Supplementing your recruiting practices with the use of social media.

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Forms of electronic communication through which users create online **communities** to share information, ideas, personal messages, and other content (such as videos).

**Community** - a unified body of individuals.

http://www.merriam-webster.com/
Wildly popular, experts from the social media industry say,

“Entering a new social space is ill-advised until you have the bandwidth to truly build an engaged community.”
Social media can be used:

- To connect prospects to campus
- To encourage prospects to attend information sessions
- To get prospects to apply and enroll
- To interact with students once they’ve enrolled
- And to keep in touch even after graduation

Develop your strategy before you develop your social media page/site.
In a Noel-Levitz survey, respondents noted that the following content was what they expected to find after liking a college’s Facebook page:

- Information about admission deadlines and events (36%)
- Information about academic programs (34%)
- Updates through the news feed (30%)
- Special information unavailable elsewhere (26%)
- Interaction with page administrators (26%)
- Contact from school about admission (26%)
- Photos and videos (25%)
- Interaction with other people who like the page (21%)
- Specific information tailored to the user’s profile (18%)

https://www.noellevitz.com/papers-research-higher-education/2012/2012-e-expectations-report
Which Platform is Best?

What social media channels do college-bound high school students use?

Facebook
YouTube
Instagram
Twitter
Snapchat
Google+
Vine*
Pinterest
Tumblr
iFunny*
Reddit*
LinkedIn*

Facebook

- Post academic information (or links to your website), application deadlines, event dates
- Make profile pages public forums to ask questions and interact with followers
- Show off your campus and your program
- Get prospects to become more engaged in your program
- Have students talk to prospective students

Once your community is going – Advertise.
Facebook’s advertising is based on two concepts

- Pay per impression (how much it is shown to viewers)
  
  \[ CPM = \text{cost per mille} = \text{Price per 1,000 impressions} \]

- Pay per click (how many times your ad is clicked on)
  
  \[ CPC = \text{cost per clicks} \]

- You set your budget, target audience and bid on available ad space. Once your $$ runs out. The ads stop. $2 per day min.

- Facebook has online tools to help you get your ads running. All you need is your **strategy** and a **credit card**.
• The COAA graduate program **Dual Masters Degree of Architecture III/Computer Science or Information Technology** paid for about three weeks of advertising (Dec/Jan), and spent about $90 total.
• Website traffic to [http://descomp.uncc.edu](http://descomp.uncc.edu) nearly doubled (from about 190 per week to over 300 per week).
• So happy, they ran it again (Feb.) but website traffic decreased (under 100 views per week).

**What’s missing?**
• Have a mechanism in place to capture and engage the audience on the Facebook page. Where’s the community?
• Have an online form (call to action) to collect prospective student contact information and market directly to them. Where are your leads?
• While the College of A+A only spent about $200 dollars to advertise on Facebook, they only have website analytics to show for it.
Professional database of people and resumes. Another form of an online **community**.

- Target new students by showing off your alums and their careers.
- Showcase the reach of your program – networking tool.
- Demonstrate how your program affects the workplace.

Once your community is going – Advertise.
• Similar to Facebook, LinkedIn provides targeting options, including the ability to target by job title, employer, role, skills, and interests.
• LinkedIn profiles tend to contain more detailed “professional” information compared to what people list on their personal profiles on Facebook.
• Just like Facebook, LinkedIn advertising rates are CPM or CPC. Again, you set your budget, target audience and build your campaign online. Once your $$ runs out, the ads stop. $10 per day min.
• Twitter may not be a main channel for recruitment, but can be a very worthwhile addition to an e-recruiting portfolio.
• The 140 character limit per tweet makes it easy to plan and deliver multiple feeds.
• Interactive in nature allowing programs to engage in ongoing dialogue with Twitter users (students, prospects, alumni, business, and community).
• Can also turn users into advocates for UNC Charlotte and your program as they re-tweet to their followers, giving you valuable free marketing.

But make sure you have something new and fresh to say – daily! Don’t just rehash what’s on your other social media sites.
• If you’re lucky enough to (a) have video or (b) afford to have it produced, make sure it gets on **YouTube**!
• Link to your videos from your websites.
• Email prospects your recent video news feeds, campus videos found on the University channel ([UNCCharlottevideo](https://www.youtube.com/unccharlottevideo)), or anything else of high quality demonstrating your program, faculty or students.

**End with a “call to action”**

• Apply today
• Attend an information session
• Email for more information
Social Media Recruitment 101

Thank you for attending.

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