



CONFERENCE

SOCIAL MEDIA STRATEGY FOR HIGHER EDUCATION: BEYOND THE BASICS

March 25 - 27, 2013
Fort Worth, TX



ACADEMIC
IMPRESSIONS



OVERVIEW

Now that every institution has at least one Facebook page, Twitter feed, LinkedIn group, and YouTube channel, and the value of social media is widely understood, colleges and universities need to think more strategically about their presence across all channels. The barrage of new communities, platforms, and ways to connect has the potential to overwhelm even the most savvy social media butterfly. Only when an institution steps back to structure a fully formed strategy can it push its online tactics to a better-coordinated and more productive end.

Join us in Texas to learn the core components of a fully formed social media strategy. You'll leave this event with an action plan to help you get started in taking your social media activity to the next level.

LEARNING OUTCOME

After participating in this conference, you will be able to deploy social media strategy and tactics in key areas, such as marketing and communication, enrollment management, and advancement.

WHO SHOULD ATTEND

With breakout sessions woven through this event, admissions, advancement (including alumni relations), communication, and marketing professionals charged with overseeing social media efforts will learn the core components of a fully formed strategy and leave with a framework for getting started.

Learn how to set social media strategy, broaden your tactical reach, and cultivate supportive and engaged communities.



Attend as a Team and Save!

We know that critical issues and challenges require the input and support of many campus stakeholders. To help make it possible for your team to attend, every fourth conference and/or workshop registrant can participate FREE of charge!



AGENDA

MONDAY, MARCH 25, 2013

PRE-CONFERENCE WORKSHOP

8:00 - 9:00 a.m. Registration and continental breakfast for pre-conference workshop participants (breakfast included in workshop registration fee)

9:00 a.m. - 12:00 p.m. Optional Pre-Conference Workshop: What's New and What's Next? Facebook, Twitter, LinkedIn, YouTube, Google+, and Location-Based Services
Your ability to use social media is only as strong as your familiarity with tools and technology. Changes to privacy settings and even updates to the "look" of the application can change the way you use social media to reach applicants, current students, and donors. This workshop will provide you with a detailed update of the three most common social media applications, explore some new platforms, and examine ways you may want to consider using them at your institution.

12:00 - 1:00 p.m. Lunch for pre-conference workshop participants (included in workshop registration fee)

12:30 - 1:00 p.m. Conference registration

1:00 - 1:15 p.m. Introductions and opening remarks

1:15 - 2:00 p.m. Finding the Right Track: How Close Are You to A Strategy?
According to recent polls, 100 percent of universities have a social media presence of some sort. However, the strongest results (increased applications, improved alumni relations, higher giving levels) are realized only when an institution deploys a comprehensive strategy. This session will help you understand the components of strategic thinking for social media, then give you time to conduct a gap analysis to determine where your own efforts may need to improve. The results of this analysis will serve as the foundation for your participation in the rest of the program.

2:00 - 3:00 p.m. Working Session: Analyzing and Refining your SM strategy
In this working session, participants will be guided through:

- Reviewing their social media objectives and evaluate whether they are SMART
- Evaluating whether or not the audiences they are trying to reach and the message they send match
- Outlining the social media tools, measurements, staff, training they are currently using and evaluate where improvements can be made

3:00 - 3:15 p.m. Break

3:15 - 4:30 p.m. Social Media Analytics and Tracking
You can track any number of social media metrics - everything from traffic and conversation numbers to "friend" or "like" numbers and site-referenced click-throughs or forwards. However, which metrics are the most meaningful? What should your institution be focusing on to meet your primary goals? This session will help you answer these questions and put metrics behind your social media resources.



AGENDA

MONDAY, MARCH 25, 2013 (CONTINUED)

4:30 - 5:30 p.m.

Staffing Social Media and Required Skill Sets

Now that higher education has moved beyond skepticism about the effectiveness of social media, you'll have to tackle how to effectively staff social media efforts and recognize the skill sets you should be looking for. This session will help with staffing and skill set questions, and will also help you develop skills in training others at your institution on how to effectively manage their own pages and social media presence, including when and how to tell colleagues not to engage in social media.

5:30 - 6:30 p.m.

Networking reception (included in registration fee)

TUESDAY, MARCH 26, 2013

8:30 - 9:00 a.m.

Continental breakfast (included in registration fee)

9:00 - 10:30 a.m.

Developing a Content Strategy: Making Sure Your Message Sticks

Social media works best when your voice is consistent and your content is authentic, interactive, and meaningful. This means you need to know how to create a personality through your social media, seed content, respond to users appropriately and quickly, and drive users deeper into your website based on interest or affinity. This session will guide you through thinking about how your social media content works together with your websites, email strategies, collateral, and other communications. Additionally, we'll include time for you to begin drafting some content for future use.

10:30 - 10:45 a.m.

Morning break

10:45 a.m. - 12:00 p.m. Breakout Session 1: Social Media to Enhance Enrollment Management

Potential applicants are visiting your admissions site all the time, but do you know how to drive them to your application page using social media? Or how to increase their likelihood of enrollment? This session will help you develop a strategy for improving admissions results and identify techniques for staying engaged with your applicants throughout the admissions cycle.

Breakout Session 2: Make Your Ask Stronger: Social Media and Solicitation

Transactional giving – especially annual, athletics, and class-based fundraising - is particularly well-situated to be augmented by social media tools. This session will help you maximize social media tools to get the most out of your ask, whether it's online, through a mobile device, or in an emailed video or QR-coded postcard.

12:00 - 1:15 p.m.

Lunch (included in registration fee; both groups together)



AGENDA

TUESDAY, MARCH 26, 2013 (CONTINUED)

- 1:15 - 2:30 p.m.** Breakout Session 3: Working Session: Social Media to Increase Applications and Improve Yield Results
In the first breakout session, you looked at potential strategies for enhancing your enrollment management operation. Now, you'll have a chance to revisit what you've learned and to immediately apply your newly gained knowledge to your own social media tools.
- Breakout Session 4: Social Media to Improve Alumni Events, Including Reunion
From alumni clubs to homecoming to reunions, your advancement team manages large numbers of events for each demographic of your alumni base. Social media provides a tool for augmenting these efforts. This session will help you use your social media presence to make the most of your alumni relations efforts.
- 2:30 - 2:45 p.m.** Afternoon break
- 2:45 - 3:30 p.m.** Developing an Effective Social Media Policy
As institutions enter the social media space or expand their usage to new platforms, they need to develop a workable and equitable policy that addresses legal, privacy, and branding issues. This session will help you avoid policy pitfalls and minimize your institution's risk level as you further enter the social media space.
- 3:30 - 4:00 p.m.** Responding to Challenges on Social Media
Unfortunately, bad news will occasionally come up and need to be dealt with. Are you prepared to handle everything from a negative post on your Facebook page to an alarming tweet to a campus-wide crisis? Do you know when to abandon process and get posting? Or when to ignore a Negative Nelly? This session will address these issues through real-life examples, and help you set a plan for challenges large and small.
- 4:00 - 5:00 p.m.** Case Study: Social Media Challenges
In this case study session, participants will work in teams to outline a response to a hypothetical social media challenge, which could be an unexpected and detrimental situation or event such as a natural disaster, a campus crime, facility damage or explosion, a fired chancellor or president, a fired football coach, etc. Participants will take away a fully formed example of how to respond to a challenge.

WEDNESDAY, MARCH 27, 2013

- 8:30 - 9:00 a.m.** Continental breakfast (included in registration fee)
- 9:00 - 10:30 a.m.** Sharing Best Practices: Examples of Social Media Success
Think of this session as your opportunity to crowdsource effective social media campaigns, intriguing social media personalities, and proven social media initiatives. We'll begin by offering some of our favorite concrete examples of social media brilliance, and then we'll open the floor for you to present what you've done, or what you've admired from afar.



AGENDA

WEDNESDAY, MARCH 27, 2013 (CONTINUED)

10:30 - 11:00 a.m. Break and hotel check-out

11:00 a.m. - 12:00 p.m. Working Session: Tying it All Together: Developing the Outline for Your Strategy

You've learned how to craft a careful policy, seed content, improve your practice area, structure appropriately, and measure correctly. Now it's time to put it all together. This session will help you prioritize your efforts and fill the gaps you identified at the start of the event. Following a brief review of the key takeaways, you will begin to design a strategy outline appropriate for your institution.

POST-CONFERENCE WORKSHOP

12:00 - 1:30 p.m. Lunch for post-conference workshop attendees (included in workshop registration fee)

1:30 - 4:30 p.m. Optional Post-Conference Workshop: Managing Student Staff and Contributions to Social Media

Even if your institution has the budget to adequately resource itself with professional staff, you're still going to be using students to add authenticity to your effort and give a "real" perspective. How should these students be hired, trained, and managed to ensure the highest-quality contributions while minimizing mistakes? This session will address these issues and is intended for those who are looking to augment their current social media efforts with student employees.



INSTRUCTORS



KEITH HANNON / Associate Director, Social Media

Cornell University

Keith Hannon (@KeithHannon) is tasked with managing the various Cornell alumni social network communities, producing video content for the Web, utilizing current and emerging mobile technologies for alumni events, and streaming campus and alumni events live to the Cornell alumni Facebook page. Before joining Cornell, Keith was a senior producer for Six Degrees Games in Los Angeles, CA, where he developed creative content strategies and served as senior community manager for the social gaming company.



TIM JONES / Interim Executive Creative Director

North Carolina State University

Tim (@timjonesonline) provides vision, direction, and strategy at the intersection of the Web, design, marketing, and media to cultivate and implement innovative ideas for North Carolina State University. He previously served as the interim chief communications officer, transitioning University Communications to a business value-focused organization with a profound ability to influence outcomes through high-quality, creative marketing and communications. Tim started at NC State in 2007 as the director of Web communications, where he established and evolved the university's social media presence on Facebook, YouTube, Twitter, and location-based platforms. Tim has worked in higher education for 10 years, working at the College of William and Mary in Williamsburg, VA for six years before arriving at NC State.



INSTRUCTORS



MA'AYAN PLAUT / Social Media Coordinator

Oberlin College

Ma'ayan Plaut (@plautmaayan) is the social media coordinator at Oberlin College, where she monitors and maintains the Oberlin Blogs and the Oberlin Stories Project, as well as Oberlin's presence on several third-party social media sites (including but not limited to Facebook, Twitter, Tumblr, Flickr, and Youtube). She serves as a consultant, strategist, and cheerleader for individuals, departments, offices, and organizations around Oberlin's campus interested in delving into social spaces.



JASON SIMON / Director, Marketing and Communication Services

University of California System

Jason joined the University of California System in 2009, managing the reorganization of its communication group. He oversees the system's marketing efforts and manages a group tasked with branding, advocacy, recruitment, and Web/outreach strategies. Prior to joining the UC System, Jason was the executive director of marketing and creative services at North Carolina State University. There he oversaw the launch of an integrated branding campaign, a new enrollment strategy, and the launch of a billion-dollar capital campaign.

TESTIMONIALS

"The presentations provided clear, useful information I can take back and use right now. There were also great discussions where attendees, who represented all levels of communications staff, could ask their burning questions and share best practices and tools."

-Tarah Wilson, Communications Specialist, Harford Community College

"It really felt like we delved into topics and issues that are beyond the basics, and I came away feeling empowered by what I had learned and with real tools to apply to our school's social media sites. The speakers were knowledgeable and more than willing to step aside and field added questions."

-Stefanie Howlett, Staff Assistant, Social Media, Salem State University Alumni Association



HOTEL RESERVATIONS

The conference will be held at:

Hilton Fort Worth
815 Main Street
Fort Worth, TX 76102



To reserve your room, call 817-870-2100 or 1-800-HILTONS. Please indicate that you are with the Academic Impressions group to receive the room rate of \$149 for single or double occupancy, plus applicable tax.

A room block has been reserved for the nights of March 24 - 26, 2013. Reservations must be made by March 2, 2013. There are a limited number of rooms available at the conference rate. Please make your reservations early.

Located right in downtown Fort Worth across from Sundance Square and the Fort Worth Convention Center, the Hilton Fort Worth is convenient to many attractions and fun things to do. Within two miles of our historic hotel, you'll encounter several first-rate art museums and the famous Fort Worth Stockyards, as well as Cowboys Stadium, home of the Dallas Cowboys. The Fort Worth Zoo, Bass Hall, Federal Building, and the Botanical Garden are just a few minutes from the hotel.

The nearest airport to the Hilton Fort Worth is Dallas/Ft Worth International Airport (DFW). It is 20 miles and approximately 30 minutes from the hotel. Another airport option in the area is Dallas Love Field (DAL) which is 35 miles and approximately 45 minutes from the hotel. Super Shuttle and taxis are available at both airports.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

Questions about the event? Call us at 720.488.6800 to help determine if this event is right for you.

Register online at www.academicimpressions.com

REGISTRATION FEES

Your registration fee includes: full access to all conference sessions and materials, access to the networking reception, breakfast and lunch, as well as refreshments and snacks throughout the conference.

Best Value	Conference	Workshop
Conference + Pre-Conference Workshop or Post-Conference Workshop - \$1495 USD <input type="checkbox"/> __ # of attendees	Conference only - \$1195 USD <input type="checkbox"/> __ # of attendees	Pre-Conference Workshop or Post-Conference Workshop only - \$395 USD <input type="checkbox"/> __ # of attendees
Conference + Pre-Conference Workshop + Post-Conference Workshop - \$1795 USD <input type="checkbox"/>		
Total _____	Total _____	Total _____



ATTEND AS A TEAM - remember, if you register as a group, every fourth registrant is free.

EARLY BIRD PRICING

Postmarked on or before March 8, 2013. For registrations postmarked after March 8, 2013, an additional \$100 fee per registrant applies.

REFUND/CANCELLATION POLICY

Refunds will be issued only if cancellations are received in writing by December 28, 2012 . A \$100 processing fee will be assessed. After December 28, 2012 a credit (less \$100 processing fee) will be issued. The credit will be valid for 12 months and can be used toward any future conferences, Web conferences, audio proceedings, or Web conference archives. In case this event is cancelled, Academic Impressions' liability is limited to a refund of this registration fee only.

By submitting this registration form, you agree to the terms and conditions of the above cancellation policy.

Visit our website to register online:

<http://www.academicimpressions.com/conference/social-media-strategy-higher-education-beyond-basics-march-2013>



ACADEMIC IMPRESSIONS CANCELLATION AND REFUND POLICIES



SATISFACTION PROMISE

We want you to be satisfied with your Academic Impressions learning experience. If the program you purchased fails to meet your expectations, please contact us within 30 days and let us know. We'll credit the full amount you paid toward another AI program that may better fit your needs.

CONFERENCES

For in-person conferences, substitute registrants are welcome and may be named free of charge at any time. If you cancel 8 weeks or more prior to the first date of the conference, you will receive a full refund, less a \$100.00 service charge per attendee.

If you cancel within 8 weeks of the first date of the conference, you are not entitled to a refund. However, as a courtesy, we will allow you to apply your payment, less the service charge, toward a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish.

Please note that if you do not attend and you do not contact us in advance to cancel as described above, you are responsible for the entire payment. In case this event is cancelled, Academic Impressions' liability is limited to a refund of the registration fee only.

WEBCASTS

For webcasts, substitute registrants are welcome and may be named free of charge at any time prior to the day of the webcast. You may also switch your webcast order from a live connection to an on-demand download or CD recording (and vice versa) at no additional cost (shipping charges will apply to CD Recording orders outside the U.S. or Canada).

If you cancel 8 weeks or more prior to the webcast date, you will receive a full refund, less a \$75.00 service charge. If you cancel within 8 weeks of the webcast date, you are not entitled to a refund. However, as a courtesy, we will allow you to apply your payment, less the service charge, toward a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish.

Please note that if you do not login to view the webcast and you do not contact us in advance to cancel as described above, you are responsible for the entire payment. In case this event is cancelled, Academic Impressions' liability is limited to a refund of the registration fee only.

RECORDINGS, ON-DEMAND DOWNLOADS, MONOGRAPHS AND OTHER PUBLICATIONS

All sales are final. No cancellations or refunds provided.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

CONFERENCE REGISTRATION INFORMATION

Print Name

Job Title

Institution/Organization

What name do you prefer on your name badge?

Address

City

State/Province

Zip/Postal Code

Country

Telephone

Email

IF THIS CONFERENCE PARTICIPANT HAS ANY DIETARY OR ACCESSIBILITY NEEDS, PLEASE LIST THEM IN THE SPACE BELOW. WE WILL DO OUR BEST TO ACCOMMODATE THESE NEEDS.

How did you hear about this event? (email from AI, colleague forwarded email, *The Chronicle*, etc.) _____

If you would like us to send a copy of your registration confirmation or receipt to someone else, please complete this section

ADDITIONAL CONTACT INFORMATION

Additional Contact Name

Contact Phone

Additional Contact Email

Additional Contact Title

EMERGENCY CONTACT INFORMATION

Emergency Contact Name

Emergency Contact Phone



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

PAYMENT METHOD

We accept Visa, MasterCard, and American Express credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237

CREDIT CARD



Name on Card		Account Number	
Billing Address		Billing City	Billing State
Billing Zip Code/Postal Code	Exp. Date	Security Code (last 3 digits on the back of Visa and MC or 4 digits on front of AmEx)	



Remember, if you register as a group, every fourth registrant is free.

AMOUNT TO CHARGE: _____

CHECK/INVOICE

- My check is included and covers _____ registration(s) Check # _____
- Please invoice me, Purchase Order # _____ (PO # not required to receive invoice)



FREE HIGHER ED NEWS AND ANALYSIS

Each conference registration includes a subscription to *Higher Ed Impact*, a free industry scan of news, trends, and research on higher education, delivered in an easy-to-scan email. *Higher Ed Impact* (HEI) includes:
(Check the boxes for the editions you would like to sign up for)

- HEI: Daily Pulse** - impactful news, trends, and practices, sent daily
- HEI: Weekly Scan** - the week's most critical news, with analysis of top stories and trends, sent on Fridays
- HEI: Monthly Diagnostic** - practical takeaways addressing a strategic challenge facing institutions of higher ed, sent 9-12 times/year

List the names of the registrants you'd like to sign up:

Note if you do not provide any names in the above space, all attendees will be signed up for the options selected.