

# The Dos and Don'ts of Higher Ed Social Media

**PART 2**

**LIVE WEBINAR**



## Our Panel

Our host:



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Social Media  
Communication Officer  
**Fanshawe College**



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Social & Digital Media  
Officer  
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**Karen Paculba**

Senior Director, Social Media  
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**Santa Clara University**



**Liz Harter**

Senior Social Media Manager  
**University of Notre Dame**

### Housekeeping

**Audio and video is off by default** – you can only hear and see the panel.

**The webinar will be recorded** – we will email you the recording shortly.

**Need help?** If you have any technical issues, email [marketing@keg.com](mailto:marketing@keg.com)



### JUST ASK!

**Have a question for our panel? Submit it via the Q&A tab and please share your experiences in the chat.**



# Keeping up with... new channels



# 59%

of higher ed marketers find it hard to keep up with new features or ad features on social media.

*\*Hootsuite social trends 2024*



**Don't!** We don't always need to be reactive. If a new channel launches, create an account to secure your name & then watch how it develops.



How do you use Discord and Reddit? Is it conversational, promotional? Do staff or student ambassadors reply?



Have you been using Threads as part of your strategy? Or ZeeMee?



How do you stay on top of algorithm changes? And constantly learning new skills (e.g. different editing styles)?

# Creating 'good' content

AVERAGE ENGAGEMENT FOR HIGHER ED IS 2.4% – THE BEST INDUSTRY SECTOR. *\*Rival IQ report*



I have been linking posts to web articles on our school site. Should I change to a narrative in a caption? Are other universities using article content successfully?



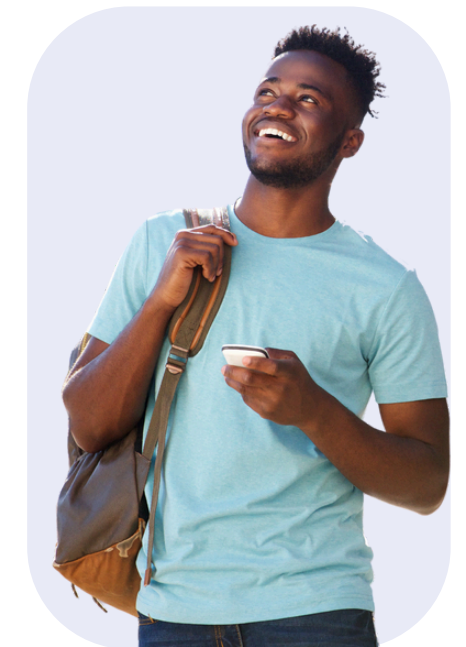
What platform has best engagement with *admitted* students?



How important are captions for a post's success?



What content should we post to Instagram? Just photos and reels? Or experimenting with memes and trends?



**Do!** Repurpose content. If a video 'fails' on Instagram, it might be better suited to YouTube Shorts. Experiment and see where your content is best suited.

# Student Ambassadors



**62%** of students in Europe said chatting with another student influenced their application decision. *(Unibuddy)*



**What areas should student ambassadors get trained in?**



**Should we let students lead the content on our Instagram page?  
How much freedom do we give?**



**How do you keep student ambassadors engaged?**



**Do!** Use current students to help source content. Takeovers, 'day-in-the-life-of' vlogs and campus tours will resonate with students who can't visit campus.

# Ask us anything!



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# Connect with us on LinkedIn



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