



CONFERENCE

SOCIAL MEDIA STRATEGY FOR HIGHER EDUCATION: BEYOND THE BASICS

September 14 - 16, 2016

Denver, CO



 **ACADEMIC
IMPRESSIONS**



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

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OVERVIEW

Develop a strategy for your department or institution across multiple social media platforms. Through a combination of discussion and working time, you will review the core components of a social media strategy in higher education, including:

- Developing a content strategy and message architecture
- Examples of success in specific channels
- Developing buy-in and resourcing your efforts

We have designed **specific break-out sessions for advancement, enrollment management, and central marketing and communications** to address the unique needs of each on campus.

POST-CONFERENCE WORKSHOP: ADVANCED SOCIAL MEDIA STRATEGY

This workshop will demonstrate how to perform a deep analysis of your social media metrics, how to use different platforms for lead generation, and how to make the most of paid promotion options.

WHO SHOULD ATTEND

Those in central marketing and communications, advancement, and enrollment management looking to understand the core components of a comprehensive social media strategy will benefit from this conference.

LEARNING OUTCOME

After participating in this conference, you will be able to improve your social media strategy.

CONTACT US FOR MORE INFORMATION

Contact Gwen Doyle, Conference Director at gwen@academicimpressions.com or 720-988-1258 if you'd like additional information about the program.

[VISIT EVENT PAGE](#)

<http://www.academicimpressions.com/conference/social-media-strategy-higher-education-beyond-basics-september-2016>



AGENDA

WEDNESDAY, SEPTEMBER 14, 2016

12:30 - 1:00 p.m.

Conference registration

1:00 - 1:15 p.m.

Conference opening remarks

1:15 - 2:15 p.m.

Social Media's Role in Overall Marketing Strategy

You can't have a social media strategy without broader branding and marketing strategies. This opening session will help you understand the basics of branding, how social media fits, and the key components of social media in your marketing strategy.

2:15 - 2:45 p.m.

Working Session: Message Architecture

For a social media strategy to be successful, you must know how you want to communicate with your audiences. This working session is designed for you to use your institution's strategic plan and business goals to figure out who you are, who you are not, and who you want to be across your platforms.

2:45 - 3:00 p.m.

Break

3:00 - 4:00 p.m.

Developing a Content Strategy

Social media works best when your voice is consistent and your content is authentic, interactive, and meaningful. This takes knowing how to create a personality through your social media and place content appropriately. This session will guide you through the fundamentals of a content strategy, how to audit and analyze what you already have, and how to develop influential content.

4:00 - 4:30 p.m.

Working Session: Strategic Thinking

Following an afternoon talking about strategy, you will now take time to analyze one of your current initiatives. Using a guided worksheet, you will decide what actions you need to take to be intentional about your initiative's value, audiences, actions, and outcomes.

4:30 - 5:30 p.m.

Networking reception (included in registration fee)



AGENDA

THURSDAY, SEPTEMBER 15, 2016

8:30 - 9:00 a.m.

Continental Breakfast (included in registration fee)

9:00 - 10:00 a.m.

Developing Buy-In and Goal-Setting Using Metrics

This session will go beyond how to simply measure your reach. It will cover how you can best leverage data gathered from your platforms to better inform conversations with your institution and leadership. The session will evolve into how to demonstrate the fruit of your efforts, develop buy-in when needed, and ensure that what you track matches your goals.

10:00 - 10:15 a.m.

Break

10:15 - 11:45 a.m.

Staffing and Community Management

The number of full-time social media positions at institutions remains fairly small. Even if you are working on social media full-time, figuring out how to provide regular and engaging content across all of your platforms can be difficult. Building upon the previous session, we will discuss how to cultivate buy-in across your team and institution to assist in content development, and how best to use students to fully staff your effort.

11:45 a.m. - 12:45 p.m.

Lunch (included in conference registration)

12:45 - 3:45 p.m.

Breakout Sessions

Breakout Session 1: Social Media to Enhance Enrollment Management

This session will help you to develop a strategy for improving admissions results and to 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 to enhance donor engagement. We'll look at how social media can augment efforts made by colleagues across your shop such as alumni chapters, homecoming, and reunions. We will also discuss using social media to make inroads with major gift prospects.

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 segment by audience.

3:45 - 4:30 p.m.

Handling Social Media Challenges

Responding to difficult situations occurring on your social sites can be one of the hardest parts of a social media manager's role. In this session, we'll walk through how to best reply when your audience takes to social media in circumstances such as: weather, athletics, rogue faculty members, etc.



AGENDA

FRIDAY, SEPTEMBER 16, 2016

8:30 - 9:00 a.m.

Continental Breakfast (included in registration fee)

9:00 - 11:00 a.m.

Social Media Success Stories

This session will provide you with an arsenal of successful social media campaigns, initiatives, and examples. These will be broken down by platform effectiveness, and we will highlight successful multi-channel strategies. This will also be time to share any of your own shining achievements, or ones that you've admired from afar. The session will end with working time during which you will begin working on structuring your strategy around products, tactics, and audience.

11:00 - 11:30 a.m.

Final Faculty Q&A and Conference Evaluation

Post-Conference Workshop: Advanced Social Media Strategy

11:30 - 12:15

Lunch for Post-Conference Attendees (included in post-conference workshop registration)

12:15 - 4:15

Post-Conference Workshop: Advanced Social Media Strategy

This workshop will demonstrate how to perform a deep analysis of your social media metrics, how to use different platforms for lead generation, and what paid promotion options are available. This workshop assumes a solid understanding of your institution's platforms and strategy and explores how to fully leverage social media in your overall digital and brand strategies.



INSTRUCTORS

Nick DeNardis, Director of Digital Communications, Wayne State University

Nick leads the strategy, execution, and implementation of all public facing digital communications for Wayne State University, including the websites, social media and digital signage around campus. His team is also responsible for creation and maintenance of several university-wide tools including the content management system, events calendar, RSVP system, HTML email creator, form creator and short URL system. He and his team pride themselves on research based decisions, creation of fully cross browser and accessible solutions.

Keith Hannon, Associate 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, Associate Vice President of Marketing, Clarkson University

In his current position, Tim leads Clarkson's marketing, messaging, and branding to elevate this research university's position, prominence, and influence. He focuses on long-term strategic goals for admissions, student and alumni engagement, fundraising success, academic research, and peer outreach.

Prior to joining Clarkson University, Tim was the executive creative director at North Carolina State University in Raleigh, NC. He helped NC State redefine its market position and transform its communications approach through vision, direction, and strategy at the intersection of the web, design, marketing, and media. Tim also served in a transition role as the interim chief communications officer at NC State where he helped evolve a staff of forty into a best-in-class internal marketing and communications agency. He started at NC State as the director of web communications, working to establish the university's award-winning complete digital presence.

Tim has worked in higher education for more than twelve years, working at the College of William and Mary in Williamsburg, VA for six years before arriving at NC State. Prior to working in higher education, he worked as a reporter for a small semi-weekly newspaper in southeastern Virginia.

Meg Keniston, Associate Director of Marketing, St. Lawrence University

In her current position, Meg (@msteverb) is always looking for the most creative way to tell St. Lawrence University's story. She manages St. Lawrence's presences on social media sites and serves as a campus-wide social media strategist for offices, departments, and organizations that are interested in learning how to achieve their goals using social media and digital content. She is also a content strategist and writer for various publications on campus, including the St. Lawrence magazine and the university's admissions publications.



OTHERS	VS	ACADEMIC IMPRESSIONS
Typically large annual event		Intimate, workshop-style event with personalized attention
Many concurrent sessions; forcing choice		One focused learning track
Uneven sessions and less outcome-focused, driven by an open call for proposals		Needs-driven and meticulously planned with practical outcomes <ul style="list-style-type: none"> Action plans and next steps to use upon returning to campus Carefully-vetted expert instructors that are also practitioners in the field
Lecture-based		Learner-centric and designed for interaction and collaboration
Large networking events with vendors		Small-scale opportunity to truly connect with colleagues in the same position at other institutions
Some slide presentations posted online after the event		200+ page workbooks with references, worksheets, articles, templates, exercises, and planning documents

96%
of past attendees would recommend an AI conference to a colleague

250+
and growing of AI member institutions (AI Pro)

15,000+
higher ed professionals served

AI Conference Experiences

Academic Impressions provides valuable exploration of timely and pragmatic challenges to higher education institutions. The combination of impassioned subject matter experts as presenters and means of engaging conference attendees was potent.

- C. Tennent, Associate VP of Facilities Management, University of Saskatchewan

This conference was the complete package: relevant topics, philosophical and practical applications, fantastic speakers, fantastic location. One of the BEST conferences I've ever attended. It is what a conference should be! Full of collaboration, networking and solutions.

- M. Lowe, Associate Professor and General Reference Librarian University of Louisiana at Monroe



LOCATION

September 14 - 16, 2016 :: Denver, CO

HOTEL:

Crowne Plaza Denver Downtown
1450 Glenarm Place
Denver, CO 80202

To reserve your room, please call 720.269.3256. Please indicate that you are with the Academic Impressions group to receive the group rate.

ROOM RATE:

The rate is \$209 for single or double occupancy, plus applicable tax.

ROOM BLOCK DATES:

A room block has been reserved for the nights of September 13, 14 and 15, 2016.

RATE AVAILABLE UNTIL:

Make your reservations prior to August 23 , 2016. There are a limited number of rooms available at the conference rate. Please make your reservations early. Rooms are subject to hotel availability.

ADDITIONAL INFORMATION:

Experience a refreshing urban retreat in the heart of the Mile High City at the Crowne Plaza Denver Downtown. Located in Downtown Denver, the hotel and meeting rooms offer engaging spaces for working and relaxing.

Hotel for Every Adventure

The Crowne Plaza Denver is walking distance from exciting attractions, shopping, restaurants, and sports and entertainment venues. One block from the Colorado Convention Center, the hotel is steps from Denver Art Museum, Denver Pavilions, Downtown Aquarium, Denver Center for the Performing Arts and the hip LoDo district. Play at Elitch Gardens Theme Park, Denver Zoo, Coors Field and the Pepsi Center.

TRANSPORTATION:

Getting to the hotel is easy by plane, light rail, train or bus. The hotel is located only 26 miles from the Denver International Airport (DEN). The hotel is within walking distance of the Denver's Public Transit that can whisk you to nearby train stations for transfers to local neighborhoods and cities.

When you need transportation to the hotel, we recommend these companies:

- D&D Transportation: 303-960-9229
- Super Shuttle: 800-258-3826



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

PRICING (CIRCLE ONE)

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.

Bring your team!

For every two people you register from your institution, receive a third registration at 50% off of the registration price.

BEST VALUE	CONFERENCE	WORKSHOP	WITH AI PRO MEMBERSHIP
Conference + Post-Conference Workshop	Conference only	Post-Conference Workshop only	Get \$100 OFF with your AI Pro Membership Learn More
\$1,595	\$1,295	\$395	\$100 OFF

EARLY BIRD PRICING

Postmarked on or before August 26, 2016. For registrations postmarked after August 26, 2016, an additional \$100 fee per registrant applies.

[REGISTER ONLINE](#) or on the next page.



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.

Empty space for dietary or accessibility needs.

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

ADDITIONAL CONTACT INFORMATION

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

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)

HIGHER ED IMPACT

Delivered free to your inbox, Higher Ed Impact provides you with a full tool kit to help you monitor and assess the trends and strategic challenges likely to have an impact on your institution's health and competitiveness. (Check the boxes for the editions you would like to sign up for)

DAILY PULSE - Scan current events, timely research, and notable practices at other institutions.

WEEKLY SCAN - Review the week's most significant events and the most timely research in higher education, with key takeaways suggested by higher education's leading experts.

DIAGNOSTIC - Get an enterprise-wide and in-depth look at a current, strategic challenge; identify steps to take and critical questions to address.

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

Learn more or sign up to receive Higher Ed Impact at: www.academicimpressions.com/news-sign-up

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



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.