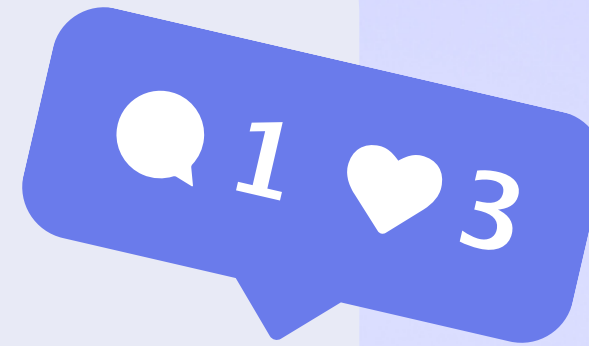


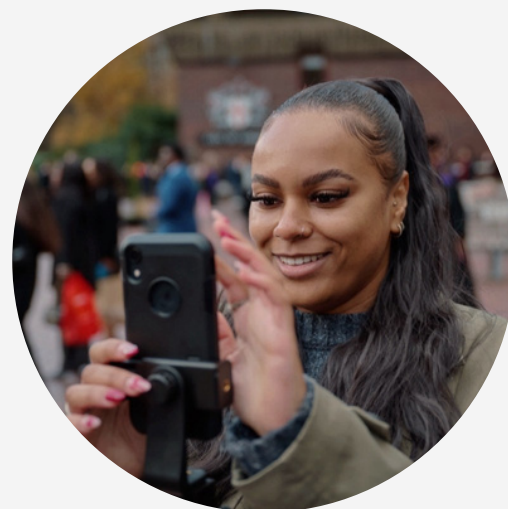
TikTok to LinkedIn: **Social Media Strategies for Recruiting Students**

INSIDER SESSION



HOST**Melissa Palleschi**

Sales Director
Hubbub Labs

**Nicole Hemming**

Social Media Manager
London Metropolitan University

**Kellen Manning**

*Director of Digital and Social
Media Content*
Penn State University

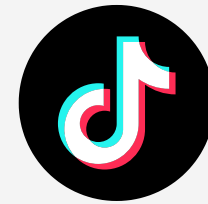
**Matt Navarra**

Social Media Consultant
**Matt Navarra Media
& the GeekOut Newsletter**

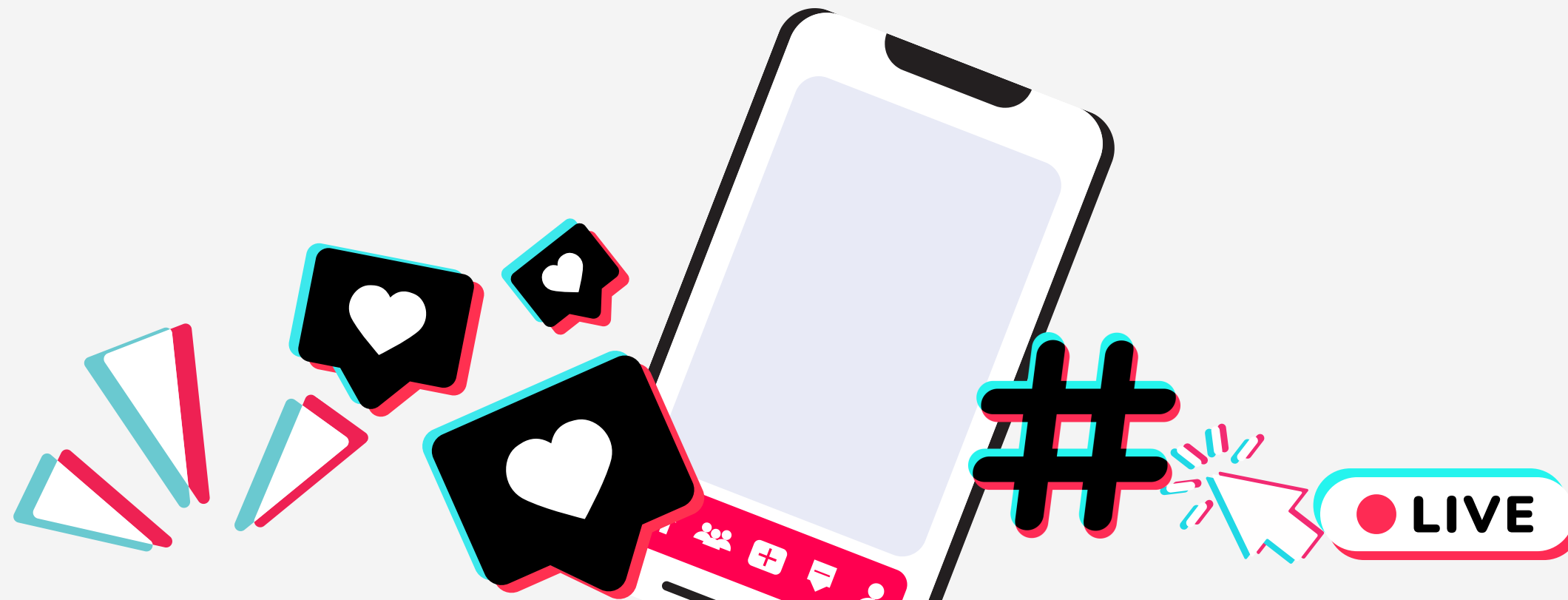
- **Audio and video is off by default** – you can only hear and see the panel.
- The webinar will be recorded & **we will email you the recording tomorrow.**
- If you have any technical issues, **email marketing@keg.com.**

Questions for our panel?
Use the Q&A tab and we will get to
as many as possible as the end!

T I K T O K



How are you using TikTok to showcase your campus?



Humanize your institution.

Over half of TikTok's audience is 18–24, ideal for enrollment outreach.



attention span
for Gen Z.

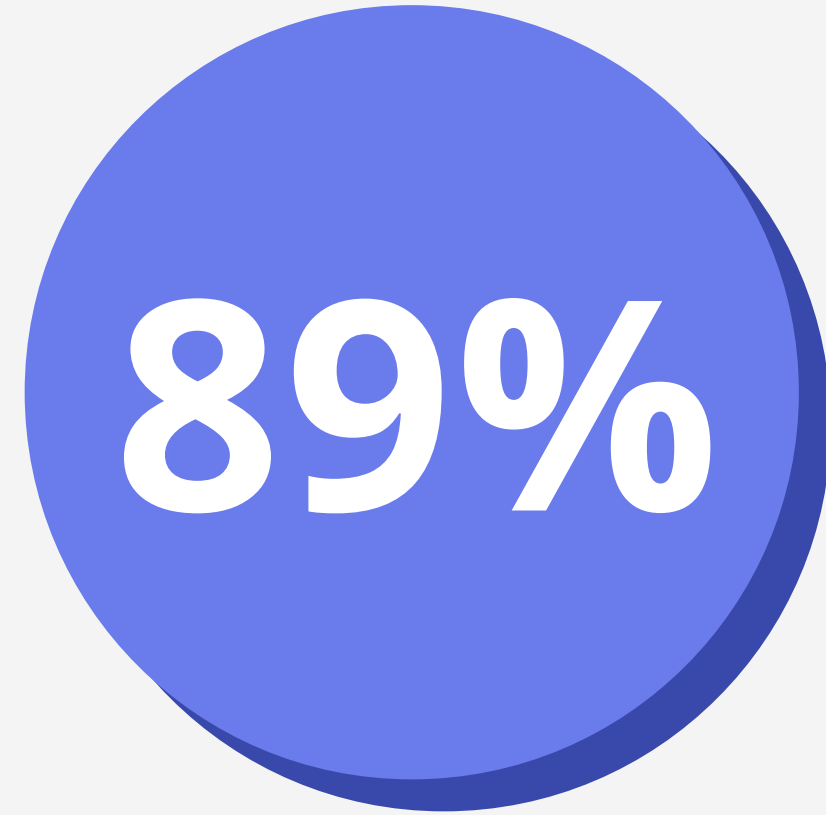
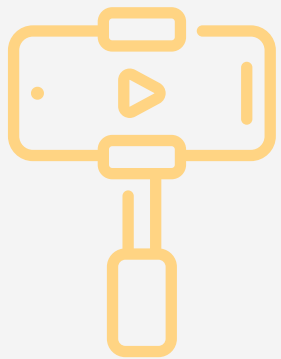
U G C



**What percentage of
your content is
student generated?**

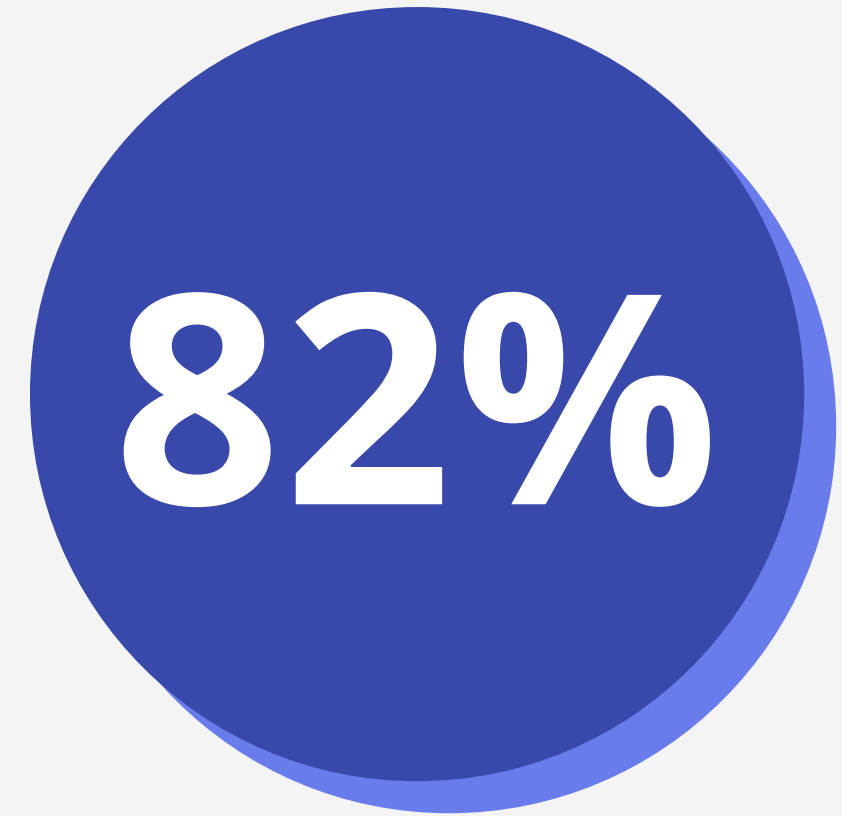
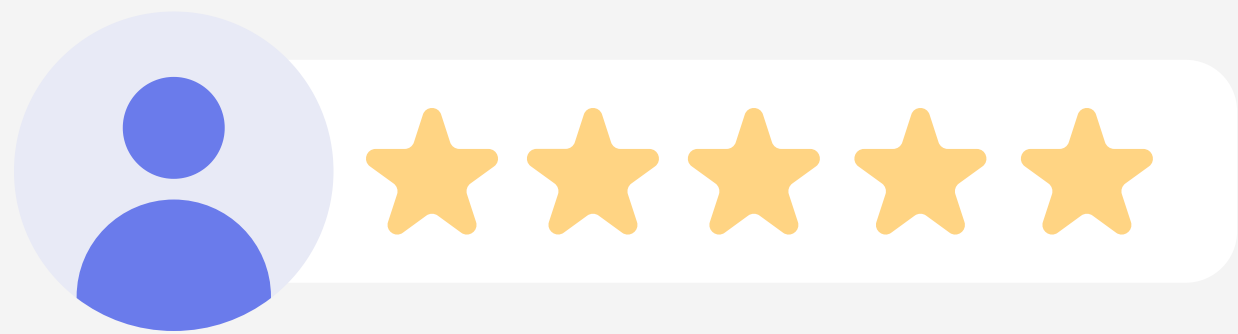


UGC: Not just a 'buzzword'



of students are actively seeking college-related content (student vlogs, campus tours)

What about student reviews of your university?



of students said they take reviews into consideration

F A C E B O O K



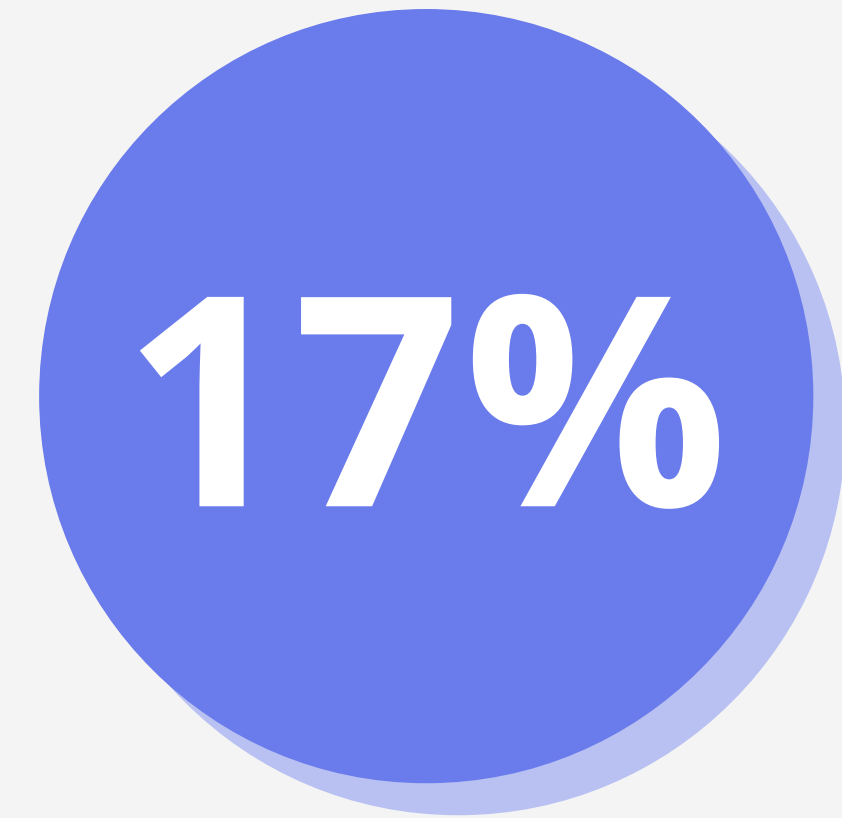
Is it still worth posting on Facebook?



It is audience dependent...

C O N T E N T T I P S

- Different demographic, so adapt messaging.
- Useful for reaching parents and alumni.
- Share informational content more directly.
- Leverage Facebook for event promotion.



of students said they use Facebook to research study options.



R E D D I T



**What opportunities
are there for using
Reddit (and Quora)?**

Any questions?



KEYSTONE
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