



SOCIAL MEDIA IN STUDENT RECRUITMENT: EMERGING CHANNELS AND METRICS

April 6, 2016 :: 1:00 - 2:15 p.m. EDT

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Gain deeper insight into Snapchat, Periscope, and the ROI of your social media efforts.
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OVERVIEW

In this 75-minute webcast, our expert instructors will take a deep dive into the following topics as they relate specifically to social media use in student recruitment:

Emerging Social Media Channels

In this first section, we will discuss use cases of both Snapchat and Periscope in higher ed admissions. You will learn practical methods for promoting your accounts, gaining followers, selecting the right content, and interacting with prospective or admitted students through these channels. Our presenters will show you specific examples of how they have successfully utilized these platforms.

Social Media Metrics & ROI Measurement

In this second section, we will take a detailed look at the metrics our presenters prioritize when reporting across all of their social media channels, and will discuss how you can improve the effectiveness of your own reporting. Through an institutional case study, we will also explore the question of how you can measure the ROI of your social media efforts.

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<http://www.academicimpressions.com/webcast/social-media-student-recruitment-emerging-channels-and-metrics>



GET 2 WEBCASTS AND SAVE \$50

Interested in using social media for student recruitment but unsure where to begin? Join us for [Getting Started: Using Social Media in Student Recruitment](#). Save \$50 when you sign up for both trainings.

WHO SHOULD ATTEND

This webcast will be particularly valuable for those who have already been using social media as part of their student recruitment efforts, understand the basics, and are looking for an in-depth dive into specific sub-topics. This may include professionals from Admissions, Enrollment Management, and Marketing & Communications.

LEARNING OUTCOME

After participating in this online training, you will be able to better incorporate emerging platforms and smarter metrics & measurement into your current prospective student-facing social media strategy.

CONTACT US FOR MORE INFORMATION

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



AGENDA

Wednesday, April 6, 2016 :: 1:00 - 2:15 p.m. EDT/EST

➔ **“Off the beaten path”:** Snapchat & Periscope

- Promoting accounts
- Gaining followers/viewers
- Content selection
- Interacting with prospective & admitted students

➔ **Metrics and Measurement**

- Metrics & reporting across platforms
- Analytics/measurement tools to gauge success
- Quantifying ROI--institutional case study

INSTRUCTORS

Kayla Hersperger, Online Design and Communication Specialist, Slippery Rock University

As the Online Design and Communication Specialist at Slippery Rock University, Kayla's primary responsibilities include the following: administration of institutional marketing, management of website content, direction of social media strategy, and production of promotional recruitment videos. Having nearly six years of experience reporting directly to the associate provost of enrollment management, she has a solid understanding of higher education and the strategies necessary to achieve enrollment goals. She thrives on problem-solving and content creation. She presents at a national level on marketing and recruitment in admissions. Kayla's job requires balancing technological prowess, digital writing skills, and design expertise within a collaborative and data-driven environment. She is an alumna of SRU, having received her BA and MA (English Literature) in 2009 and 2011, respectively.

Cara Rousseau, Manager, Social and Digital Media Strategy, Duke University

Cara manages digital and social media for the Office of News and Communications and the Office of Undergraduate Admissions, and leads social media strategy for the university. She joined Duke in 2011 after serving as director of partnership initiatives for the Research Triangle Foundation of North Carolina, where she focused on marketing, strategic initiatives, social media efforts and partnership relations. Cara holds an MBA from the Kenan-Flagler Business School and an undergraduate degree in economics and political science, both from the University of North Carolina at Chapel Hill.



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Postmarked on or before March 30, 2016. After March 30, 2016, an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies.

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