

## USING VIDEO EFFECTIVELY IN RECRUITMENT MARKETING

#AItraining



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## LEARNING OUTCOME

### After participating...

...you will be able to use video more effectively in your recruitment marketing efforts.



WHAT WE WILL  
COVER TODAY



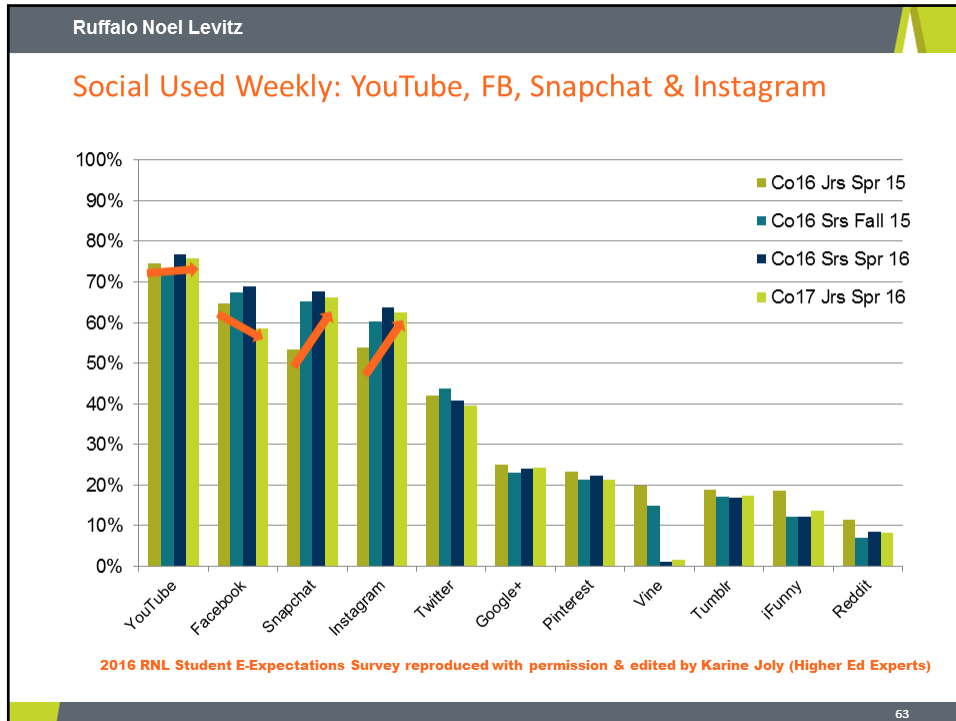
- How much new content should I be creating?
- What kinds of videos are other institutions creating and sharing with prospective students?
- Which channels should I be prioritizing for both the creation and the sharing of video?
- What results have other institutions seen from using video in their recruitment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



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PLANNING FOR VIDEO CONTENT

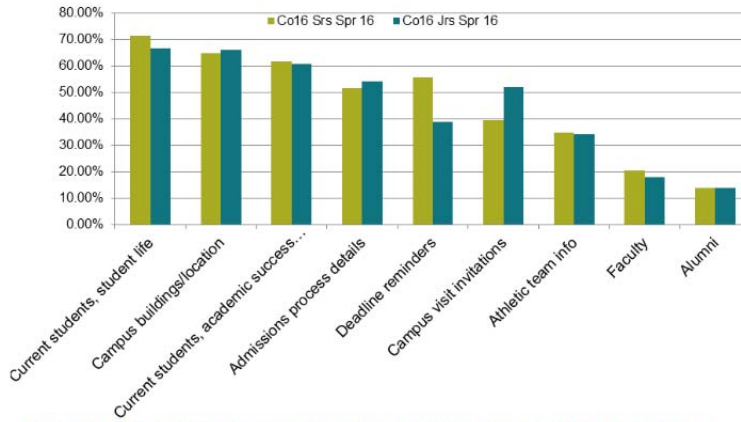




## WHAT KIND OF CONTENT SHOULD WE CREATE?

Ruffalo Noel Levitz

### Most interesting topics for college info on social media



2016 RNL Student E-Expectations Survey reproduced with permission & edited by Karine Joly (Higher Ed Experts)

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## STAFFING AND PLANNING AT FORT LEWIS

## WHAT DO PROSPECTIVE STUDENTS WANT TO SEE?



What their lives will be like when they get here.  
What is different here compared to other schools.



## HOW ARE WE STAFFED TO ACCOMPLISH THAT?



- Full-time Videographer, focuses mainly on Advancement pieces
  - Video intern
- Full-time Public Affairs Officer, manages all live streams
- Local and national freelancers
- Student marketing team with talent and passion
  - Social video intern
  - Content creation interns



## HOW DO WE PLAN CONTENT?

**PROFESSIONAL VIDEO**

- Monthly or bi-weekly editorial meetings with writing / creative staff
- How can videos support written stories or tell stories on their own?

**SOCIAL VIDEO**

- Weekly Monday planning meetings
- Determine most important campus events or messaging
- Assign students to cover



## HOW DO WE PLAN CONTENT?

**FLC SOCIAL GAME PLAN // MAR20-27**

big events this week:  
Sustainability summit  
Pirates starts

tasks	LM	LN	AM	LG
<b>TWITTER</b>				
Schedule event tweets for next week			x	
Schedule brand tweets for next week (photos, tidbits)	x			
Post newsy tweets		x		
<b>INSTAGRAM</b>				
Regram #fortlewiscollege pics for next week	x			
Reach out to executive teams (MacPherson, Fullinwilder, Yocky)	x			
<b>SNAPCHAT</b>				
What's Happening Monday 20 <sup>th</sup>			x	
Advising thing Monday 20 <sup>th</sup>			x	
Sustainability Summit 4:15pm Tuesday 21 <sup>st</sup>	x			
Pirates 5:30pm Wednesday 22 <sup>nd</sup>	x			
Comic-Con 6:30pm Thursday 23 <sup>rd</sup>			x	
SnapTolt Friday 24 <sup>th</sup>	x			
Purgatory ski trip Saturday 25 <sup>th</sup>			x	

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## STAFFING AND PLANNING AT DUKE



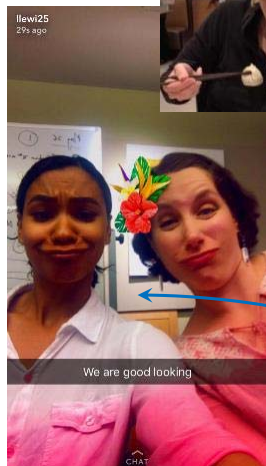
### ■ SOCIAL MEDIA STAFF

Laura



- Office of News & Communications
  - Director of global communications & engagement (Laura Brinn)
  - Director of social media & content strategy (That's me!)
- Community manager (Lyndsi Lewis)

Sonja

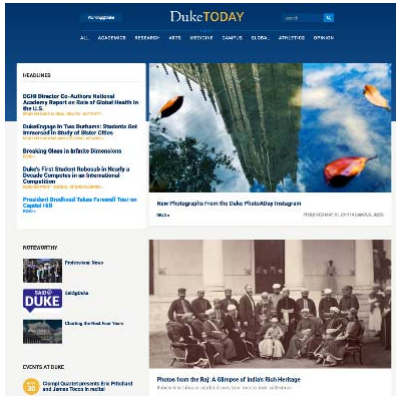


- Team of WONDERFUL students
- Admissions
  - Social media coordinator

Lyndsi



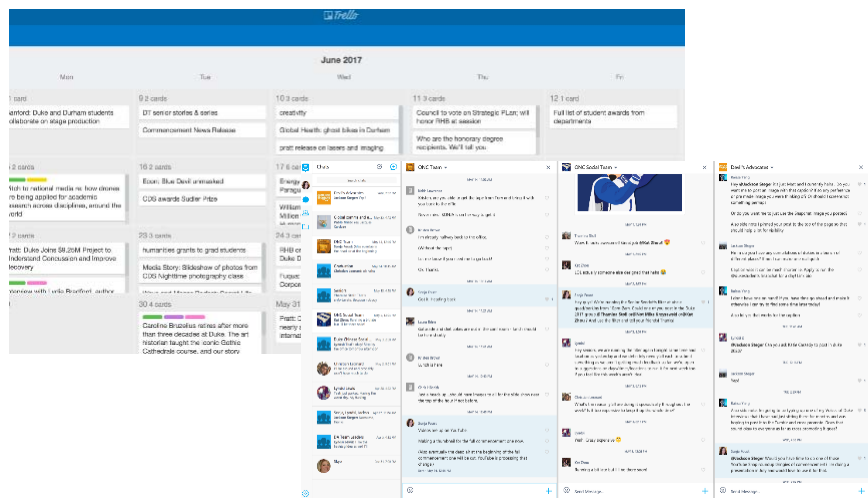
## CONTENT CREATION



- Science writers (team of 3)
- Humanities, arts, politics writers (team of 5)
- Videographer (1)
- Graphic designers (2)
- Social media staff (Lyndsi and me)
- Student social team (8-10 paid "editors," and larger staff of unpaid underclassmen)
- Student interns (3-4 paid interns at ONC)



## CONTENT PLANNING

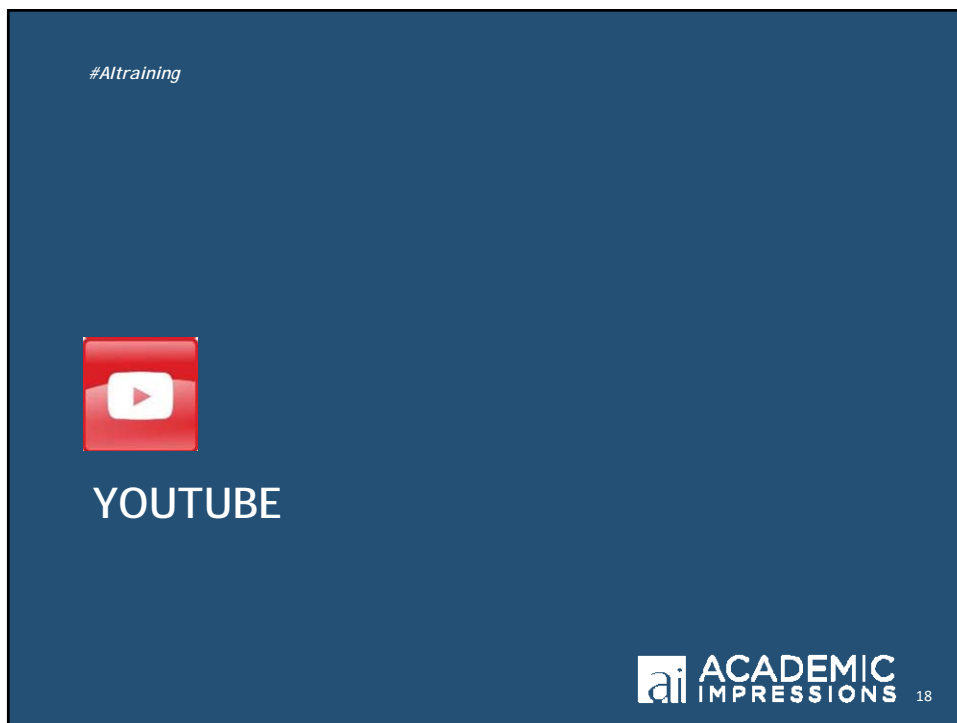







**?** QUESTIONS

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YOUTUBE

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POLL

Do you live stream events?



■ WHY YOUTUBE  
ROCKS



- SEARCH!
  - YouTube is the second most popular search engine, behind Google.
- Embed-ability
- Flexibility
  - Short videos
  - Long videos
  - Live videos

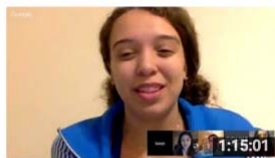


## YOUTUBE AT DUKE

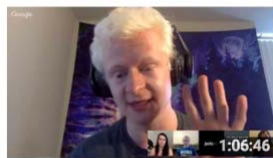


### LIVE STUDENT CHATS

#### Popular uploads



**Video Chat with Duke Students**  
2,565 views • Streamed 4 months ago



**Admitted Students Chat**  
778 views • Streamed 1 month ago



**Admitted Students Chat**  
326 views • Streamed 1 month ago

- Current students speak with admitted/prospective students about Duke
- Using former Google Hangouts On Air tech, now integrated into YouTube

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■ ADMISSIONS  
OFFICE  
NEWSLETTERS



- Repurpose content that works especially well for incoming students
- More views on great videos- it's a win-win!

*Creativity at Duke:*


<https://www.youtube.com/watch?v=KYVJbRONwPc>



YOUTUBE AT FORT LEWIS



## ■ YOUTUBE IS ...




- Our main video content repository
- Initial distribution for our finished pieces, followed by
  - Social media
  - Email newsletters
  - Homepage



## ■ HOW DO WE UTILIZE YOUTUBE?

<b>ADMISSION SERIES</b> Semi-authentic pieces answering Admission questions	<b>LIVE STREAMS</b> Graduation, performances, lectures
<b>ADVANCEMENT SERIES</b> Event wraps, documentaries, interviews	<b>COMMERCIALS</b> Quick, punchy, stylized content



## ADMISSION SERIES: HOUSING TOURS



Ease students' housing anxiety, give them more insight into each building, see decoration options, meet students

<https://www.youtube.com/playlist?list=PL-bsxUI5GqSxLxst3I8BTMJ2w9xBJOGVB>



## ADMISSION SERIES: DAY IN THE LIFE



Highlight several programs in one video, meet students, see personalization of each student experience

<https://www.youtube.com/playlist?list=PL-bsxUI5GqSybnh5PW10BitnMrF4K3AAZ>



## ADMISSION SERIES: ACADEMIC SPOTLIGHTS



Show student passion for academics, highlight out of classroom experiences, display differentiators, meet students & faculty

<https://www.youtube.com/playlist?list=PL-bsxUI5GqSxdMDeHs4sSchG9PYeg1rwZ>



## COMMERCIALS



Secondary distribution after broadcast TV.  
Overview of campus offerings with an edgy, modern lens.

<https://www.youtube.com/watch?v=bPxbodYfPk>



## LIVE STREAM FOR EASY CONTENT



*We stream Athletics events with a third-party provider*

*Closed captioning is a challenge!*

Show off student success, be very authentic, highlight facilities, document campus life, drive up YouTube subscriber rates




## POLL

How do you closed caption?





**BE PREPARED FOR VIRAL VIDEOS**




Viral videos increase engagement like no other; make a pathway for them to be discovered!

<https://www.youtube.com/watch?v=8KQ5THdYX28>



**BE PREPARED FOR VIRAL VIDEOS**

Video	Watch time (minutes)*	Views
5'8" Skyhawk Daniel Hernandez Blocks 6'8" Pl...	62,362 (14%)	118,339 (42%)
CE Ultrashort Video	8,379 (1.8%)	10,866 (3.9%)
Think Fort Lewis College!	3,268 (0.7%)	6,579 (2.3%)
Residence Hall Tours at Fort Lewis College: W...	9,544 (2.1%)	5,062 (1.8%)
Residence Hall Tours at Fort Lewis College: A...	9,187 (2.0%)	4,592 (1.6%)





## DIRECT UPLOAD

In our testing, we found that Facebook *dramatically* favors direct upload vs. linking out to YouTube.



## RESOURCE

### Duke University Facebook Video Study

The results of our experiment to determine how Facebook treats direct uploaded video differently than linked video

<https://www.slideshare.net/CaraRousseau/facebook-video2015-slideshare>



## ■ OPTIMIZE FOR MOBILE

- **CAPTION!**  
People on mobile are likely watching with the sound off. Upload caption files.
- **CUT THE FLUFF!**  
You only get a few seconds to grab attention as people scroll through. Take off the intro bumpers and cut right to the chase.



## FACEBOOK VIDEO AT DUKE



## FACEBOOK LIVE



**Duke University** was live.  
November 20, 2016 · 0

Watch live: Duke professor Dan Ariely runs a demonstration of his new book, "Payoff: The Hidden Logic That Shapes Our Motivations." The book reveals insights into motivation and what drives people -- how it works and how we can use this knowledge to approach important choices in our own lives.

In this Facebook Live, Ariely is asking students to participate in solving a puzzle for money ... or pizza, demonstrating the complexity of what motivates people.

Leave questions for Dan in the comments.

- Lots of engagement
- Fun and experimental
- TIP: Sound is the hardest part.

*Video example link:*

<https://www.facebook.com/DukeUniv/videos/10154047225446475/>

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## RESOURCE

### Using an Encoder for Facebook Live

At Duke, we've used a free encoder (OBS) to stream our Facebook live via a webcam and microphone set-up instead of a mobile device.

<https://iag.me/socialmedia/broadcast-computer-facebook-live/>

## FACEBOOK VIDEO AT FORT LEWIS

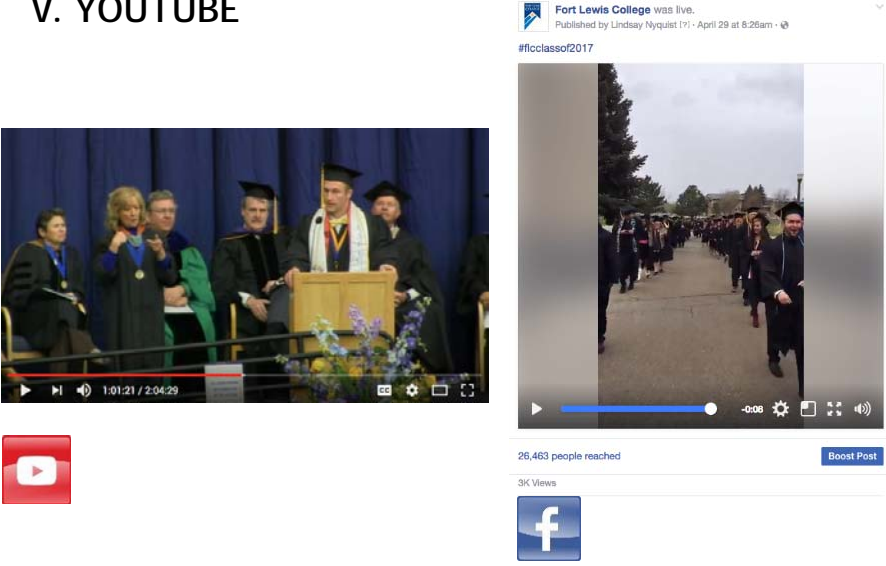


### ■ HOW DO WE UTILIZE VIDEO ON FACEBOOK?

- Post native video whenever possible instead of YouTube links
- Live video of less formal events




## FACEBOOK LIVE V. YOUTUBE



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## OUR FUTURE WITH FACEBOOK LIVE

- Increase use with non-formal events!
- Live stream audio interviews that we do already
- Keep audience in mind



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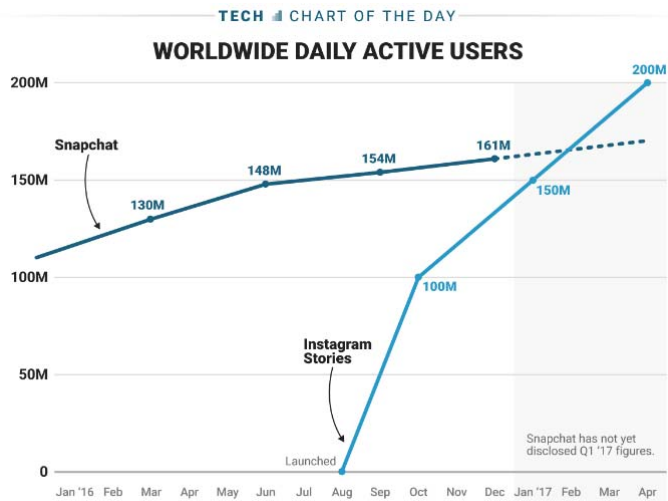
## INSTAGRAM STORIES V. SNAPCHAT



Business 2 Community, "Instagram Stories v. Snapchat: Which Will You Choose?," August 11, 2016



## INSTAGRAM STORIES V. SNAPCHAT



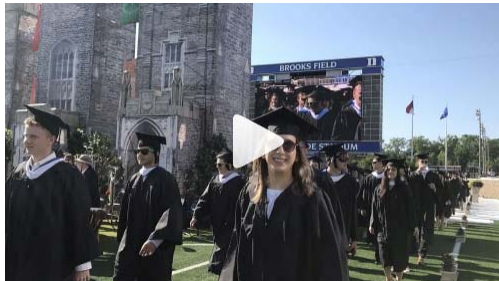
Business Insider: "Instagram's rapid attack on Snapchat," April 24, 2017

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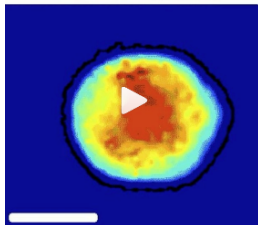
## INSTAGRAM AT DUKE



### DO COOL STUFF



Original Cell Phase Image



Non-standard video  
works best:

- High-speed
- Boomerangs
- Timelapses
- Creative stuff!



## INSTAGRAM AT FORT LEWIS

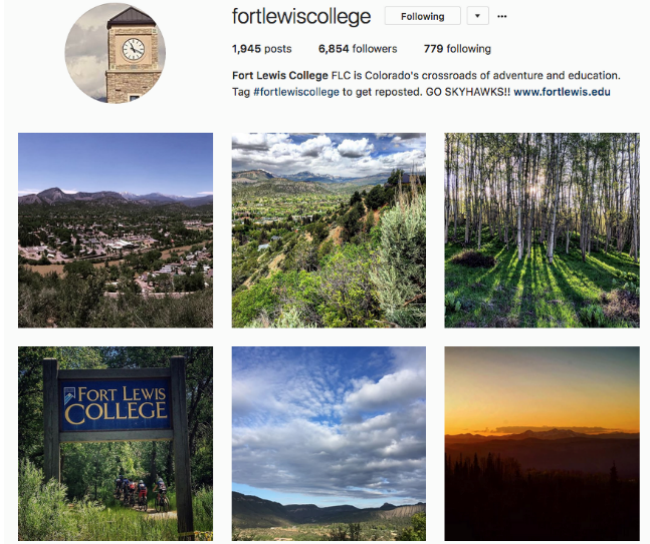


### ■ HOW DO WE UTILIZE VIDEO ON INSTAGRAM?

- Instagram as a portfolio platform
- Most of our Instagram feed is regrams
- Very clear look to our feed - beautiful photos from campus and the region, taken by student photographers



## FLC INSTAGRAM FEED



The screenshot shows the Instagram profile for Fort Lewis College (@fortlewiscollege). The profile includes a circular profile picture of a clock tower, the name 'fortlewiscollege', and a 'Following' button. Below the name, it shows '1,945 posts', '6,854 followers', and '779 following'. The bio reads: 'Fort Lewis College FLC is Colorado's crossroads of adventure and education. Tag #fortlewiscollege to get reposted. GO SKYHAWKS!! www.fortlewis.edu'. The feed consists of six square images: a landscape with mountains, a green valley, a forest of tall thin trees, a sign for Fort Lewis College, a cloudy sky over a valley, and a sunset over mountains.

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## OUR FUTURE WITH INSTAGRAM VIDEO

- Expanding here as well
- Have hired a social video intern to join the student marketing team
  - Focus on one short video per week to begin
  - Drone fun!
- Continue to monitor Instagram Stories vs. Snapchat
  - Consider dual posting

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## WTF, SNAPCHAT?



- Super, super casual.
- Audience is much younger.
  - Even graduating seniors in 2017 don't have as much adoption as incoming freshmen.
- Video is short and in-the-moment!
  - 10 seconds max
  - Must be live



## SNAPCHAT AT DUKE



@DUKESTUDENTS



OUR SNAP ACCOUNT IS BRANDED AS A STUDENT ACCOUNT.

Students run it. Students post to it. It's a student voice. We don't even have an institutional Duke University Snap.



THE BIG DUKE SNAP SECRET: MISH GURU

mish guru Dashboard Uploads Received Snaps Sent Snaps Sent Stories **BETA** Outbox dukestudents

Allows us to repost anything that gets snapped to our account

Gives us some analytics

Allows us to upload video

Allows us to download Snaps to reuse on YouTube, Instagram Stories, or wherever

CON: \$\$

CON: Doesn't work with Spectacles (yet)

Day	Total Views	Unique Viewers	Avg Amount Watched	Finished Entire Story
Day of Monday, May 22nd 2017	3,788	1,948	70%	98%
Day of Friday, May 18th 2017	4,638	2,341	62%	98%
Day of Tuesday, May 16th 2017	12,862	2,690	61%	91%
Day of Sunday, May 14th 2017	36,563	2,680	55%	83%

## SNAP SPECTACLES



- Super fun, point-of-view video
- Fairly inexpensive

*Example of Snapping with Spectacles:*  
<https://www.youtube.com/watch?v=ZQKlazL3a9c>



## SNAPCHAT AT FORT LEWIS





## HOW DO WE UTILIZE VIDEO ON SNAPCHAT?

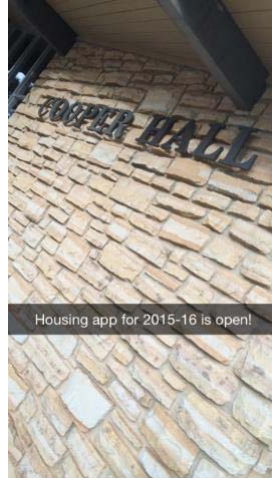
- Two accounts
  - @flcdurango (institutional account)
  - @flcprospect (admission account)
- Have fun with it!!
- Ok to be more snarky or sarcastic here
- Live event coverage
- Plan for daily content during the academic year



## CONTENT FOR SNAPCHAT: EVENT COVERAGE



## CONTENT FOR SNAPCHAT: PSAs



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## CONTENT FOR ADMISSION SNAPCHAT



Focus just on messaging for prospects

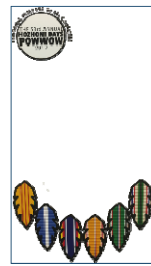
Formats:

- Showing off campus areas (residence halls, Student Union)
- Deadlines or step-by-step process oriented (how to apply for housing, confirmation deadline)
- Takeovers by admission ambassadors

<https://youtu.be/67iRKEKyVdc>

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## SNAPCHAT ON-DEMAND FILTERS



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## QUESTIONS

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## ANALYTICS, METRICS, AND RESULTS




### ■ WHAT QUESTIONS DO YOU WANT TO ANSWER?

- You can't report on everything, so ask the right questions first.
- Pull the data that will answer the right questions.
- Possible questions:
  - How did this campaign compare to others?
  - What was the sentiment around this campaign?
  - Did we gain impressions/engagement/followers?




**REPORT BY  
CAMPAIGN RATHER  
THAN PLATFORM**

<b>ADMISSIONS SUPPORT</b> How was engagement?	<b>COMMENCEMENT</b> What audiences did we reach?
<b>GIFT ANNOUNCEMENT</b> What was the sentiment?	<b>BIG STORY</b> Where did we get the most media pick-up?

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**EXAMPLES FROM DUKE**

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## Office of News & Communications Support for Undergraduate Admissions



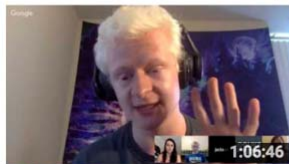
2016-2017



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## Admitted Student Online Chats

April 1 and April 15, 2017



**Admitted Students Chat**  
765 views • Streamed 1 month ago

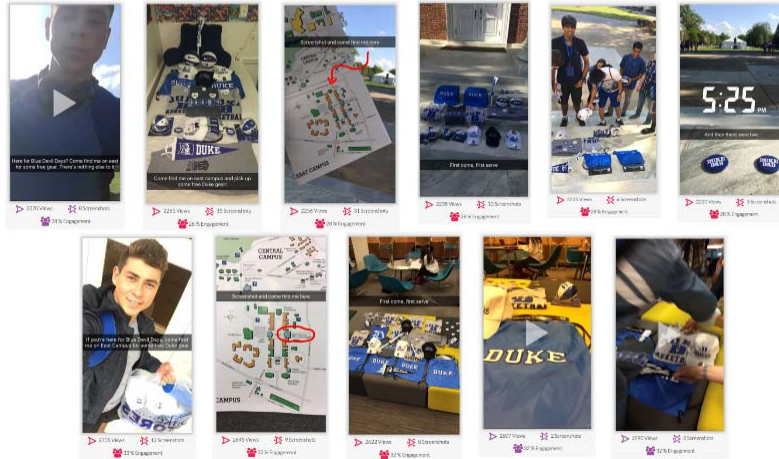
- 15,487 minutes watched (258+ hours)
- 1,079 views
- #1 and #2 videos on [DukeStudents YouTube channel](#) in April
- 9 current Duke student hosts



**Admitted Students Chat**  
319 views • Streamed 2 weeks ago

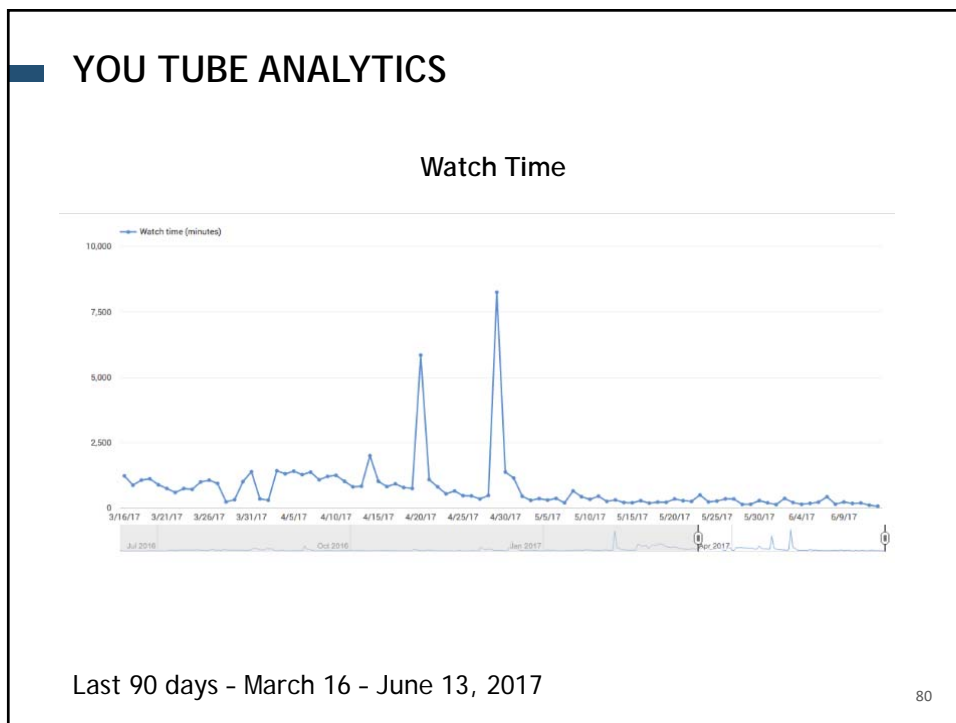
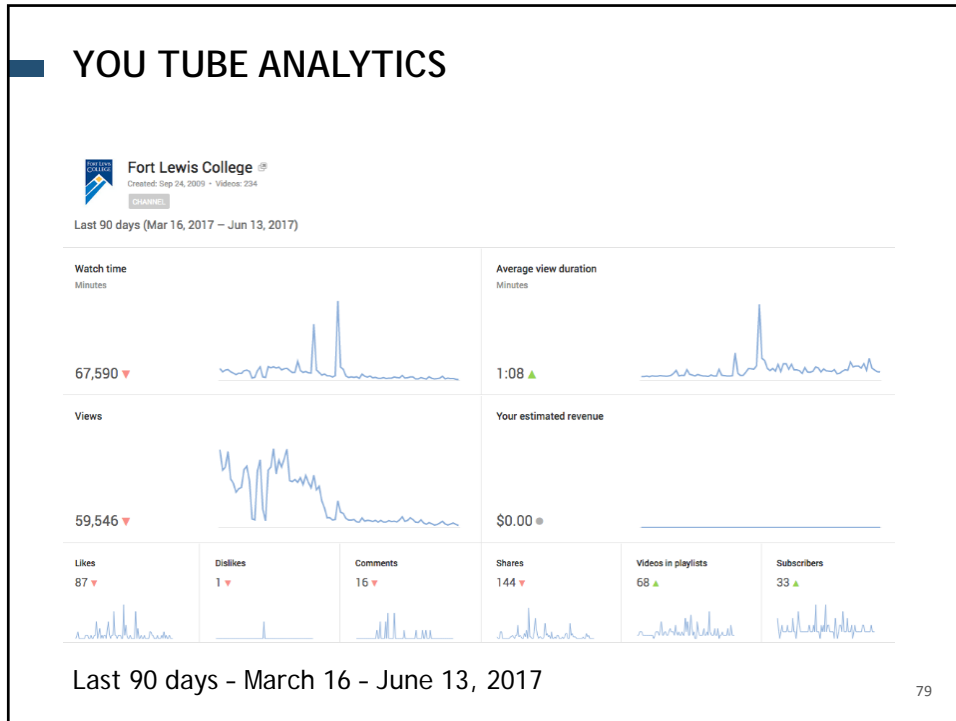
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### Snapchat Scavenger Hunts

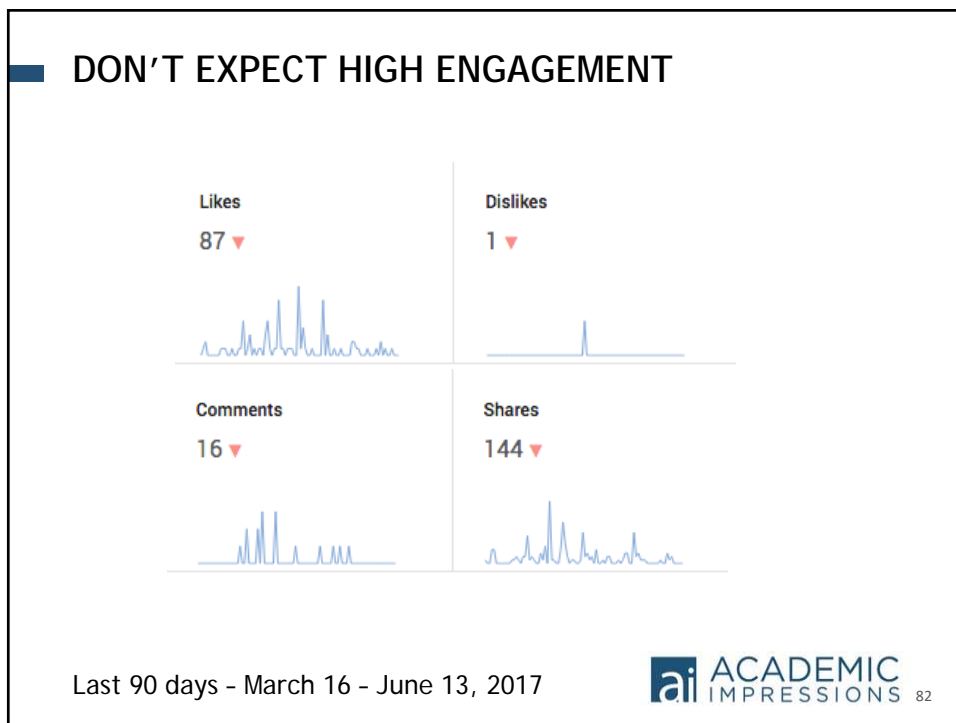
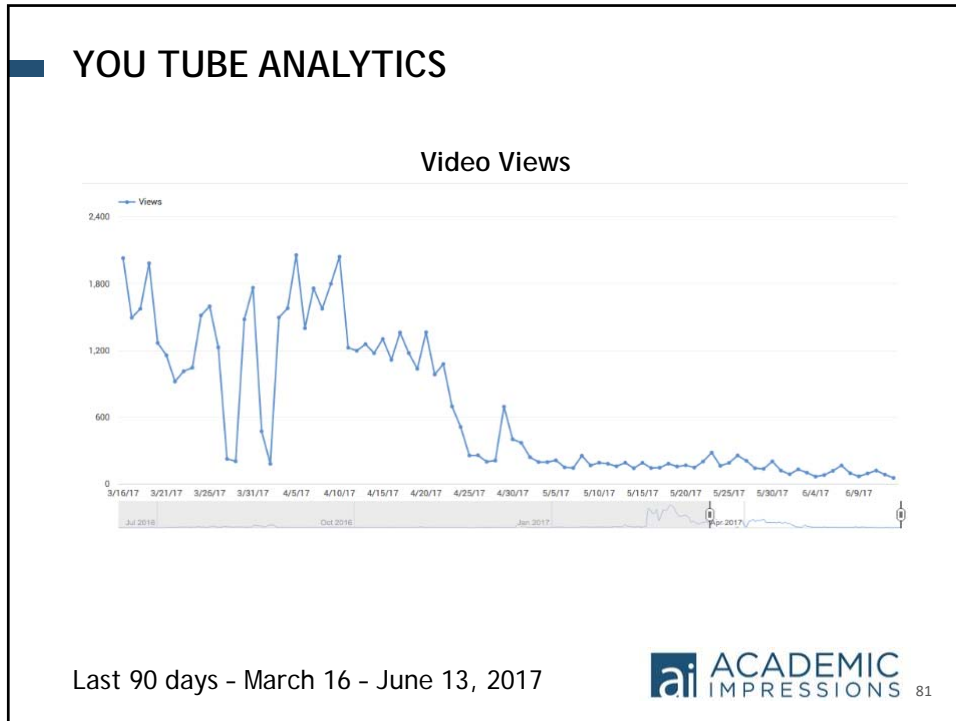


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### EXAMPLES FROM FORT LEWIS







## EMBRACE LIVE STREAMS TO GENERATE VIEWS

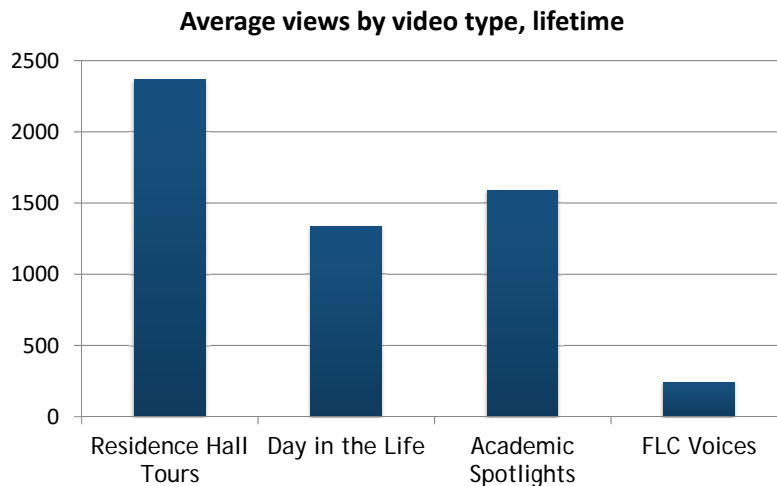
Top 10 Videos [Browse all content](#)

Video	↓ Watch time (minutes)	↓ Views
5'8" Skyhawk Daniel Hernandez Block...	22,454 33%	42,598 72%
Fort Lewis College Spring Commence...	5,685 8.4%	560 0.9%
Fort Lewis College Spring Commence...	4,611 6.8%	353 0.6%
CE Ultrashort Video	4,319 6.4%	5,554 9.3%
2017 FLC Undergraduate Research Sy...	2,467 3.6%	257 0.4%
Fort Lewis College Symphonic Band a...	2,259 3.3%	187 0.3%
Fort Lewis College Choirs Concert	2,218 3.3%	88 0.1%
Fort Lewis College Music's Percussio...	1,806 2.7%	234 0.4%
Sitter Family Hall takes Fort Lewis Col...	1,607 2.4%	585 1.0%
2017 FLC Undergraduate Research Sy...	1,294 1.9%	241 0.4%

Last 90 days - March 16 - June 13, 2017



## SET REASONABLE GOALS FOR VIEWS





## QUESTIONS



## TAKEAWAYS

- Create as much video as you can! (now you have insights into how—so go forth and do it!)
- Experiment with formal and informal styles.
- Rely on students for authentic language, imagery, and content.



## EVALUATION

# Thank you!

Please remember to complete the event evaluation.  
Your comments will help us continually improve the  
quality of our programs.

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