

Hootsuite for Higher Education

A unified social media platform





Social Marketing: Safeguard your brand with a unified strategy and single voice

Enable each department to work under a common social media governance structure, while still leveraging social in creative ways to meet their own unique objectives.

Increase brand awareness and improve perception

- Align departmental objectives and social strategy across campuses with connected workflows and streamlined communications
- Monitor social channels for what's being said about your brand, faculty, programs, or competitors
- Extend the reach of your campaigns and messages through content marketing, social advertising, and cross-channel communication
- Schedule posts to reach your audience at optimal times, in bulk to save time, or with geo-targeting to connect with regional audiences

Build an engaged and connected community

- Grow your online following—and keep current followers engaged—with contests that spark conversations
- Identify and engage with higher education leaders and influencers to further extend your brand message
- Simplify content curation and discover the most targeted, relevant content to share

Mitigate risk and unify crisis management

- Protect your reputation with permissions, approvals, and a common content library to prevent off-brand content and other errors
- Monitor student comments on multiple networks to quickly detect trends and potential issues before they escalate
- Post essential updates and answer questions across several social media networks—quickly and accurately

“Before Hootsuite, our student services communication process was ad hoc—every day we’d be checking social and emails would be sent if it was urgent. Now, the process is streamlined because I have the ability to assign inquiries to any department with Hootsuite.”

Terry Coniglio, Assistant Director, Social Media Georgia State University



Social Selling: Attract top students and revolutionize the student journey

Strengthen your brand and attract top talent by tailoring your messaging to each social platform and audience—and ensuring it has a consistent voice.

Increase student enrollment

- Increase enrollment applications by identifying and engaging with prospects who are researching their post-secondary options
- Identify top-performing content to share with your audience

Build long-term relationships

- Establish your expertise by sharing valuable content throughout the student journey
- Fuel campus spirit and involvement by engaging with students where they spend a majority of their time—on mobile social platforms
- Encourage donations—and lifelong participation—by keeping alumni connected to their alma mater through social media

Employee Advocacy: Build brand love internally and externally

Leverage the social presence of your most devoted fans—your employees, current students, and faculty members—to keep them engaged, amplify announcements and campaign messages, and boost your social reach.

Engage, amplify, and measure results within your college or university and beyond

- Boost awareness of student recruitment or fundraising campaigns
- Increase employee, student, and faculty engagement
- Measure and optimize team participation, content performance, and social reach

Do more with social

Discover why leading colleges and universities trust Hootsuite to help simplify their social media management while driving enrollment, boosting student engagement, and raising new funds.

Engagement

Engage with people across all your social media accounts through a single dashboard.

Publishing

Automate your social media content publishing to maintain your presence without tying up resources.

Analytics

Get real-time social analytics that help you measure social sentiment around your school, act on opportunities (and challenges) quickly, and measure the effectiveness of your content and campaigns.

Insights

Understand the conversations happening around the topics that matter to your school through intuitive visuals created with data from 100 million sources.

Campaigns

Broaden your reach and attract prospective students with beautiful and easy-to-create campaigns and contests, deployed across multiple platforms and networks.

Amplify

Enable your faculty to share approved posts with their friends and followers to expand your school's social reach.

Platform

Manage your social media efforts efficiently, safely, and securely with our robust and flexible workflow, security, and compliance features.

Ecosystem

Extend the power of Hootsuite—and tap into the tools and solutions you already rely on—through the 250+ apps and integrations in the Hootsuite App Directory.

Mobile

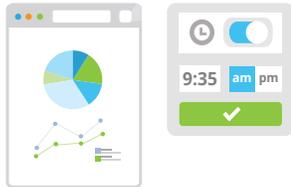
Manage social media from anywhere with the Hootsuite mobile app for your iOS or Android device.

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

About Hootsuite Enterprise

Partner with Hootsuite to accelerate your social transformation

Social Marketing



Social Selling



Employee Advocacy



Social Customer Service



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

