



CONFERENCE

SOCIAL MEDIA STRATEGY FOR HIGHER EDUCATION: BEYOND THE BASICS

**March 3 - 5, 2014
Boston, MA**



**ACADEMIC
IMPRESSIONS**



Learn how to develop a social media strategy, broaden your tactical reach, and cultivate supportive and engaged communities.

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 butterfly. It is time for institutions to take a step back and structure a fully formed strategy to push their online tactics to a better coordinated and more productive end.

Join us in Boston to 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.

LEARNING OUTCOME

After participating in this conference, you will be able to deploy a social media strategy with tactics in key areas, such as marketing and communication, enrollment management, and advancement.

BRING YOUR TEAM AND SAVE!

We know that critical issues and challenges require the input and support of many campus stakeholders. To help make it possible for your team to attend, when 2 members of the same institution register, a 3rd registration is half off.

WHO SHOULD ATTEND

Admissions, enrollment, advancement and alumni relations, communications, and marketing professionals charged with overseeing social media efforts will learn the core components of a comprehensive social media strategy and leave with a plan of action to enact upon returning to campus. There will be a dedicated breakout session for advancement/alumni relations professionals, marketing and communications professionals, and admissions and enrollment professionals.

[CLICK HERE TO REGISTER](#)

**BRING YOUR LAPTOP**

Conference attendees should bring a laptop, preferred over a tablet, because conference materials will be distributed on a USB drive. Additionally, the event has several hands-on working sessions where you will be able to implement new ideas on your social media platforms.

CONFERENCE WORKSHOPS

Pre-Conference Workshop: Social Media's Role in Crowdsourcing and Crowdfunding

Post-Conference Workshop: Managing Student Staff and Contributions to Social Media

AGENDA

MARCH 3, 2014

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

- 8:00 - 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: Social Media's Role in Crowdsourcing and Crowdfunding
With so much buzz around crowdsourcing and its spin-offs, what is social media's role? If you are curious about bringing crowdfunding to campus or learning to leverage crowdsourcing in your social media efforts, please join us to learn about Cornell's successful efforts in crowdfunding and crowdsourcing, both in fundraising and generating content.
- 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 - 2:00 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, advancement/development, and institutional strategies. 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 results of this session will be an outline that will serve as the foundation for your participation in the rest of the program.



AGENDA

MARCH 3, 2014 (CONTINUED)

2:00 - 2:45 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

2:45- 3:00 p.m.**Break****3:00 - 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. However, 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.

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)**

MARCH 4, 2014

8:30 - 9:00 a.m.**Continental breakfast (included in registration fee)****9:00 - 10:30 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.

10:30 - 10:45 a.m.**Morning break****10:45 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.



AGENDA

MARCH 4, 2014 (CONTINUED)

- 12:00 - 1:00 p.m.** Lunch (included in registration fee)
- 1:00 - 3:00 p.m.** Breakout Session 1: Social Media to Enhance Enrollment Management, Increase Applications, and Improve Yield Results
- 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 to full-fledged members of your college's community.
- Breakout Session 2: Make Your Ask Stronger: Social Media and Solicitation
- This session will help you maximize social media tools to get the most out of your ask, whether it's online, through a mobile device, in an emailed video, or through QR-coded postcard. We'll then 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 platform's, promotional tools, key branding strategies, and how to use different mediums in specific initiatives like university-wide events.
- 3:00 - 3:15 p.m.** Afternoon break
- 3:15 - 4:45 p.m.** Developing Effective Policies and 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 in times of challenges and crises. Have you developed the right policies and guidelines that ensure you have appropriate governance and management of your presence? Are you ready to use social media to respond in the wake of a natural disaster, campus crime, or just some crazy stunt on campus that catches the social winds? In this working session, we'll outline the key parts of being ready and working with others to respond to various scenarios.
- 4:45 - 5:00 p.m.** Day 2 Closing Q&A and Wrap-Up



AGENDA

MARCH 5, 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. The session will begin with each faculty member offering 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

POST-CONFERENCE WORKSHOP: MANAGING STUDENT STAFF AND CONTRIBUTIONS TO SOCIAL MEDIA

- 12:15 - 1:15 p.m.** Lunch for post-conference workshop attendees (included in workshop registration fee)
- 1:15 - 4:15 p.m.** Post-Conference Workshop: Managing Student Staff and Contributions to Social Media
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.



INSTRUCTORS



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.



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.



INSTRUCTORS

**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.

**JASON SIMON / Director, Marketing and Communication Services***University of California System*

Jason joined the University of California System in 2009, managing the reorganization of its communication group. He oversees the system's marketing efforts and manages a group tasked with branding, advocacy, recruitment, and web/outreach strategies. Prior to joining the UC System, Jason was the executive director of marketing and creative services at North Carolina State University. There he oversaw the launch of an integrated branding campaign, a new enrollment strategy, and the launch of a billion-dollar capital campaign.

TESTIMONIALS

"With the increased importance of idea creation and collaboration for social media efforts this conference was a necessity for the growth of our university's efforts. I've come away from this conference with fresh perspectives and valuable connections."

- Crystal George, Alumni Relations Marketing and Communications Coordinator, UNCW

"I came away with a wealth of ideas for how we can improve our social media strategy and how we can use social media marketing to improve our overall marketing for the university."

- Scott Bynum, Manager, Web Marketing, Texas Woman's University

"I truly enjoyed this conference, and learned a lot that I can take back to campus. I'm excited to look at my campus' social media plan and how I can improve it."

- Jessica Lohner, Public Relations Coordinator, College of Mount St. Joseph



HOTEL RESERVATIONS

The conference will be held at:

Hyatt Boston Harbor
101 Harborside Drive
Boston MA 02128

To reserve your room, call 888-421-1442. Please indicate that you are with the Academic Impressions group to receive the room rate of \$130 for single or double occupancy, plus applicable tax.

A room block has been reserved for the nights of March 2, 3 and 4, 2014. Reservations must be made by February 10, 2014. There are a limited number of rooms available at the conference rate. Please make your reservations early.

The Hyatt Boston Harbor's location on the water provides convenient access to downtown Boston, while remaining close to the airport. Make the most of the hotel's location by discovering the finest Boston activities such as scenic boat cruises from the back dock of our waterfront hotel. The hotel provides a free shuttle directly to public transit or ride in style on a private water taxi to Boston's historic North End. Explore Boston's famous tourist attractions including Faneuil Hall, Quincy Marketplace, Boston Public Garden, New England Aquarium, Charlestown and the USS Constitution.

Proximity to airport: Complimentary 24 hour airport shuttle Boston Logan .5 miles





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.

Register online at www.academicimpressions.com

REGISTRATION FEES

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

Best Value	Conference	Workshop
Conference + Post-Conference and Pre-Conference Workshops - \$1895 USD <input type="checkbox"/> ___ # of attendees	Conference only - \$1295 USD <input type="checkbox"/> ___ # of attendees	Pre-Conference Workshop - \$395 USD <input type="checkbox"/> ___ # of attendees
Conference + Pre-Conference Workshop - \$1595 USD <input type="checkbox"/> ___ # of attendees		Post-Conference Workshop - \$395 USD <input type="checkbox"/> ___ # of attendees
Conference + Post Conference Workshop - \$1595 USD <input type="checkbox"/> ___ # of attendees		
Total _____	Total _____	Total _____



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

EARLY BIRD PRICING

Postmarked on or before February 14, 2014. For registrations postmarked after February 14, 2014, an additional \$100 fee per registrant applies.

REFUND/CANCELLATION POLICY

Refunds will be issued only if cancellations are received in writing by December 6, 2013. A \$100 processing fee will be assessed. After December 6, 2013 a credit (less \$100 processing fee) will be issued. The credit will be valid for 12 months and can be used toward any future conferences, Web conferences, audio proceedings, or Web conference archives. In case this event is cancelled, Academic Impressions' liability is limited to a refund of this registration fee only. Purchasing questions, please contact us at 720.488.6800.

By submitting this registration form, you agree to the terms and conditions of the above cancellation policy.

Visit our website to register online:

<https://www.academicimpressions.com/conference/social-media-strategy-higher-education-beyond-basics-march-2014#Location>



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.

WEBCASTS AND ONLINE COURSES

For webcasts and online courses, substitute registrants are welcome and may be named free of charge at any time prior to the day of the webcast. When available, you may also switch your webcast or online course order from a live connection to an on-demand download or CD recording (and vice versa) at no additional cost (shipping charges will apply to CD Recording orders outside the U.S. or Canada).

If you cancel 8 weeks or more prior to the webcast or online course date, you will receive a full refund, less a \$75.00 service charge. If you cancel within 8 weeks of the webcast or online course date, 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 login to view the webcast or online course 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.

RECORDINGS, ON-DEMAND DOWNLOADS, MONOGRAPHS AND OTHER PUBLICATIONS

All sales are final. No cancellations or refunds provided.



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CONFERENCE REGISTRATION INFORMATION

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Job Title

Institution/Organization

What name do you prefer on your name badge?

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City

State/Province

Zip/Postal Code

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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



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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



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and MC or 4 digits on front of AmEx)

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AMOUNT TO CHARGE: _____

☐ 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.