

SOCIAL MEDIA STRATEGY AND ROI FOR ALUMNI RELATIONS

Session 1: Strategizing Your Engagement Effort

Monday, December 12, 2011 :: 1:00-2:30 p.m. EDT

Session 2: Actualizing Your Strategy

Monday, December 19, 2011 :: 1:00-2:30 p.m. EDT

ACADEMIC · IMPRESSIONS

WEB CONFERENCE



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December 12 & 19, 2011 :: 1:00-2:30 p.m. EDT :: Online

OVERVIEW

As the social media landscape evolves and more tools become available to engage your constituency, you must begin to set a strategy that makes sense for your alumni relations effort. While many institutions have adopted a social media policy, the greater strategic questions have been ignored, leading to a compartmentalized and ad-hoc social media presence.

Join us online to learn how to move your tactical online alumni relations efforts to a more return-oriented and productive end.

LEARNING OUTCOME

After participating in this webcast, you will be able to make a case for the resources necessary to support a multi-pronged online alumni relation strategy and begin implementation of it to improve your engagement efforts.

WHO SHOULD ATTEND

Advancement professionals – especially those in alumni relations – charged with developing a fully-formed alumni relations social media engagement strategy will learn how to obtain resources for that strategy and begin its implementation.

SESSION 1: STRATEGIZING YOUR ENGAGEMENT EFFORT

MONDAY, DECEMBER 12, 2011 :: 1:00-2:30 P.M. EDT

AGENDA

- Organizing essentials
 - Deciding who should oversee your effort
 - Alumni relations social media as part of an institution-wide communications strategy
 - Objectives and overall strategies you should look to support
 - Balancing contributions across platforms
- Maintaining audience engagement
 - Maximizing effectiveness through smart content strategy
 - How to leverage existing content from other areas of your institution
 - The golden rule of thirds
- Successful engagement case studies
 - Overall strategies
 - Facebook/Twitter presences
 - Mobile/website presences

Learn how
to set a
social media
strategy
that makes
sense for
your alumni
relations
effort.



SESSION 2: ACTUALIZING YOUR STRATEGY

MONDAY, DECEMBER 19, 2011 :: 1:00-2:30 P.M. EDT

AGENDA

- Posting keys
 - When to connect: optimizing your posts for time of day and day of the week
 - What to send: using analytics to inform successful content delivery
 - How to balance frequency and relevance
- ROI and refinement
 - Analytics (Facebook insights and Google Analytics)
 - Essential tools
 - What you must track
 - How often you must track
 - Other data to include in monthly/quarterly analysis
 - Top five things to do differently: Refining your social media relationships
- Emerging social media platforms and techniques to keep in mind

INSTRUCTOR



Rebecca Bernstein, Web Strategist and Team Leader, University Communications, University of Buffalo

Rebecca Bernstein, of University at Buffalo Communications, serves as UB's Web Strategist and spearheaded the creation of the University at Buffalo's Web Team, which is responsible for developing and managing UB's digital presence including its externally focused top level web, social media and mobile.

Ms. Bernstein has been with the University at Buffalo since 1981 and has been involved in its web presence since 1994. She has been recognized nationally for her design and web work with more than ninety awards, more web development awards than any other higher ed institution, including the grand gold for interactive media from the Council for the Advancement and Support of Education, Best University Web Site from the Web Marketing Association, IBM Best Practices Partner (for MyUB, UB's student services portal) and inclusion of her work in collections of best-designed Web sites. Ms. Bernstein's vision has been written about in the *Chronicle of Higher Education*, *Educause*, *CASE Currents*, *Web Content Management* and other media and she lectured at national conferences on "Communications in Cyberspace," and "Admissions on the Internet".

LOGGING IN TO THE WEBCAST

After registration, each registrant will receive a confirmation of payment or an invoice, depending on method of payment. Each registrant will also receive an email with appropriate login information and more information regarding the event a few days prior to the start of the event. The day of the conference, you will receive another email with the same information. To participate, you will need a computer with a high-speed Internet connection. You will have the option to receive audio via your computer speakers or telephone.

WHAT IS A SINGLE SITE CONNECTION?

A site connection allows a single connection to the Web conferencing software and teleconference. We encourage you to set the event up in a conference room or classroom from a single computer in order to allow multiple stakeholders from your campus to participate. Remember, as long as only a single computer connects, you can bring as many people as you want to the event. Because there are no travel expenses and only a single registration fee is required, each additional participant lowers the cost per person significantly. Purchasing a site connection and inviting everyone involved in a particular topic is a great way to provide cost-effective professional development. Please note that you will have the option to receive audio via your computer speakers or telephone.

If for any reason a relevant stakeholder cannot co-locate for the session, we encourage you to include that person by purchasing an additional connection at the reduced fee of \$195 per session. This will ensure that every member of a team receives the same relevant, timely information in the most efficient way. If an interested party cannot participate at the designated time, or if someone would like to view the presentation again, an archived copy of the event will be available for 60 days. If you have any technical or purchasing questions, please contact us at 720.488.6800.



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REGISTRATION FORM

Make the most of the presentation: invite your whole team to participate from a single location at no additional cost. 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 - Postmarked on or before December 5, 2011

Single Site Connection: Social Media Strategy and ROI for Alumni Relations

- Both Sessions (BEST VALUE)** _____ \$650.00 USD
 One Session Only Session One Session Two _____ \$350.00 USD

Additional Site Connections: Social Media Strategy and ROI for Alumni Relations _____ \$195.00 per session

Session One, Quantity: _____ Session Two, Quantity: _____

(After December 5, 2011, an additional \$75.00 fee for the first connection and \$50.00 for each additional connection applies to the prices above.)

- Registrants receive a 50% discount on a CD-ROM recording of this webcast. Please send me the CD-ROM _____ \$325.00 USD
 Can't attend the live sessions? Please send me a CD-ROM recording of this webcast _____ \$650.00 USD

(For CD-ROM orders outside the United States and Canada, a \$35 international shipping fee will be added.)

Total amount enclosed or to be charged \$ _____

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

WEB CONFERENCE REGISTRATION INFORMATION (PLEASE PRINT CLEARLY)

Name _____ Job Title _____

Institution/Organization _____ Address _____

City _____ State/Province _____ Zip/Postal Code _____ Country _____

Telephone _____ Fax _____ Email _____

(Additional contact information for registration confirmations and pre-conference communication.)

Additional Contact Name _____ Additional Contact Phone _____

Additional Contact Title _____ Additional Contact Email _____

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 Sign me up for HEI: Weekly Scan – the week's most critical news, with analysis of top stories and trends, sent on Fridays
 Sign me up for HEI: Monthly Diagnostic – practical takeaways addressing a strategic challenge facing institutions of higher ed, sent 9-12 times/year

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REFUND/CANCELLATION POLICY

Refunds will be issued only if cancellations are received in writing by October 7, 2011. A \$75 processing fee will be assessed. After October 7, 2011 a credit (less \$75 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.

