



CONFERENCE

# SOCIAL MEDIA STRATEGY FOR HIGHER EDUCATION: BEYOND THE BASICS

September 17 - 19, 2014

Chicago, IL



ACADEMIC  
IMPRESSIONS



*The Social Media Strategy in Higher Education conference was an amazing experience and provided me with many tools and ideas to boost our social media presence!*

-Elizabeth Hartzell, Associate Director, RHS Communications, University of Pennsylvania

## OVERVIEW

Most institutions understand the value of social media, yet few have a sound strategy across all channels. The barrage of new communities, platforms, and ways to connect can overwhelm even the most savvy social media manager. It is time for institutions to take a step back and structure a fully formed strategy to bring their online tactics to a better coordinated and more productive end.

**Because of the overwhelming response to our March 2014 conference, we're bringing it back this fall!**

Join us in Chicago for one of our most popular conferences and learn the core components of a comprehensive social media strategy. You'll leave this event with an action plan to help make your social media presence an integral part of your institution's brand.

## WHO SHOULD ATTEND

If you're looking to learn the core components of a comprehensive social media strategy and develop an action plan to enact upon returning to campus, this conference is for you. There will be dedicated breakout sessions for professionals in:

- Marketing and Communications
- Advancement and Alumni Relations
- Admissions and Enrollment

Want to learn more? Contact Gwen Doyle via email ([gwen@academicimpressions.com](mailto:gwen@academicimpressions.com)) or call her at 720.988.1258

[CLICK HERE TO REGISTER](#)



## BRING A COMPUTER

Conference materials will be distributed electronically, and this event has several hands-on working sessions. Accordingly, conference attendees will need a computer with internet access.

## BONUS RESOURCE

Registration for the conference will include a recording of the upcoming webcast: Effectively Implementing Your Social Media Policy. Learn easy-to-implement tips and advice from one of higher education's top social media managers. This webcast covers:

- Elements of effective deployment and implementation
- How to train faculty and staff
- Best practices in managing policy change

## CONFERENCE WORKSHOPS

### **Pre-Conference Workshop: Using Students in Community Management and Blogging**

This session will address how students should be hired, trained and managed to add authenticity to your social media and blogging efforts. We will provide case studies, and create a roadmap for those who are looking to augment their current social media efforts with student employees.

### **Post-Conference Workshop: Launching a Crowdfunding Initiative**

Join us to learn about Cornell's successful efforts in crowdfunding including: how to select a vendor, how to market the program on campus, and how to select projects.

## LEARNING OUTCOME

After participating in this conference, you will be able to deploy an improved social media strategy at your institution.



# AGENDA

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WEDNESDAY, SEPTEMBER 17, 2014

## PRE-CONFERENCE WORKSHOP: SOCIAL MEDIA'S ROLE IN CROWDSOURCING AND CROWDFUNDING

- 8:30 - 9:00 a.m.** Registration and continental breakfast for pre-conference workshop participants (breakfast included in workshop registration fee)
- 9:00 a.m. - 12:00 p.m.** Pre-Conference Workshop: Using Students in Community Management and Blogging  
Even if your institution has the budget to adequately resource itself with professional staff, you'll still want to use 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, provide case studies, and create a roadmap for those who are looking to augment their current social media efforts with student employees.
- 12:00 - 1:00 p.m.** Lunch for pre-conference workshop participants (included in workshop registration fee)
- 12:30 - 1:00 p.m.** Conference registration
- 1:00 - 1:15 p.m.** Introductions and Opening Remarks
- 1:15 - 2:15 p.m.** Finding the Right Track: How Close Are You to a Strategy?  
Social media has moved from something you do (building a presence and posting) to something integral to broader brand, enrollment, and advancement/development. But, getting results from your social media efforts (better branding, increased applications, improved alumni engagement, higher giving levels) requires consideration and strategy. This session will help you understand the basics of branding, how social media fits, and the key components of a social media strategy. The result of this session will be an outline that will serve as the foundation for your participation in the rest of the program.
- 2:15 - 3:00 p.m.** Working Session: Analyzing and Refining Your Social Media Strategy  
In this working session, participants will be guided through:
  - Reviewing your social media objectives and evaluating whether they are SMART
  - Evaluating whether or not your messages match your audiences
  - Outlining the social media tools, measurements, staff, and training that you are currently using and evaluating where improvements can be made
- 3:00- 3:15 p.m.** Break
- 3:15 - 4:15 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. But, 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.



# AGENDA

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## WEDNESDAY, SEPTEMBER 17, 2014 (CONTINUED)

- 4:15 - 5:00 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 these efforts and recognize the skill sets you should have on your team. This session will help answer staffing questions and help develop your skills in training others at your institution on how to effectively manage their own pages and social media presence.
- 5:00 - 5:15 p.m.** Day 1 Closing Q&A and Wrap-Up
- 5:15 - 6:15 p.m.** Networking reception (included in registration fee)

## THURSDAY, SEPTEMBER 18, 2014

- 8:30 - 9:00 a.m.** Continental breakfast (included in registration fee)
- 9:00 - 11:00 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 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, and other communications. The last portion of this session will focus on cultivating your organic reach through gamification.
- 11:00 - 11:15 a.m.** Morning break
- 11:15 a.m. - 12:00 p.m.** Working Session: Content Development  
In this working session you will be able to put your newfound knowledge to use and start producing some of your content ideas. The faculty will be on-hand to assist with individual challenges. The session will wrap up with time for attendees to share some of their most successful content and provide caution on some of their blunders.
- 12:00 - 1:15 p.m.** Lunch (included in registration fee)
- 1:15 - 2:00 p.m.** Responding to Social Media Challenges  
Not only is social media a key component of driving institutional goals and priorities, it's also your most visible form of communication. Do you feel comfortable responding to negative comments or damaging PR situations? In this working session, we'll outline the key parts of being ready and working with others to respond to various scenarios.



# AGENDA

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## THURSDAY, SEPTEMBER 18, 2014 (CONTINUED)

**2:00 - 2:15 p.m.** Afternoon break

**2:15 - 4:30 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 as they transition into students.

Breakout Session 2: Social Media in Development and Alumni Relations

This session will help you maximize social media tools to get the most out of your ask and donor engagement online, through a mobile device, and via video. We'll also take a look at how social media can augment efforts made by colleagues across your shop such as alumni chapters, homecoming, reunions, and even using social media to make inroads with a major gift prospect.

Breakout Session 3: Social Media for Marketing and Communications

Understanding how to properly leverage social media in your institution's overall branding and specific marketing needs is key to the success of your institution's efforts. In this session we'll discuss the different platforms' promotional tools, key branding strategies, and how to use different mediums in specific initiatives like university-wide events.

## FRIDAY, SEPTEMBER 19, 2014

**8:30 - 9:00 a.m.** Continental breakfast (included in registration fee)

**9:00 - 10:30 a.m.** Sharing Best Practices: Examples of Social Media Success

Think of this session as your opportunity to crowdsource effective social media campaigns, examples of intriguing content, and proven social media initiatives. Faculty members will offer some of their favorite 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 - 10:45 a.m.** Morning break

**10:45 - 11:45 a.m.** Working Session: 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 identified at the start of the event. Following a brief review of the key takeaways, you will begin to design a strategy outline that is appropriate for your institution.

**11:45 a.m. - 12:15 p.m.** Final Q&A, Faculty Panel and Conference Wrap-Up



# AGENDA

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FRIDAY, SEPTEMBER 19, 2014 (CONTINUED)

## POST-CONFERENCE WORKSHOP: LAUNCHING A CROWDFUNDING INITIATIVE

**12:15 - 1:00 p.m.** Lunch for post-conference workshop attendees (included in workshop registration fee)

**1:00 - 4:00 p.m.** Post-Conference Workshop: Launching a Crowdfunding Initiative

With so much buzz around crowdfunding, are you curious what it takes to bring it to your campus? Join us to learn about Cornell's successful efforts in crowdfunding including: how to select a vendor, how to market the program on campus, and how to select projects.

### TESTIMONIALS

**"I work on a campus that isn't quick to embrace new social media tools. Being in a room with individuals from across the country for three days to just talk social media in higher education was such an invaluable resource for me!"**

*- Erika Fields, Web Content and Communications Director, Center for Work and Services, Wellesley College*

**"This conference not only gave me helpful materials that I can take back with me to influence change at my institution, but it also inspired me to try to go beyond refining our social media strategy and create effective, engaging content."**

*- Lauren Cunningham, Communications Specialist, Washburn University Foundation*

**"I came into this conference pretty clueless (in higher ed, social media) and I am leaving with a lot of valuable tools, ideas, and contacts thanks to the AISmc! The speakers were engaging, personable, and are obviously experts in their fields and the conference organizers didn't miss a beat! I am excited to attend more AI conferences in the future and would recommend AI conferences to a colleague without hesitation! #ThanksAI"**

*- Drew Jones, Admissions Coordinator, Central Oregon Community College*



# INSTRUCTORS



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**KEITH HANNON / Assistant Director, Social Media**

*Cornell University*

Keith Hannon (@KeithHannon) 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.



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**TIM JONES / Executive Creative Director**

*North Carolina State University*

Tim (@timjonesonline) 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. He previously served as the interim chief communications officer, 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 ten years, working at the College of William and Mary in Williamsburg, VA for six years before arriving at NC State.



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**MA'AYAN PLAUT / Manager, Social Strategy & Projects**

*Oberlin College*

In her current position, Ma'ayan Plaut (@plautmaayan) creates, collaborates, and communicates Oberlin's stories in the most social ways possible. She manages the Oberlin blogs and stories project, Oberlin's presences on social media sites (including but not limited to Facebook, Twitter, Tumblr, Flickr, and Youtube) and serves as a consultant, strategist, and cheerleader for individuals, departments, offices, and organizations around Oberlin's campus that are interested in delving into social spaces.

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# HOTEL RESERVATIONS

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The conference will be held at:

Chicago Marriott at Medical District/UIC  
625 S. Ashland Avenue  
Chicago, IL 60607

To reserve your room, call 312.491.1234. Please indicate that you are with the Academic Impressions group to receive the room rate of \$219 for single or double occupancy, plus applicable tax.

A room block has been reserved for the nights of September 16, 17, and 18, 2014. Reservations must be made by August 16, 2014. There are a limited number of rooms available at the conference rate. Please make your reservations early.

Experience the benefits firsthand of the beautiful Chicago Marriott at Medical District/UIC when you stay at the hotel's spacious accommodations in the Near West Side of Chicago. The hotel is conveniently located near many of the area's top business and medical sites, including the United Center, and the UIC and Rush Medical Centers.



## TRANSPORTATION

From Chicago Midway International Airport: The hotel is approximately 12 miles from Chicago Midway International Airport. Estimated taxi fare is 30 USD (one way). Alternate transportation: Airport Express; fee is 20 USD (one way) and reservations are required.

From Chicago O'Hare International Airport: The hotel is approximately 17 miles from Chicago O'Hare International Airport. Estimated taxi fare is 45 USD (one way). Alternate transportation: Airport Express; fee is 30 USD (one way) and reservations are required.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

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

# REGISTRATION FEES

**Your registration fee includes:** Full access to all conference sessions and materials, access to the networking reception on Wednesday, breakfast and lunch on Thursday, and breakfast on Friday, as well as refreshments and snacks throughout the conference.

**Best Value**

Conference + Post-Conference and Pre-Conference Workshops - \$1895 USD  
 \_\_\_ # of attendees

Conference + Pre-Conference Workshop- \$1595 USD   
 \_\_\_ # of attendees

Conference + Post Conference Workshop - \$1595 USD   
 \_\_\_ # of attendees

Total\_\_\_\_\_

**Conference**

Conference only - \$1295 USD  
 \_\_\_ # of attendees

Total\_\_\_\_\_

**Workshop**

Pre-Conference Workshop - \$395 USD  
 \_\_\_ # of attendees

Post-Conference Workshop - \$395 USD  
 \_\_\_ # of attendees

Total\_\_\_\_\_



**ATTEND AS A TEAM** - remember, when 2 members of the same institution register, a 3rd registration is 1/2 off.

### EARLY BIRD PRICING

Postmarked on or before August 29, 2014. For registrations postmarked after August 29, 2014, an additional \$100 fee per registrant applies.

Visit our website to register online:

<http://www.academicimpressions.com/conference/social-media-strategy-higher-education-beyond-basics-september-2014>



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

## CONFERENCE REGISTRATION INFORMATION

Print Name

Job Title

Institution/Organization

What name do you prefer on your name badge?

Address

City

State/Province

Zip/Postal Code

Country

Telephone

Email

**IF THIS CONFERENCE PARTICIPANT HAS ANY DIETARY OR ACCESSIBILITY NEEDS, PLEASE LIST THEM IN THE SPACE BELOW. WE WILL DO OUR BEST TO ACCOMMODATE THESE NEEDS.**

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

If you would like us to send a copy of your registration confirmation or receipt to someone else, please complete this section

## ADDITIONAL CONTACT INFORMATION

Additional Contact Name

Contact Phone

Additional Contact Email

Additional Contact Title

## EMERGENCY CONTACT INFORMATION

Emergency Contact Name

Emergency Contact Phone



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

**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

**CREDIT CARD**



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)	

**AMOUNT TO CHARGE:** \_\_\_\_\_

**CHECK/INVOICE**

- My check is included and covers \_\_\_\_\_ registration(s) Check # \_\_\_\_\_
- Please invoice me, Purchase Order # \_\_\_\_\_ (PO # not required to receive invoice)



**FREE HIGHER ED NEWS AND ANALYSIS**

Each conference registration includes a subscription to *Higher Ed Impact*, a free industry scan of news, trends, and research on higher education, delivered in an easy-to-scan email. *Higher Ed Impact* (HEI) includes:  
(Check the boxes for the editions you would like to sign up for)

- HEI: Daily Pulse** - impactful news, trends, and practices, sent daily
- HEI: Weekly Scan** - the week's most critical news, with analysis of top stories and trends, sent on Fridays
- HEI: Monthly Diagnostic** - practical takeaways addressing a strategic challenge facing institutions of higher ed, sent 9-12 times/year

List the names of the registrants you'd like to sign up:

*Note if you do not provide any names in the above space, all attendees will be signed up for the options selected.*



# ACADEMIC IMPRESSIONS CANCELLATION AND REFUND POLICIES



## SATISFACTION PROMISE

We want you to be satisfied with your Academic Impressions learning experience. If the program you purchased fails to meet your expectations, please contact us within 30 days and let us know. We'll credit the full amount you paid toward another AI program that may better fit your needs.

## CONFERENCES

For in-person conferences, substitute registrants are welcome and may be named free of charge at any time. If you cancel 8 weeks or more prior to the first date of the conference, you will receive a full refund, less a \$100.00 service charge per attendee.

If you cancel within 8 weeks of the first date of the conference, you are not entitled to a refund. However, as a courtesy, we will allow you to apply your payment, less the service charge, toward a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish.

Please note that if you do not attend and you do not contact us in advance to cancel as described above, you are responsible for the entire payment. In case this event is cancelled, Academic Impressions' liability is limited to a refund of the registration fee only.

## ONLINE TRAININGS CONSISTING OF AT LEAST ONE LIVE TRAINING DATE

You will receive a full refund (less a \$75 service charge) if you cancel 8 weeks or more prior to the first live training date. If you cancel within 8 weeks of the first live training date, you are not entitled to a refund. But as a courtesy, we will apply your payment (less a \$75 service charge) towards a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish. You may name a substitute primary participant free of charge at any time prior to the first live training date. If available, you may switch the live training format to a self-paced format (such as a CD-ROM Recording or On-Demand Download) free of charge. (Shipping charges will apply to CD-ROM Recording orders outside the U.S. or Canada.)

## ONLINE TRAININGS WHICH ARE PURELY SELF-PACED

All sales are final. No cancellations or refunds are provided.

## RECORDINGS, ON-DEMAND DOWNLOADS, MONOGRAPHS AND OTHER PUBLICATIONS

All sales are final. No cancellations or refunds provided.