

# 5 Social Media Best Practices Every College Should be Following

In the past year, we've seen increases of 1,500 percent year over year in engaged users, and an increase of nearly 1,100 percent in social reach for our clients in higher education. Whether you're looking to reinvigorate your school's social media practices, revamp strategy, or just get inspiration for future tactics, we're here to help.

## ✓ 1. ENGAGE USERS WITH VALUABLE CONTENT.

Finding the right content that resonates with users inherently, whether it's where to eat around campus or highlighting student communities that may entice recruits, helps engage those who like your university's social profiles. Without providing value to those who follow you, engagement will decrease and reduce the value of your social profiles.

## ✓ 2. DON'T GET PENNED INTO EXISTING MODELS.

While you may be tempted to try similar marketing tactics online as you would for traditional advertising, it's important to be nimble and work with the new ways people engage with you on social media and seek out creative ways to get them to convert. Whether it's a recruitment or fundraising campaign, different methods are required to get great results.

## ✓ 3. SHARE THE COMMUNITY, NOT JUST THE CREDENTIALS.

While incoming college students may be increasingly focused on the reputation of a college or the available classes, sharing why your existing students love your school is the best tool for acquiring strong and qualified applicants.

## ✓ 4. SHARE YOUR STAR GRADUATES AND ACCOMPLISHMENTS WITH HUMILITY.

If you have amazing clubs, a fantastic campus location or amazing post-grad job placement rates, talk about it. These benefits of your university will all tie into an individual's college decision.

## ✓ 5. ESTABLISH A SOCIAL MEDIA TEAM.

This is where college-minded folks are getting their information and they expect their future collegiate home to mirror their likes, needs, and values as well. Colleges cannot afford to have their social presence lapse.

**Remember:** thinking outside the box can help you connect and create content that resonates with your students. Streamlining your social presence and creating a social atmosphere that mirrors campus life are key ingredients of a great social media strategy.

## READY TO TAKE YOUR SCHOOL'S SOCIAL MEDIA TO THE NEXT LEVEL AND SEE RESULTS?

Want help? Reach out to us today to hear how we can make an impact for your higher education institution.

