

## Using Video Effectively in Recruitment Marketing | 06.28.2017

### Chat Transcript from the webcast

Christine Murphy: #aitraining

Southern Utah University: What software does Duke use for their content calendar?

Johns Hopkins University: You mentioned a scheduling tool / software - what is the software that you use?

AI Sarah: Trello: <https://trello.com/>

Southern Utah University: Thanks!

Johns Hopkins University: Thank you!

Mike Barzacchini: How much of your social strategies revolve around your institutional priorities vs. student engagement?

AI Sarah: Hootsuite: <https://hootsuite.com/> (Duke) and Sprout Social (Fort Lewis): <https://sproutsocial.com/>

Sarah: Can you say the name of the IG scheduler again?

DePaul University: We've watched your Snapchat account. How do you find and acquire student participants? Are they paid interns or are they unpaid contributors?

AI Sarah: @Mike Barzacchini hi!!! Happy to have you on the webcast :)

Lindsay Nyquist: Instagram scheduler is Onlypult

DePaul University: That was for Duke.

Michael: You may touch on this later, but what type of content are you sending out in email marketing?

Michael: Also Facebook Live

University of Redlands: Commencement ceremonies

Reynolds Community College: how much are you paying interns

Mike Barzacchini: We've used Facebook Live

Luke: Periscope, Facebook & YouTube

Lindsay Nyquist: We pay interns about \$9-10 per hour

A.T. Still University: How do you promote the live chats with current students?

California State University, Stanislaus: great video, we like that they are short under 40 seconds

Johns Hopkins University: You mentioned (Duke) you have a large percentage of students from China. What video platform do you use instead of Youtube to reach the audience in China?

NYU Steinhardt: How often do you do Day In The Life videos?

Samuel Merritt University: Is your strategy for graduate student videos different than your undergraduate student strategy?

DePaul University: SubX is the software we use - makes a file you can upload to most platforms.

Mike Barzacchini: How often are the student groups posting content?

Mike Brothers - Drury U: For Fort Lewis: Do you generally see more engagement on the Day In the Life vs the dorm/housing tours?

Cleveland State University: How do you get closed captioning to appear in a YouTube video that you post on Facebook

Cleveland State University: Ok, thank you

Cleveland State University: How do you make sure you are posting your facebook live to your page instead of your personal account

Mike Brothers - Drury U: Drury University is using a FB cover video!

A.T. Still University: The Netflix series Narcos has a great example of cover photo video:  
<https://www.facebook.com/NarcosNetflix/>

Southern Utah University: <https://www.facebook.com/SUUTBirds> SUU uses the FB Cover Video

Paula Thiessen: For content targeting prospective students in other countries, how much do you translate or post videos in other languages?

Samuel Merritt University: Who do you go through to get music for your videos?

Michael: do facebook cover videos work on mobile?

Lindsay Nyquist: @Samuel Merritt University -- we use a service called Premium Beat

Lindsay Nyquist: @Michael: I'm not sure!

Samuel Merritt University: thanks Lindsay!

cred Heart: [www.facebook.com/sacredheartuniversity](http://www.facebook.com/sacredheartuniversity) we find timelapses work nicely with the aspect ratio

DePaul University: AudioBlocks.com is a good music source

Johns Hopkins University: Those of you who are using these platforms for students - do you find they are more influential with the undergraduate population more than the graduate population?

Samuel Merritt University: @DePaul thank you, we will check out

Christine Murphy: Great tips and ideas - Academic Impressions will send out a transcript of this chat box as a resource after the webcast

Luke: What special considerations would you take for creating content for YouTube and Facebook 360 videos?

California State University, Stanislaus 2: is there an app for instagram that lets you repost or can you do it directly through instagram

Mike Brothers - Drury U: Targeting prospects or current students more on SnapChat?

DePaul University: Good other music sources (small cost) Audioblocks, Pond5, Audiojungle - tracks as low as \$5, or subscription options and then the rights are covered in the cost.

Lindsay Nyquist: @California State U Stanislaus we use Onlypult

Mike Brothers - Drury U: RE: Music sources - Drury uses APM. We find it to be fanstastic.

California State University, Stanislaus 2: Thank you!

Michael: Does Mish Guru give you any stats for videos that you post?

Michael: Or is it just analytics for videos that are snapped at you

DePaul University: We use Mish.Guru - they give you a lot of great analytics including Screenshots, individual views per post, etc.

DePaul University: (re @Michael)

Michael: Thank you!

DePaul University: How are you promoting the Snapchat to prospective students?

NYU Steinhardt: What kind of engagement do you see with the Snapchat filters?

NYU Steinhardt: Or how much engagement

Mike Barzacchini: In the event of potentially dangerous or threatening snaps made on campus, do you use Mish Guru to monitor those snaps? Or do you use the native app? or both?

NYU Steinhardt: Thank you!

Gillian: Do you have approval processes in place to help monitor student-led content?

A.T. Still University: How are you using boosted posts on Facebook?

Mike Brothers - Drury U: Have you seen any difference in engagement by using different YouTube thumbnails? Do they make a difference? What works?

Mike Brothers - Drury U: For example: YT suggested thumbnails vs one made using Photoshop?

cred Heart: Cover vids DO work on mobile

Lindsay Nyquist: Thanks @cred HEart!

Gillian: Thank you!

Al Sarah: Thanks everyone!!

Georgia Highlands College 3: Thank you so much for your time!

NYU Steinhardt: Thank you!

Lindsay Nyquist: Thanks everyone!

Mike Brothers - Drury U: Thanks - great stuff!

Samuel Merritt University: Thank you!!