



Meeting Students Where They Are

How Social Media Contributes to Admissions &
Enrollment Successes

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Agenda

- Introduction
- Industry Trends
- The Changing Social Landscape
- Admissions & Enrollment Playbook
- Q&A



Sprout is the platform solution

Sprout consolidates the complexity of social channels into a powerful, elegant and seamlessly integrated platform that can be leveraged across an organization.



Social Media Landscape

Build Strategy

Potential Responsibilities

Stay on News & Trends

Write & Design Social Media Copy

Presentations
(Create & Share to Dean)

Collaborate Across Campus

Audience Outreach

Competitor Benchmarking

Measure Results & Reports

Take & Edit Photo/Video

Interpret Results

Current Events
(Graduation, Gameday, Enrollment)

Triage Inbound Issues

Crisis Communications & Listening

Brand Health Analysis

Duplicate Content Across Channels

Explore UGC & Influencers

Community Building

Monitor Sentiment

Why Social Matters?

73%

of high school students
use social channels
to research schools

61%

of students expect
a response within
24 hours

41%

of school officials can
directly attribute
increased enrollment to
social strategy

Common challenges in Higher Education

We've found schools big and small face common challenges on social media, including:

- Diverse audiences that complicate strategy
- Siloed departments that hinder collaboration
- Competing interests that interfere with objectives
- Everchanging social media landscape - networks, trends, & responsibilities



73%

**of high school students use social channels
to research schools**



Admissions & Enrollment Playbook



Poll:

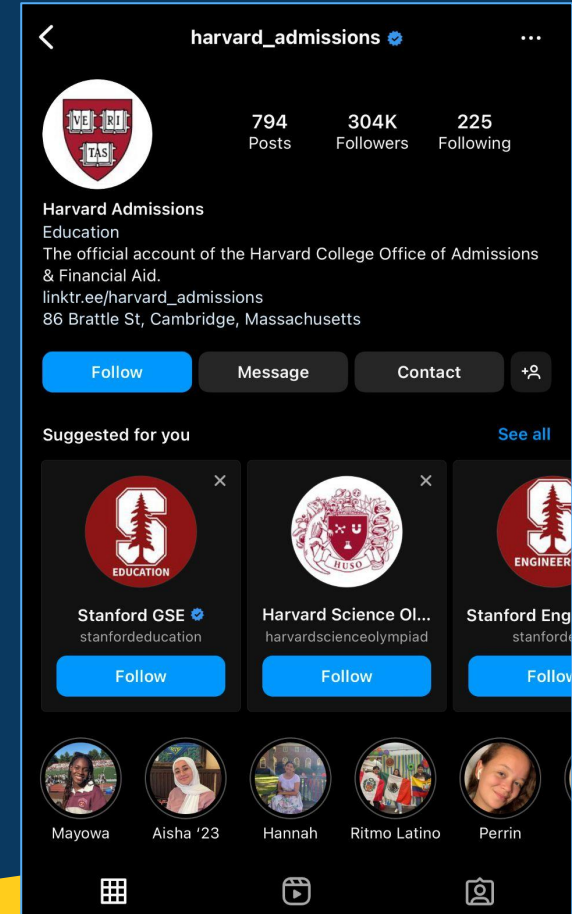
**What tactics have worked
for you to drive enrollment
on social media?**



① Start presenting to display the poll results on this slide.

Dedicated Social Media Account for Admissions

- Centralize inbound & outbound communications & inquiries
- Display relevant information regarding application deadlines, student quotes, & upcoming events
- Showcase core values & campus life
- Leverage hashtags & “Link in Bio” to streamline process



Meet Students Where They Are

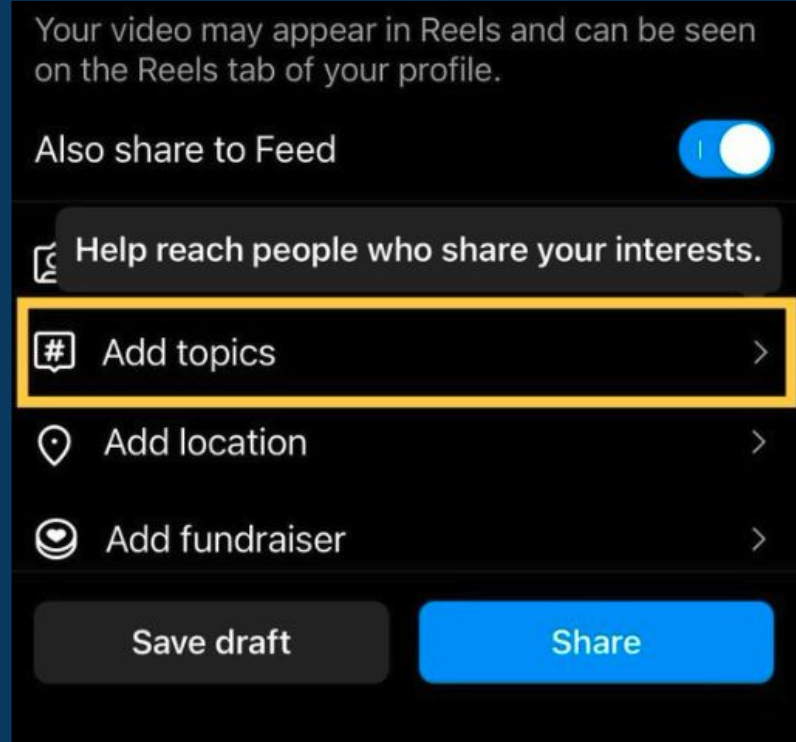
Be aware of all the places where prospective students are looking for information.

40% of 18-24 year-olds in the United States go to TikTok & Instagram before Google for their search needs.



Meet Students Where They Are

- TikTok
 - Relevant Captions with Choice Keywords
- Instagram
 - Add “Topic” Tags to Reels
- Hashtags
 - Create hashtags across platforms that the student body can promote & engage with.



Virtual Tours & Life On Campus

- For students unable to do campus tours, bring campus to them
- Show areas & services typically highlighted during on campus tours
- During in-person tours, suggest & encourage photo opportunities at popular places and promote hashtags



Activate your Student Body

- Include Social hashtags in your admit packet
- Activate your students, recent grads & alumni
 - Ask students to share top reasons they love your school with prizes & SWAG
- Share User Generated Content (UGC) regularly & unlock your Advocates
 - Many 18-24 year olds will have large organic audiences









Social Media Takeovers

- Feature Student Stories & Student Takeovers
- Drive Engagement
 - IG Story Quizzes
 - Open Ended Questions
 - “AMA”
 - IG/FB/LinkedIn Story Ads
- Social Media Takeover Guide
 - [Boston University](#)
 - [CU Denver](#)



Social Media Takeovers

 University of Colorado Denver | Anschutz Medical Campus

Webmail  UCD Access  Canvas  Quick Links  

University Communications > Social Media > Policies & Guidelines > Social Media Takeover Guidelines

Best Practices

Facebook

Twitter

Instagram

LinkedIn

Snapchat

YouTube

Hashtags

Social Branding

Social Media FAQ

Policies & Guidelines

Social Media Use

Social Media Moderation

Social Media Takeover Guidelines

Social Directory

Guidelines for social media takeovers

CU Denver content producer guidelines

If you are invited to be a content-producer for any CU Denver-affiliated social accounts, you must accept and adhere to these guidelines.

CU Denver-affiliated social accounts tell the university's story. Content should build community among current students and provide prospective students an authentic experience of Lynx life. Content producers snap/InstaStory diverse, interactive narratives based on their passion for and participation in university organizations, events and academics.

Quick tips – story, audience, showcase (SAS)

Story: Tell a story. Set the scene. Where are you? Who are the characters? Why are you telling this story? How does it tie into the greater CU Denver narrative? How does it end? Snapchat and InstaStory are linear. You can't insert snaps or stories into a separate published story. Prepare ahead. Outline or storyboard your posts. Follow your "snap/story skeleton," but on location adjust and improvise. It's a give and take.

Audience: Typical viewers are interested in CU Denver (typically current students), under 30 and may be prospective students. Keep snaps authentic, fun, upbeat, clean and respectful. Use common sense. Avoid political affiliations, profanity, sexual references and things that would alienate viewers.

Showcase: What do you love about CU Denver? What's unique? Showcase it. Show viewers what you and they know and love, or provide a different, insider's view. Do you have any internships, scholarships, live in Campus Village? Show that off! Go behind the scenes; if needed, ask permission to gain access. Interview organizers, club members, faculty, etc. Make sure interviewees understand what you're doing and are comfortable being featured (see below).

**Note: We would prefer the takeover to happen on both Snapchat and Instagram simultaneously, but you are welcome to opt out of one if you are very uncomfortable with one platform.*

Takeover Do's

- **Start the takeover with a selfie video of yourself, introducing who you are, whatever organization you are with and that you are taking over the CU Denver-affiliated social media Instagram Stories and Snapchat today and why.** Can be as simple as, "I'm taking them over today to talk about the Career Center."
- **Also end with a video selfie to recap.**
- **Introduce yourself** at events and announce that you're snapping, so those who don't want to be featured can say, "no."
- **Be friendly and gracious.** Respect people's boundaries and thank participants.
- **Be positive.** Represent the university and its students, faculty, staff and larger community in a positive light.
- **Ask permission.** When featuring specific individuals, get their verbal consent before recording them. If the situation demands recording them first, then ask for consent after. When in a public place or not focusing on a specific person or group of people, you don't need to get consent. When in doubt, ask permission.
- **Have fun and be creative.** Use your personal account to experiment. Follow what other universities are doing on Snapchat/InstaStory; improve upon their best ideas. Insta boomerangs/ Snapchat bounce.
- **Do over.** If a subject stumbles or says something offensive. Ask nicely to reshoot the picture/video without the profanity, etc. If they resist, thank them for their time and move on.
- **Plan ahead.** Storyboard, outline, arrange interviews, etc. Do a preview clip before you cover an event. Prepare some clips ahead of time. Ali can show you how, just ask. Aside from you owning the Snapchat/Instagram Stories for the day, we'd love to do a feature photo of you on our Instagram at some point throughout the takeover. Think in advance of capturing a great shot at some point throughout your day for us to share on Instagram.
- **Take us through your typical day.** Are you involved in any organizations, clubs, committees, etc.? Where is your favorite place to eat on campus? Where do you hang out/study between classes? Do you ever attend events on campus? Do you venture into the city?
- **Shoot vertically.** 94 percent of smartphone users view social media vertically.
- **Use campus filters** when appropriate (CU Denver filter for Snapchat and University of Colorado Denver location on Instagram).
- **Interact with the viewers.** We strongly recommend doing a Q&A and saying, "Have any questions for me as a Sentry writer/ lacrosse player/ ___ club member/ transfer student? Ask it here and I'll answer them throughout the day." With this we just strongly recommend you send us any responses you are hesitant about how to respond.

Competitive Benchmarking

- Analyze competitor trends for inspiration
- Pay attention to schools with a similar profile:
 - Geographically
 - Size
 - Demographics
- Proactively insert yourself into the conversation

Profiles											
Review aggregate activity for pages and the posts published during the selected time period.											
Profile ↕	Followers ↕	Net Follower Growth ↕	Published Posts & Reels ↕	Public Engagements ↕	Public Engagements per Post ↕	% Follower Growth ↕	Published Carousels ↕	Published Videos ↕	Published Photos ↕	Likes ↕	Comments ↕
Your Profiles Average	42.50	0.00	49.25	38.75	0.79	0.00%	5	4.75	42.00	19.25	19.50
Competitor Profiles Average	105,911.10	629.48	21.14	75,635.29	3,577.34	0.60%	5.33	6.71	9.10	75,046.48	588.81
1 uofmichigan	353,581	2,965	44	240,062	5,455.95	0.85%	1	17	26	238,941	1,121
2 theohiostateuniver...	332,930	1,995	21	204,606	9,743.14	0.60%	10	10	1	203,302	1,304
3 umichathletics	266,190	569	24	158,806	6,616.92	0.21%	5	7	12	158,101	705
4 dukeuniversity	265,606	631	18	82,829	4,601.61	0.24%	8	4	6	82,161	668
5 bayloruniversity	166,697	246	22	118,856	5,402.55	0.15%	6	4	12	117,569	1,287
6 uarizona	137,719	1,131	11	22,374	2,034.00	0.83%	2	2	7	22,277	97
7 cuboulder	130,259	2,624	17	95,514	5,618.47	2.06%	4	6	7	95,126	388
8 uiowa	113,247	540	20	82,749	4,137.45	0.48%	3	11	6	82,509	240

Be Proactive

- Monitor conversation around:
 - Hashtags
 - School Name & Handles
 - Geographical Area
- Proactively surprise & delight
 - Digital interactions are correlated with a prospect choosing one school over another in a competitive space.

leen3391

Message on Fri, Jan 6, 2023 10:43 pm CST

ACCEPTED! Good luck to everyone wherever you end up!!!



u/SailorTakeWar...
r/ACT

Mention on Fri, Jan 6, 2023 9:31 pm CST

Two colleges that I have in mind are Hamline University, and the University of St.Thomas which both have a application deadline of January 15th for regular decision



Unknown Profile

Message on Fri, Jan 6, 2023 8:33 pm CST

🎉 Congratulations to College Torch student, Jamie! In addition to getting admitted to Colorado College, Jamie ALSO received an \$18k scholarship from Macalester College, in Minnesota. Will Jamie choose the Rocky Mountain West or the picturesque Saint Paul? 🏡 📚 #collegetorch #student #learning #college #school



u/Revan_234
r/PrePharmacy

Mention on Fri, Jan 6, 2023 2:12 am CST

Definitely. I'm going to my top choice USC for fall 2023 entry with a 3.6 gpa, a little bit of time spent shadowing and working in hospitals and overall way less work experience compared to you. My advice would be to start your application the summer before your application perio...



Poll:

Which of these do you rate
as most effective in the
Admissions Process?



① Start presenting to display the poll results on this slide.

Going Beyond Admissions



Applying Social Data



Measure university health & share of voice (i.e. are we replying to our audience & engaging in a timely fashion?)



Gain competitive intelligence (i.e. what are our competitors doing on social? Are we losing share of voice?)



Analyze market and industry trends (i.e. COVID-19, mask mandates, on campus experiences, housing)



Gather product feedback and ideas (i.e. on campus experience, fan experience, digital giving events & building community)



Collect consumer insights (Who is talking about a particular university & who are potential influencers & alumni?)

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If you struggle with all of the
potential responsibilities...

We can help!



Academics



**Questionable
Consistency**



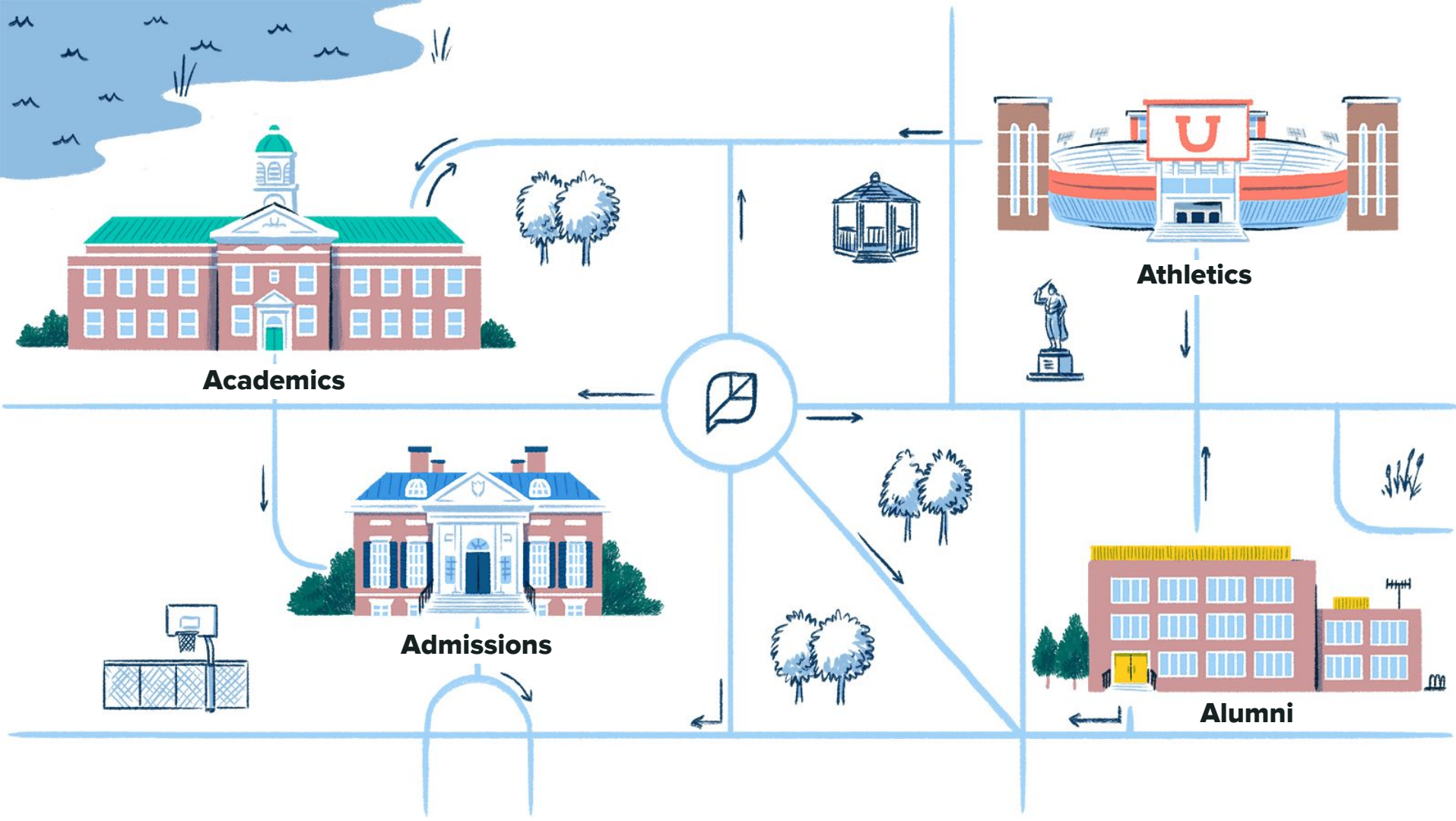
Admissions



Athletics



Alumni



Thank You!



SCAN ME

Q & A