

GUIDE

The Social Campus

Social Media Throughout the Student Lifecycle



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Top-ranked schools such as Harvard, Stanford, Ohio State, and Yale are highly active on social networks. The most successful institutions do not just target current students—they reach out through the entire student lifecycle, building relationships that start before recruits even step on campus and lasting long after graduation day.

The key is to start with a strong foundation of best practices, and follow it up with a framework that ensures consistent brand messaging and policies for social media use. By embracing this approach, a higher education institution can become a true social campus, in which each university department uses social media to accomplish its individual objectives, while working toward broader organizational goals.

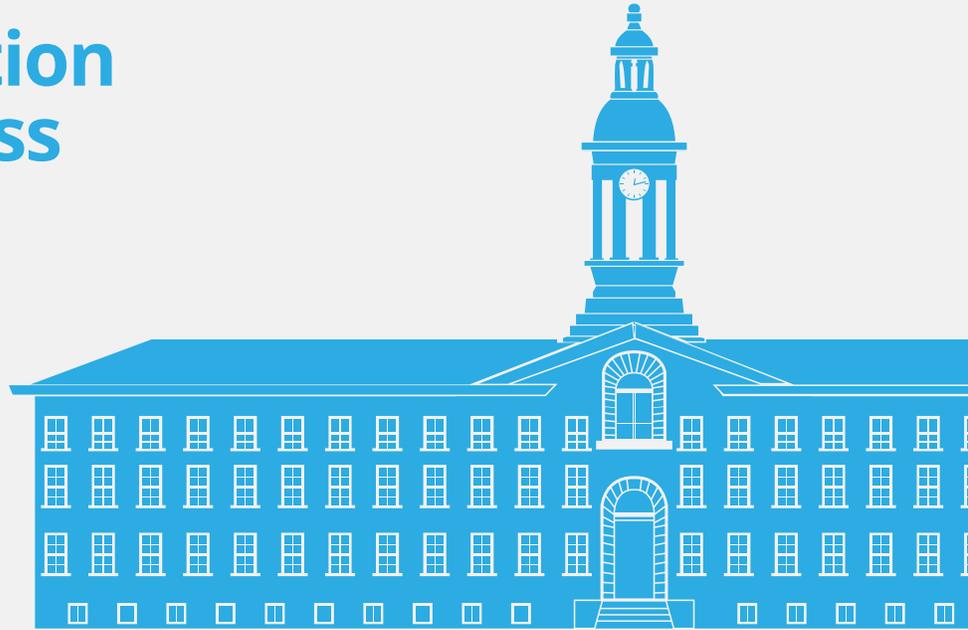
This guide provides you with insights and tactics to help you use the Hootsuite Enterprise platform to implement a campus-wide social media strategy to increase enrollment applications, improve student satisfaction, raise donations, and enhance your reputation.

For more on the benefits of social media for higher education, see the Hootsuite white paper *The Social Campus: How Social Media is Transforming Higher Education*.

“There are so many different things to measure and benefit from on campus when it comes to social media. Our university has a great Admissions department that is working to increase applications online; the day-to-day college departments promote events through social networks, and we perform alumni outreach to increase gifts and awareness...Social helps us connect with students instantly and engage with them. They ask us questions, and we provide the best answers we can.”

Jason Boucher, Social Media Manager, University of New Hampshire

Build a Foundation for Social Success



Tactics For All University Departments

Universities looking to maintain or build their reputations with students and recruits cannot merely dabble in social—they must dive in, posting relevant, targeted, and reliable content paired with comprehensive strategies for keeping followers engaged. Here are the steps that all departments should take to build a foundation for social success.

Remove Rogue Accounts

Without the right tools, it is next to impossible for large institutions with several departments to get control of all your social media accounts. With Hootsuite Enterprise you have access to a thorough Social Account Audit to uncover all of your brand-related social profiles, including unauthorized and fraudulent accounts.

Educate Your Team

Enhance your skills and knowledge on social media and Hootsuite by enrolling your team in Hootsuite University. For more advanced education for your social leadership team, consider the Advanced Social Media Strategy Certification, developed by Hootsuite and the S.I. Newhouse School of Public Communications at Syracuse University.

Hootsuite Professional Services

Hootsuite Enterprise is loaded with powerful features and services to help you take control of your social footprint. Hootsuite's Professional Services is a suite of services tailored to your organization to help you establish social media security and policies, and roll out your social strategy across the entire organization.



Organization, Team, and Social Networks Permissions in Hootsuite

Integrate Social Into Your Existing Team Structure

Hootsuite adapts to your way of working, providing custom permission levels, security settings, and workflow processes.

Unify Your Social Strategy Across Your Institution

Get your entire team on the same page to ensure consistency in your messaging and overall approach to social. Hootsuite allows you to manage multiple team members on one account, enabling you to assign tasks, collaborate on campaigns, manage approvals, and monitor messages from a central source.

Monitor Online Engagement

Use the Hootsuite dashboard to set up search streams filtered by keyword and focus on the conversations that matter most. Connect to an unlimited number of profiles on over 30 social media networks, including Twitter, Facebook, LinkedIn, Foursquare, and Google+ Pages, plus social content apps for YouTube, Flickr, Instagram, Tumblr, and more.

Learn more about the [Advanced Social Media Strategy Certification](#) for your team of social strategists.

Newhouse

Measure Your Social ROI

With over 40 analytics modules and customizable reports, Hootsuite Enterprise enables you to measure your performance according to your unique objectives.

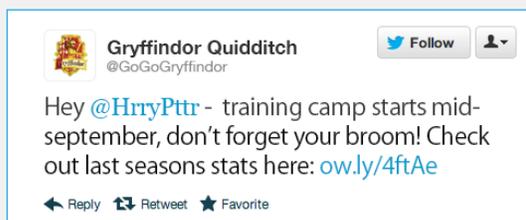
- Use the [Ow.ly URL shortener](#) to track how many people are clicking on your links. It will provide insight into the type of content users are responding to and engaging with, which you can use for future posts.
- [Integrate Google Analytics with Hootsuite](#) for a powerful combination of social data that provides a wealth of insights into how social content is driving your traffic. Monitor how visitors get to your sites, how long they stay, and what they read when they get there. Then, adapt your content to those key performance indicators.
- [Measure and report on changes in performance](#) over time, using Hootsuite's intuitive visual reports. Discuss results with your team and make subtle shifts in your social strategy or execution to see how outcomes improve.

Hootsuite is integrated with best-in-breed social media intelligence providers, to provide you with an enterprise-grade research and engagement solution. You will uncover insights into what students, alumni, and the general public are saying about you—and your rivals—so you can join the conversation or steer it in the right direction.



How to filter your search stream by keyword:

1. In your dashboard, select the stream you want to search within. Click the arrow icon in the top right corner to access a drop down menu, and select "Filter by..."
2. A yellow bar will appear at the top of the column. Select "Keyword" and enter your keyword. The search stream will automatically refresh with your new filter.



Set a Framework for Brand Consistency



University Communications: Establishing Guidelines and Policies for Social Success

As the voice of your institution, the Communications department has the challenging task of balancing two sometimes competing objectives:

Maintaining control of all messages broadcast from university-branded social accounts.

VS

Giving other departments space to conduct their own communications and establish their own ways of working.

Hootsuite Enterprise enables higher education institutions to align your social policies with your brand guidelines to deliver a unified voice. It connects all departments on a single platform, giving each team the ability to conduct campaigns while providing the Communications department with overall control and a secure set of standards.

"I work in PR and Marketing Communications, and we're the voice of the university. We engage with individuals throughout the student lifecycle: from when they first consider attending the school through their life as a student and then after graduation, as alumni. Every department has its own niche of news and events to share, but Marketing Communications pulls it all together with a cohesive voice," says Terry Coniglio, Assistant Director, Social Media, Georgia State University.

Set Cross-Departmental Standards for Social Media Use and Brand Guidelines

If you do not have a set of social media standards, we can help. Hootsuite Enterprise enables you to **establish and implement** policies that can be adopted by all departments that use university-branded social media accounts.

Enterprise customers have access to a dedicated **Customer Success Manager**, who works with you from day one to understand your business objectives and match them with the capabilities of your Enterprise account.

Share Campus-Wide News, Events, and Culture

Make the most of Hootsuite's demographic targeting options to deliver your message to the right audience.

- Ready to get the word out? Try **Hootlet**, a browser add-on that allows you to easily share content to all your social networks, from anywhere on the web.



- Your students and alumni can come from all over the world. To reach a specific sub-group of your audience, and understand the culture of each campus or club, Hootsuite Enterprise customers can use **geo-targeting** to segment by location and language for Facebook pages and LinkedIn company pages.
- Want to find student stories from a particular campus? Use geo-located searches to filter according to distance, and discover the social messages sent from a certain area. Or refine your search to according to keywords like "library," "parking," or "wifi."

"We use geo-targeting and separate streams to monitor activity on our different campuses. It's been really helpful to see what's happening at our various locations."

Amy Tran, Digital Marketing Officer, University of South Australia

Want to try geo-located searches? Here's how:

1. In your dashboard, locate the search icon (the magnifying glass) in the top right corner.
2. Enter your search term in the Twitter search field. For example, someone looking for a college sports team might type "#Argonauts."
3. Click the crosshairs icon on the right side of the search field to find local search results.
4. The Twitter search stream will automatically refresh, showing local search results within a 25 km radius from your current dashboard location.
5. To continue monitoring this search, click "Save as Stream."

Implement Social Across the Student Lifecycle



Admissions: Recruiting the Brightest Future Students

Like the Sales department in a company, Admissions is focused on building relationships and making conversions—in this case, from prospects into students—by enhancing enrollment applications. Hootsuite’s platform enables you to stay in control of incoming messages, using team assignments to help identify and engage prospective students quickly.

Engage with Prospective Students

- Hootsuite has a range of features—including [single-click replies](#), [smart scheduling](#), [saving drafts](#), and [precision-targeted posts](#)—to make engagement easy.
- Take advantage of one of the many [CRM apps](#), which can be integrated into your Hootsuite dashboard to help you conduct deep analysis and provide useful insights on your database.
- Use [customer service app](#) integrations such as Zendesk to enhance your ability to respond quickly and efficiently to queries, concerns, and kudos.

Customer Service App Integrations



[Zendesk](#) can help you create, edit, prioritize, and assign tickets with your team members that originate from social media messages.

webtrends

Exclusively available to Hootsuite Enterprise clients, **Webtrends** provides a detailed view of your social metrics, such as:

- **Messages:** Which message types result in the highest number of conversions? Which words drive the most conversions?
- **Social accounts:** Which Twitter account or Facebook Page is the source of the most valuable traffic?
- **Social networks:** Which platform is providing the greatest return: Facebook, Google+, LinkedIn, or Twitter? Where is engagement strongest and where is it weakest?
- **Time of day:** What time of day is most effective for driving high-quality traffic?

Drive Traffic to Application Portals

- The Hootsuite dashboard lets you **post messages on all your social networks at once**, so you can efficiently create a campaign across multiple social networks, to drive more traffic.
- Create content around applications on your blog, and set up an **RSS feed** to automatically re-post content to your social networks.
- Be sure to **track your links** to find out what types of messages and which networks result in the most traffic.

Create Integrated Recruitment Strategies

- Use the **Bulk Uploader** to create multiple recruitment messages in a CSV file and upload to every network at once.
- Make sure you are engaging the right audiences with appropriate messages by using **precision-targeted posts**, which can be segmented according to location, language, and demographic.
- Use the **MailChimp app** to integrate your social and email campaigns, and manage them both from your Hootsuite dashboard.

Transition From Application to Enrollment

- Nurture relationships with prospective students through ongoing engagement. Use the **Storify app** to turn social media posts into more detailed stories, to share news of students who have decided to enroll and encourage others to do the same.
- Add the **Evernote app** to save conversations for future follow up, which you or your team members can reference later. Users can also view, edit, or share from a stream of notes in Hootsuite.

The big thing for us is understanding sentiment towards our brand, specifically around listening and seeing how much students tweet about their Ryerson acceptance. When students are accepted, they receive a welcome video. We soon realized a community was being built around that video, and Hootsuite has enabled us to track this type of community building and tell our story better.”

Kareem Rahaman, Digital/Social Media Specialist, Ryerson University

Student Services: Strengthening Campus Culture Today

Student Services has a unique challenge when it comes to communication. Not only are they the front line for interactions with students, they are also required to work quickly, as some on-campus issues need to be addressed in a timely manner. A more satisfied, engaged campus leads to higher performing students, which increases the likelihood of continued support and engagement as alumni.

Respond to On-Campus Issues in Real Time

Social media enhances a university's ability to respond to issues—from a serious crisis to a common complaint.

- Monitor student comments on multiple networks from your [Hootsuite dashboard](#), to quickly detect potential trends or issues before they escalate.
- [The Hootsuite Assignments](#) feature lets you assign messages to the appropriate team member to provide rapid responses. Share tasks with departments and colleges to access their resources and support their initiatives, for a fully integrated approach.
- In the event of a crisis, use your Hootsuite dashboard as a [communications command centre](#), for posting essential information and answering questions quickly.

Crisis Simulation Training

Hootsuite's Professional Services can provide you with customized training and a detailed response plan to enable you to use social media in crisis situations. You will get:

- Guidelines for how to respond to exponential increases in volume to your social media accounts.
- Training for your team, including a controlled crisis simulation.
- An executive summary outlining areas for improvement and individuals on your team who may require additional training.

“Social media plays a major role in handling crisis management situations at UniSA. Hootsuite has become a vital listening tool when a crisis happens on campus. We’re able to quickly set up streams to monitor particular keywords related to the incident, allowing us to track what people are saying. By doing this we’re able to identify and flag any posts quickly and decide whether we need to post a statement letting our followers know what the current situation is.”

Amy Tran, Digital Marketing Officer, University of South Australia

Strengthen School Spirit and Campus Culture

Hootsuite has many ways to gather intelligence on student opinions, to help determine what, if any, steps need to be taken to enhance school spirit.

- Integrate a survey app, such as [SurveyMonkey](#), to get a detailed and current snapshot of student opinion.
- **Monitor student sentiments** using Hootsuite Insights, to see how they shift over time. If a pattern emerges, you can use the research to inform your next campaign.
- Use **app integrations like Instagram and Trendspottr** to find and share content generated by students and visitors about your school.
- Calculate your **Net Promoter Score**, to measure changes in student satisfaction and loyalty over time.

Transition From Students to Alumni

Get students engaged early to maintain a connection with them after they graduate.

- Draw students into niche social networks by supporting and enhancing the online activities of your school's clubs, teams, and associations.

Hootsuite Assignments

The Hootsuite Assignments feature enlists the help of your entire team to be the eyes and ears of your organization on social, allowing you to quickly and easily assign team members to respond to tweets and Facebook messages. Here's how:

6. From the launch menu on the left of your dashboard, click the Streams icon.
7. Locate the message you want to assign, hover over the top right corner, and click the arrowhead.
8. Click “Assign to...”
9. Click “Select a Team” to select the team who will be assigned the message.
10. Click “All Team Members” to choose the team member.
11. Add a note with further instructions.
12. Click “Assign” and it's done!

“Our Customer Service team is trained to use Hootsuite. They populate their streams with mentions of @RyersonU and monitor for other references to Ryerson, regardless of whether our handle is used, to ensure that all inquiries are seen by our team.

In terms of customer service, 75% of the time the team can answer a question over Twitter. If they can't, they'll call the appropriate department to get the student the right answer.”

Kareem Rahaman, Digital/Social Media Specialist, Ryerson University

Alumni: Maintaining Strong Relationships For Life

Your alumni represent a knowledgeable network of advocates who can share their stories and experiences with current and future students. Alumni and campus events can be monitored through your Hootsuite platform and social campaigns can be measured with message tagging to help your marketing efforts reach their maximum potential.

Strengthen Fundraising Outreach to Surpass Donation Goals

Fundraising works best when donors are connected to the cause, so communicating with them about projects and programs close to their hearts will help you exceed your donation targets.

- Target Facebook users by **demographic criteria** including age, gender, interests, relationship status, and education.
- **Campaign-specific URL parameters** help you keep tabs on links sent through your social media profiles, to track the success of specific fundraising campaigns.
- **Share stories of fundraisers or contributors** via social, to thank them for their participation and encourage others to join in.
- Got a fundraising event? Broadcast audience tweets live for everyone to see on a large screen using **HootFeed**, an easy-to-use browser-based application.

Stay Connected

Alumni have valuable insights into the student experience at your institution. Here are a few ways to help you keep in touch.

- **Filter your search streams by keyword** to find conversations on a particular alumni topic, program, team, or graduating year.
- Build a **Twitter list** for each graduating year, and add students who are sharing online to their appropriate list.

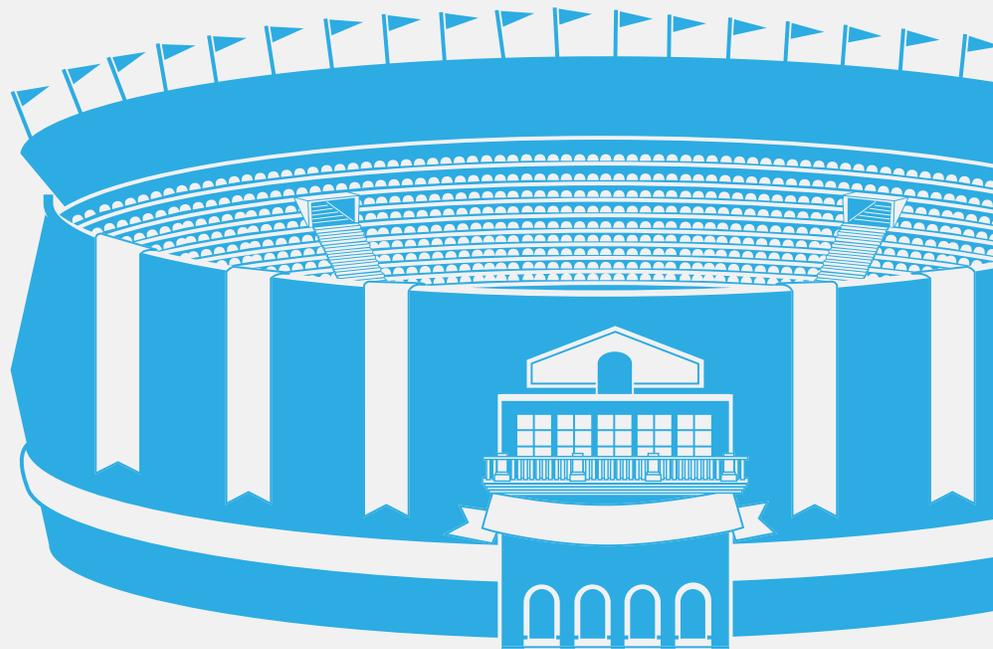
- Got a specific campus or region you want to hear from? Use **geo-targeting** to segment your dashboard search stream by location, and zero in on the community you're trying to reach.
- Use **hashtags** as catalysts for conversation, and to group posts by subject.

Build Career and Networking Opportunities

Professionals and business people of all types have come to understand the power of social networks for building their careers, whether they're junior staffers or seniors managers.

- **Publish messages directly to groups** on professional social networks such as LinkedIn, useful for targeting particular segments.
- Planning a series of cross-country events? Use **geo-based networking events** to bring together individuals who are based in the same region but can't seem to connect.
- Use your social platform to **facilitate introductions** between students and professionals. Closing the deal is up to them.

Case Study: Social Media in Action



The Athletics Department uses social media to attract the interest of top talent, boost ticket sales today, fund future capital projects, and elevate the game-day experience.

Your Athletics department is likely a strong contributor to your school's brand. Seven out of ten sports fans who like or follow a team online are open to sharing brand content, buying goods, or engaging with social posts. Social media has a big role to play in helping the Athletics department thrive throughout the student lifecycle: capturing the interest of top players, retaining a loyal fan base for strong ticket sales, and enhancing the entire experience to keep the program healthy well into the future.

Improve Recruitment and Build a Fan Following

When it comes to recruiting top athletic talent to colleges and universities, social media has changed the game. While limits exist on how social can be used to contact prospects, Athletics department leaders are learning that it's an essential way to support recruitment efforts.

- To get noticed by potential players, you will need to build your fan following. Use Hootlet, a Chrome add-on, to help you monitor and share relevant real-time content from anywhere on the web.
- Looking for a player with a particular skill set? Set up dedicated **search streams** to target precise phrases and keywords, and monitor conversations as they unfold.
- Are your player scouts spread out across the country? Use **geo-targeting** to send messages that can only be viewed by scouts in specific locations.
- Use **customer service app integrations** and **team assignments** to enhance your ability to respond quickly and efficiently to questions and comments.
- To learn more about potential recruits, use Hootsuite's **User Profile Pop-up feature** to see their location, follower count, and several options for how to interact with them.

Retain a Strong Fan Base

Students and supporters that feel included in your teams' success will feel a stronger connection and lead to loyal, lifelong fans.

- Hootsuite app integrations can help you engage with fans, by **discovering and sharing fan-generated content** on Instagram, YouTube, StumbleUpon, Trendspottr, and more.
- Create **dedicated working groups** for monitoring and engagement to ensure your audience feels heard and appreciated. It will also create knowledge experts that become efficient at detecting the types and sources of content for high engagement.
- Use **Hootsuite Analytics** for real-time insights into fan awareness of your teams and their upcoming events, letting you track and react to spikes, bursts, and dives in audience interest and engagement.
- With **bulk message scheduling** and **AutoSchedule** you can optimize how and when you distribute messages to have the greatest impact on your audience.
- With **Hootsuite Insights** you can conduct sentiment tracking and other analysis to find out things like where support is strongest for your teams and the types of campaigns that are most effective in connecting with your audiences.

Enhance the Athletics Experience

Social makes it possible to add depth to the game-day experience, taking the action and interactions beyond the playing field and encouraging long-time fans and alumni to take the lead in the support of your teams for fundraising or season ticket drives.

- Reach out to alumni by posting messages **directly to groups** on professional social networks such as LinkedIn.
- Find the most passionate fans by targeting Facebook users by **demographic criteria** including age, interests, and education.
- Kick off fundraising campaigns using **campaign-specific URLs and hashtags**, to help you keep tabs on links sent through your social media profiles.
- **Share stories of lifelong supporters** via social, to thank them for their participation and encourage others to join in.
- Broadcast audience tweets live for everyone to see on the big screen using **HootFeed**, an easy-to-use browser-based application.

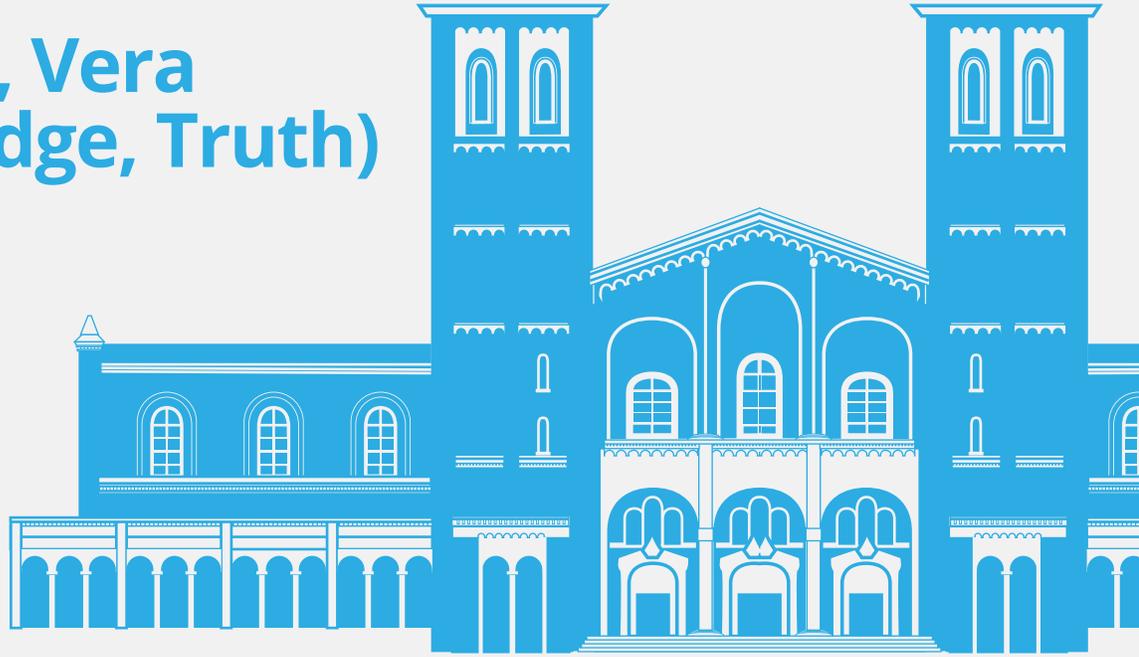
“We get value from Hootsuite everyday. It's open all the time. I don't know how much more essential it could be. We do everything out of it.

Social has allowed us to create daily conversations, but we're able to make those conversations accessible to the public. For example, if we say, 'Hey, John Smith from the Denver Post, check out this article,' we're not only reaching him, we're reaching anyone who might be searching his Twitter name. And if it's retweeted, it goes to his followers.

We use Hootsuite almost exclusively for whatever we do. From analytics to setting up the campaign and streams, and pushing everything out through those channels. So, for our lacrosse campaign, it was like a normal business day for us. We used streams and Hootsuite to help monitor everything.”

Nicole Bostel, Director of Media Relations, Division of Athletics and Recreation, University of Denver

Ex Scientia, Vera (In Knowledge, Truth)



Social media pervades the modern college and university experience. Its impact begins before students get accepted to a school, and lasts long after they have left the campus and become alumni. The ability of higher education institutions to thrive in the years ahead will depend, in part, on their understanding of the powerful impact of social media on all phases of the student lifecycle.

By embracing a holistic vision of the social campus and implementing a robust social relationship platform like Hootsuite Enterprise, all departments have the capacity to use social media to meet their unique communications objectives while supporting the broader goals of the institution.

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To get started, request a demo and join 744 of the Fortune 1000 that already use Hootsuite, visit enterprise.hootsuite.com

About Hootsuite Enterprise

Partner with Hootsuite to accelerate your social transformation



Hootsuite is the most widely used platform for managing social media, loved by over 10 million people around the globe and trusted by more than 800 of the Fortune 1000. Hootsuite Enterprise empowers organizations to execute business strategies for the social media era and scale social media activities across multiple teams, departments, and regions. Our versatile platform supports a thriving ecosystem of social networks complemented by 200+ business applications and integrations, allowing organizations to extend social media into existing systems and programs.

Along with our channel and agency partners, we help organizations build deeper relationships with customers, stay connected to the needs of the market, grow revenue, and draw meaningful insights from social media data. Innovating since day one, we continue to help organizations pioneer the social media landscape and accelerate their success through product training, group training and tailored organizational training, as well as security and compliance services.

Request a custom demo today by visiting enterprise.hootsuite.com

Trusted by over 800 of the Fortune 1000

