Engaging Students Using Social Media

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Engaging Students Using Social Media

- Main pain points in communicating with students and parents
- Evolution of communication and information over the past decade
- Pain points or fears when considering a social media presence
Advantages of Social Media

- Cost effective
- Improved student communication
- Improved college image
- Decreased lines and phone calls
Social Media Platforms

- YouTube
- Instagram
- Snapchat
- Twitter
- Facebook
- Google+
- Pinterest
- Hootsuite
- Rating platforms
  - Niche, Rate my College, Campus Explorer, and others
Getting Started

- Start Small
- Create a social media policies and procedures
- Know your objectives/audience/deadlines
- Piggy back on other departments
- Engagement
Social Media Challenges

- Branding
- Message consistency
- Building trust of participants and publishers
- Dealing with negative feedback
- FERPA
School Results

- Individual platform analytics
- Google Analytics
Analytics

Pages

May 19, 2016 - Jun 19, 2016

Unique Pageviews

1,000

2,000

May 22

May 28

Jun 5

Jun 12

This data was filtered with the following filter expression: /depts/financial-aid/financial-aid

Page

Pageviews

Unique Pageviews

Avg. Time on Page

Entrances

Bounce Rate

% Exit

Page Value

2,556

2,183

00:03:11

1,986

59.31%

67.29%

50.00%

% of Total

0.80%

0.12%

Avg for View

(183,338)

(137,243)

(% of Total)

(1,815,338)

(1,815,338)

(597,885)

(597,885)

(597,885)

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(597,885)
## Analytics

### Pages

**May 19, 2016 - Jun 19, 2016**

#### Unique Pageviews

<table>
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<th>Date</th>
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<td>200</td>
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This data was filtered with the following filter expression: /depts/enrollment/admissions-questionnaire

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Analytics
Questions