. After June 21, 2017, an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies.

[REGISTER ONLINE](#) or below.

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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.

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