

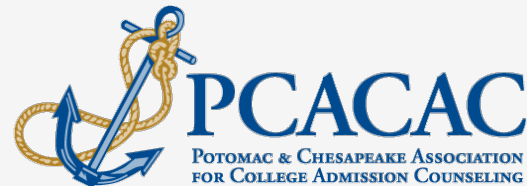
Welcome to
PCACAC's
16th Annual
Summer
Institute



Social Media
Professionals
in Admission

Session C4

Tuesday, July 16



Presenters



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Learning Objectives

1

- Understand popular social media channels

2

- Learn about developing social media strategy

3

- Begin to think about our responsibilities as social media managers

Social Channels (today)



2.4 billion↑



321 million↓



1.9 billion↑



300 million



1.5 billion↑



234 million↑



1 billion↑



500 million



190 million↓



471 million↓



10 million

Social Channels (yesterday)



One college's findings...

New Student Registration - Social Media Survey					
On which social media platforms are you active?					
	Instagram	Facebook	Twitter	Snapchat	Other
2019	94%	53%	49%	85%	6%
2018	91%	55%	52%	88%	6%
2017	89%	68%	58%	85%	7%
One which social media platform are you MOST active?					
	Instagram	Facebook	Twitter	Snapchat	Other
2019	56%	4%	7%	31%	2%
2018	50%	3%	9%	35%	3%
2017	52%	8%	10%	30%	1%

Be aware of...



College Admissions Counselors

College Admissions Counselors ▾
Closed Group · 15.4K Members

 + Add



ACCEPT: Admissions Community Cultivating Equity & Peace Today

Group by Accept: Admissions Community Cultivating Equity & Peace Today

▾

Closed Group · 4.2K Members

 + Add

A2C r/ApplyingToCollege

103k Members | 984 Online

This subreddit is for anyone looking for advice about college admissions, including college essays, scholarships, SAT/ACT test prep, and anything related to college applications.



and don't forget about the blogs!

Developing a social media strategy

- What is the goal for your activity?
- How will your work tie into the school's overall social media strategy?
- Which platform(s) can you reasonably enter/maintain given the constraints of your position?
- How do you gauge success? How will you report your results to leadership?

Tips for Crafting a Responsible Presence

- **Listen** – know what's being said by your colleagues, your peers, and your students
- **Respond** – be helpful when people have problems and thankful when they are complimentary
- **Be interesting** – create more content than you retweet
- **Be timely** – use keyword and trending topics in clever ways to increase reach
- **Know your algorithms**

Let's Discuss!

Please...

Complete a session evaluation
via the mobile app before you
leave.

Thank you!