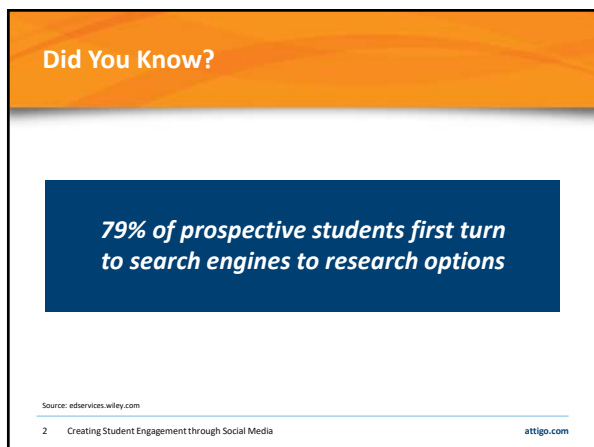
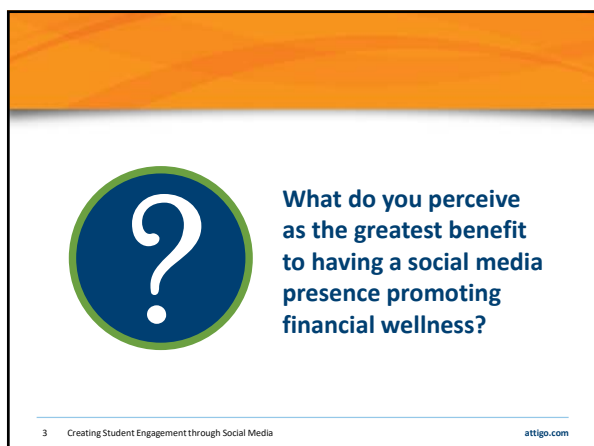




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We Will Discuss

- 1 Identifying the role of social media
- 2 Building connections with your students
- 3 Creating a social media strategy to increase engagement
- 4 Wrapping up


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Identifying the Role of Social Media for Student Engagement



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How do you use social media for student engagement?

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How Students Use Social Media

Platform	2018	2019
YouTube	45%	57%
Twitter	46%	42%
Instagram	62%	63%
Snapchat	83%	81%
Facebook	76%	76%

Source: broadsoundsearch.net/blog/social-media-facts-statistics

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How You Can Use Social Media

Provide a variety in learning

Create a sense of community

Increase engagement

Research student needs

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Building Connections with Your Students

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"The internet is becoming the town square for the global village of tomorrow."
- Bill Gates

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Build Connections



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Students Seek Connections

Some students...

- May struggle with new responsibilities
- May not understand resources available
- Might consider leaving school

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Students Seek Connections

Some students...


- Need to know you're listening
- Want to believe you're their advocate
- Have to be able to trust you

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Five Ingredients of Relationship Building

1. Communication
2. Conflict resolution
3. Life skills
4. Self-management
5. Stress management



Source: psychologes.co.uk
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Life Skills

Virginia Commonwealth University Office of Financial Aid
 April 7

How does a checking account work? Find out.

How does a checking account work?



VUOFINANCIALAIDTV.COM
 How does a checking account work?
 A checking account is a bank account that allows easy access to your...

Like
Comment
Share

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Five Ingredients to Building a Base

1. Recruit student peer advocates
2. Harness the power of user-generated content
3. Go live!
4. Give away school swag
5. Consider posting when students are more likely to see it

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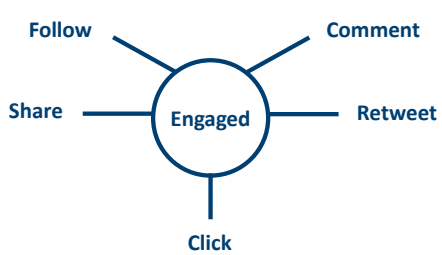
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Creating a Social Media Strategy



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What It Means To Be Engaged



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Strategic Objectives

- #1 — Build brand (institutional) loyalty
- #2 — Build brand (institutional) recognition
- #3 — Build a richer customer (student) experience and service

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Develop a SWOT Analysis

Strengths	Weaknesses
Opportunities	Threats

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Four Strategic Actions

- 1—Share information
- 2—Incorporate visual stimuli
- 3—Be human
- 4—Cross-promote

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1—Share Information

Jab, jab, jab...

Is there an event?

Are there organizations trying to expand?

Are there new school-branded items available?

Are there new school-branded items available?

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1—Share Information

Right hook! Pow!

Attend a function

Complete their FAFSA


Read something on your website

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1—Share Information

BE YOUR OWN VALENTINE!



APPLY FOR UM-FLINT SCHOLARSHIPS NOW!



Application available at sis.umflint.edu

UM-FLINT (@umflint) • February 14, 2018

Happy Valentine's Day! We're looking for 2018-2019 scholarship applicants to get together with the rest of the UM-FLINT community on this special day! For more info: umflint.edu/scholarships

114 • 1 comment • 1 share

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1—Share Information



woregenfinald • Follow
Eugene, Oregon

woregenfinald Your credit score is made up of five different factors, and certain factors are given more weight than others. Learning what impacts your credit score can help you to improve it! For more info, visit link in bio!

By

akymastie Such good

26 likes

APR 27

Add a comment...

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2—Incorporate Visual Stimuli

A picture is worth a thousand words

- The brain conceives a visual faster
- More than 90% of the information transmitted to the brain is visual
- Visuals have a better chance of triggering a reaction
- Visual content lasts longer



Source: fatbit.com

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2—Incorporate Visual Stimuli



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2—Incorporate Humor

- Be natural
- Make sure the humor fits
- Differentiate yourself from others
- Keep it relevant

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3—Be Human

- Engage in a friendly way
- Use warm, inviting, and personalized vocabulary
- Remain humble
- Show your face
- Be responsive
- Listen more than you talk



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3—Be Human



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4—Cross-promote

- Include links to relevant content
- Share tweets, feedback, other departments' content
- Adjust messaging so it's similar but not static
- Direct students to financial wellness tools

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4—Cross-promote



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Foster Engagement

Continue the discussion

Answer questions

Like and share posts

Respond to comments and feedback

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Foster Engagement

Respond to negative feedback

Be mindful of FERPA

Be positive

Never make assumptions

Respond online to close the loop


Address inappropriate comments

Identify when to escalate to the authorities

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Foster Engagement



The screenshot shows a social media post from 'uoregonfinalid'. The post features a green graphic with the text: 'FINANCIAL WORKSHOP SERIES: DOLLARS AND SENSE FOR DUCKS LOAN REPAYMENT Tuesday, May 19 - 3:00-4:00 p.m. Explore student loan repayment options to make your payments, what to do if you have financial troubles, repayment plan options, and loan forgiveness through our virtual event in Zoom. R.S.V.P. at: <http://uoregon.edu/workshops>'. The post text says: 'uoregonfinalid • We are hosting another federal loan repayment workshop on May 19th from 3:00-4:00. Come ready to learn about your federal loans and prepare for repayment. RSVP at the link in our bio to receive the Zoom link.' It shows 17 likes and is dated May 14.

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Wrapping Up



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Final Thoughts

- Keep it simple
- Provide real-life training
- Include behind-the-scenes photos
- Use engagement tools for research and feedback




Source: thenextscoop.com

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Final Thoughts

- Share content that's relevant, timely, and useful
- Keep it short and sweet
- Use images and infographics when possible
- Target true engagement



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Final Thoughts

Share social media information on nearly everything

Encourage parents to follow you and offer fun-filled activities to engage students

If you have a separate account for your office, be sure to interact with your institution's social media

Go where your students are

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Thanks for Attending
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