

LEVERAGING SOCIAL MEDIA IN THE ADMISSIONS PROCESS

March 25 – 27, 2020 | New Orleans, LA



Be where your prospective students are. Learn how to maximize your institution's presence on the top social media platforms.

OVERVIEW

It comes as no surprise that high school students are increasingly shifting their college searches on social media. This trend compels more and more institutions to leverage innovative social media tactics in their recruitment processes in order to engage with a wider group of prospective students.

Join us for a highly tactical and hands-on training, where our expert faculty will discuss social media's rising role in recruitment strategies and help you focus in on the nuts and bolts of elevating your work on specific social media channels.

TAKE A DEEP DIVE INTO TOP PLATFORMS

During this program, you will delve into each of the most popular social media platforms – Facebook, Instagram, Twitter, and YouTube – and examine how you can maximize your institution's presence and activity through these channels to enhance your admissions funnel. We will cover:

- An overview of the platform and its in-app tools that can be utilized for recruitment
- Best practices for leveraging the platform at various points in the admissions funnel
- Challenges to consider
- Organic vs. paid content
- Institutional examples of success
- Measuring ROI within the platform

EXPLORE THE LATEST TRENDS

What worked two years ago isn't necessarily going to make you successful in reaching Generation Z. This conference will provide examples of tactics that have been successful at a variety of institutions and give you the opportunity to share your own successes and challenges.

LEARN FROM THE PAST

This program has been designed for those who are just starting out or are trying to make an existing ad hoc program more comprehensive. We welcome those who have primary responsibility for the design, development, and oversight of the leadership development program. This could include representatives from the President's office, Provost's office, Human Resources, Learning & Development, Faculty Affairs, and others.

Past participants of this workshops have been able to successfully launch or improve numerous leadership programs. In addition to programs at Marquette and Clemson (which you'll hear about at this workshop), there are long-running programs at University of South Carolina, Anoka Ramsey Community College, and many other institutions.

WHO SHOULD ATTEND

This training is designed for campus constituents who want to leverage social media within their admissions process. The content shared will be beneficial for Enrollment Management professionals, as well as those Marketing/Communications professionals who partner with their Admissions colleagues to assist in student recruitment. Teams that represent both Admissions and Marketing/Communications are encouraged to attend together.

Note: The content and case studies at this event are focused exclusively on undergraduate admissions at community colleges and 4-year institutions.

BRING YOUR TEAM AND SAVE!

Save over 15% when you register three or more colleagues.

AGENDA

DAY ONE: The Bigger Picture

Registration

12:30 – 1:00 p.m.

Welcome and Introductions

1:00 – 1:30 p.m.

Social Media's Role in the Overall Recruitment Strategy and the Admissions Process

1:30 – 3:00 p.m.

Social media has become so ingrained within overarching digital and recruitment strategies that you must understand broader institutional branding and marketing strategies for initiatives to be successful. This opening session will help you connect how social media in admissions fits within these larger strategies, learn about current trends in the space, and set the stage for the rest of the conference. You will work through an activity to help you audit what your institution is currently doing to move students along the enrollment funnel and identify your current strengths and opportunities for growth.

Break

3:00 – 3:15 p.m.

Deep Dive #1: Facebook in Admissions - It's Not Dead Yet

3:15 – 4:45 p.m.

The first of the deep dive sessions into the “Big 4” social media platforms, this session will focus on Facebook. Topics covered will include:

- An overview of the platform and its in-app tools that can be utilized for recruitment
- Best practices for leveraging the platform at various points in the admissions funnel
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- Measuring ROI within the platform

Day 1 Wrap-Up

4:45 – 5:00 p.m.

This time will allow participants to reflect, ask additional questions, and prepare for the rest of the conference.

AGENDA

DAY ONE (CONTINUED)

Networking Reception

5:00 – 6:00 p.m.

This informal reception is your chance to decompress, have some refreshments on us, and expand your network of connections. Our programs are intentionally designed for smaller groups, so this is a great time to catch-up with attendees and speakers whom you may not have connected with yet.

DAY TWO: The Nuts and Bolts of the “Big 4” Platforms

Continental Breakfast

8:30 – 9:00 a.m.

Day 1 Reflection and Q & A

9:00 – 9:15 a.m.

We will begin our day by reflecting on our learnings of Day 1 and giving space for additional questions before moving forward.

Deep Dive #2: Instagram in Admissions - The Reigning King

9:15 a.m. – 10:45 a.m.

Our second deep dive session will explore Instagram, the platform that is currently the most popular with students. Topics covered will include:

- An overview of the platform and its in-app tools that can be utilized for recruitment
- Best practices for leveraging the platform at various points in the admissions funnel
- Challenges to consider
- Organic vs. paid content
- Institutional examples of success
- Measuring ROI within the platform

Break

10:45 – 11:00 a.m.

AGENDA

DAY TWO (CONTINUED)

Deep Dive #3: Twitter in Admissions - The Place for Social Listening

11:00 a.m. – 12:30 p.m.

The third deep dive session will explore Twitter, a platform that institutions use at varying levels and in different ways. Topics covered will include:

- An overview of the platform and its in-app tools that can be utilized for recruitment
- Best practices for leveraging the platform at various points in the admissions funnel
- Challenges to consider
- Organic vs. paid content
- Institutional examples of success
- Measuring ROI within the platform

Lunch

12:30 – 1:30 p.m.

Deep Dive #4: YouTube in Admissions - The Power of Video

1:30 – 3:00 p.m.

The fourth and final deep dive session will focus on YouTube and the importance of video within the admissions and recruitment funnel. Topics covered will include:

- An overview of the platform and its in-app tools that can be utilized for recruitment
- Best practices for leveraging the platform at various points in the admissions funnel
- Challenges to consider
- Organic vs. paid content
- Institutional examples of success
- Measuring ROI within the platform

Break

3:00 – 3:15 p.m.

Social Media in Admissions: Success Showcase

3:15 – 4:30 p.m.

During this showcase, participants are invited to bring examples of successes they have had in using social media in their admissions process OR new ideas they want to vet with our experts and their peers.

AGENDA

DAY TWO (CONTINUED)

Day 2 Wrap-Up and Q&A

4:30 – 4:45 p.m.

We will end Day 2 with time to review the day's learnings and Q&A.

DAY THREE: Moving the Work Forward

Continental Breakfast

8:00 – 8:30 a.m.

The State of Other Social Media Platforms in Student Recruitment

8:30 – 9:30 a.m.

The world of social media is rapidly changing, so it is critical to keep your finger on the pulse of where your prospective students are. This session will look at other social media platforms to have on your radar such as LinkedIn, Snapchat, and TikTok.

Buy-In and Partnerships: Bridging the Gaps Between Admissions, MarComm, and Current Students

9:30 – 10:30 a.m.

Bringing stakeholders from across campus into the conversation is critical to truly take your social media recruitment to the next level. This session will explore models and tips for strengthening the partnership between Admissions and Marketing / Communications offices on campus and outline how you can invite students into your social media in admissions work, both formally or informally, to bring an authentic voice to your feed and delegate work.

Break

10:30 – 10:45 a.m.

Action Planning to Move the Work Forward

10:45 a.m. – 12:00 p.m.

During this structured working session, participants will explore how they might leverage these platforms in their own admissions process and develop an action plan for their campus.

Conference Close and Evaluations

12:00 – 12:30 p.m.

INSTRUCTORS

Geoff Coyle

Chief Communications and Integrated Marketing Officer, West Virginia University

Geoff Coyle serves as Social Media Editor for West Virginia University. In this role, Geoff and the rest of the Social team work to promote the University's message and image for prospective students, current students, and alumni through digital platforms. Prior to joining the team at WVU, Geoff worked in sports television for West Virginia Illustrated, gaining experience as a host and reporter for various network broadcasts. He continues to dabble in the sports realm as a freelance camera operator and a contributor for Stadium. A Maryland native, Geoff graduated from the Perley Isaac Reed School of Journalism at West Virginia University.

Sonja Likness

Director of Social Media & Content Strategy, Duke University

Sonja Likness takes care of university-wide social media consultations and strategy, content development and distribution, analytics reporting and strategy in the University Communications at Duke University. She joined Duke in 2014 with extensive experience in social media and brand-building as well as analytics and cross-platform planning.

Lindsay Nyquist

Director of Marketing & Communications, Fort Lewis College

Lindsay Nyquist has held continually evolving positions during her time at Fort Lewis College, a small public four-year institution in Durango, Colorado. She now oversees the Marketing & Communications Department, including web, social media, video, design, writing, and community and media relations. However, her passion is social media education—empowering college constituents and community members to use social media confidently and strategically. She holds a BA in English, communication, and art and an MS in higher education administration and enrollment.

Kristen Sutherland

Associate Registrar, Student Recruitment Enrolment & Registrar's Office, Nova Scotia Community College

Bio coming soon.

ACADEMIC IMPRESSIONS STAFF

Kate Poisson

Program Manager, Academic Impressions, kate@academicimpressions.com

Kate is an enthusiastic, adaptable educator with experience in advising, training, facilitation, and planning programs in university settings. An alumnus of both the Fulbright Program and the University of Michigan's Center for the Study of Higher and Postsecondary Education (CSHPE), her passion for higher education, lifelong learning, and relationship building has enabled her to create engaging educational experiences for learners, both domestically and abroad. Prior to becoming a Program Manager with Academic Impressions, Kate had worked in the realms of Student Affairs and International Education at the University of Michigan, the University of Montenegro, and the University of North Carolina at Charlotte. She is thrilled to work with AI to serve the higher ed industry in innovative and exciting ways. When she isn't planning programs around Enrollment Management, you can typically find her hiking, writing, connecting with friends and family, playing volleyball, starring in Montenegrin wine commercials, and exploring the world.

LOCATION

March 25 - 27, 2020 | New Orleans, LA

Hotel:

Hyatt Regency New Orleans

601 Loyola Ave.

New Orleans, LA 70113

504-561-1234

Room rate:

\$209 + tax

Room block dates:

The nights of March 24, 25, and 26, 2020.

Room block cutoff date:

March 3, 2020.

Reserve Your Room: Please call 504-561-1234 and indicate that you are with the Academic Impressions group to receive the group rate. Please book early - rooms are limited and subject to availability.

The Academic Impressions Experience



Intimate, workshop-style trainings with personalized attention



Trainings are practical and action oriented so you can hit the ground running



Carefully vetted expert instructors who are also practitioners in the field



Learner-centric and designed for interaction and collaboration



Highly recommended:
9 out of 10 participants recommend our trainings to colleagues