



# USING STUDENT STORYTELLING IN HIGHER ED MARKETING

September 29, 2017 :: 1:00 - 2:15 p.m. EDT

*Who on campus can provide authentic and colorful insight into campus life better than your current students?*

## OVERVIEW

Many institutions are now partnering more effectively with their current students to create social content for use across digital marketing channels. Join us for a 75-minute online training that will help you conceptualize or formalize a student-driven content program on your campus. Tim Nekritz from SUNY Oswego will share specifics on how to recruit, train, and manage your team of students, and will provide numerous institutional examples of successful student storytelling projects across videos, photos, blogs, and social media campaigns to help inspire your own efforts.

*"Most webinars on this topic just cover generic tips, but the Student Storytelling webinar really went in-depth with concrete examples and ideas of how to engage students in many different ways."*

**-Lauren Hoover, Admissions & Recruitment Coordinator, University of Pennsylvania School of Design**

[VISIT EVENT PAGE](#)

[www.academicimpressions.com/webcast/using-student-storytelling-higher-ed-marketing-september-2017](http://www.academicimpressions.com/webcast/using-student-storytelling-higher-ed-marketing-september-2017)



## RESOURCES TO JUMPSTART YOUR STORYTELLING INITIATIVE

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Included with your registration are the following resources that will help you get your student storytelling initiative off the ground:

- Planning and resourcing worksheet
- Guidelines for identifying effective student storytellers
- Structure of an effective blog post
- Content ideas for student stories

## MEET THE INSTRUCTOR WHO ANSWERS: WHY STUDENT STORYTELLING?

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This [short video](#) introduces you to our speaker from this webcast, Tim Nekritz with SUNY Oswego, who takes a moment to address the question that many institutions are trying to answer: Why Student Storytelling?

## WHO SHOULD ATTEND

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This webcast is appropriate for higher education professionals who are planning for or are in the early stages of developing a program that engages current students to tell compelling stories and generate authentic content via blogs, video, photography, and more.

## LEARNING OUTCOME

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After participating in this online training, you will be better able to recruit, train, and manage current students to create compelling social content for your digital marketing channels.

## CONTACT US FOR MORE INFORMATION

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Contact Sarah Seigle, Program Manager at [Sarah@academicimpressions.com](mailto:Sarah@academicimpressions.com) or 720-988-1216 if you'd like additional information about the program.



## AGENDA

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Friday, September 29, 2017 :: 1:00 - 2:15 p.m. EDT

### ➔ **Planning and Recruiting**

- Assessing internal capacity
- Technology considerations
- Outreach to students
- Application process and requirements
- Incentivization

### ➔ **Training and Management**

- Training processes, materials, and timeline
- Effective supervision
- Issue management
- Results

### ➔ **Institutional Examples: Effective Student Storytelling**

- Video
- Photo
- Blogs
- Social media campaigns

## INSTRUCTOR

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### **Tim Nekritz, Director of Web Communication & Adjunct Instructor, Communication Studies, SUNY Oswego**

Ultimately, Tim is in the business of telling stories and connecting people with helpful information. He creates content for oswego.edu and various college social communication channels, works with professional and student videographers, and coordinates SUNY Oswego's YouTube channel. His large web projects include serving as chief writer and editor when Oswego moved to its first CMS, then playing key strategic and creative roles in two subsequent web migrations/sitewide redevelopments. He has previously presented for Academic Impressions, twice at Confab Higher Ed, multiple times at Canada's post-secondary education web conference, regional HigherEdWeb conferences and SUNYCUAD conferences.

He teaches a course in media writing at SUNY Oswego. He is also the chief editor for HighEdWeb's Link: The Journal of Higher Education Web Professionals.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

## PRICING & REGISTRATION (CIRCLE ONE)

BEST VALUE	LIVE WEBCAST	WEBCAST RECORDING	WITH AI PRO MEMBERSHIP
Live Webcast + CD Recording	Live Webcast (Additional connection \$195 each)	CD Recording (\$35 shipping fee outside of U.S. and Canada) or Digital Recording	Get this Webcast FREE with your AI Pro membership  <a href="#">Learn More</a>
\$525	\$350	\$350	FREE

### EARLY BIRD PRICING

Postmarked on or before September 22, 2017. After September 22, 2017, an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies.

[REGISTER ONLINE](#) or below.

### 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.

Print Name \_\_\_\_\_ Job Title \_\_\_\_\_

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### CHECK/INVOICE

My check is included and covers \_\_\_\_\_ registration(s) Check # \_\_\_\_\_