Social Media to Engage Your Students

A guide to reaching your students online

AN ACTION REPORT FOLLOWING THE Survey of Financial Education Practices at Graduate and Professional Institutions and Programs

BROUGHT TO YOU BY FEAC AccessLex Institute Financial Education Advisory Committee
FEAC  
Financial Education Advisory Committee

AccessLex Institute℠ recognizes the need to provide graduate and professional students high-quality and timely information to help them fully understand the impact of the debt they incur, while in school and throughout their lives.

In an effort to fill that need, AccessLex formed its Financial Education Advisory Committee in 2014. This Committee is critical in helping to address the unique and specific needs of this student population and will—through review, analysis and research—assist AccessLex in meeting those financial education and literacy needs.

In its inaugural year, the Committee worked to better understand the financial education practices of schools serving graduate and professional students. Through the deployment of a qualitative survey to student financial aid offices, the Committee learned that schools are overwhelmingly providing financial education to the graduate and professional students they serve, but opportunities exist to expand access to meaningful, effective financial education.

The Committee is currently working to respond to survey findings and expand access to graduate and professional focused financial education. The Committee, comprised of the skilled leaders listed below, welcomes your input and suggestions.

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social media (n.)

forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).

MERRIAM WEBSTER
Introduction

These days, people rarely choose the telephone. “Snail mail” is going the way of the telegram. Recipe boxes and photo albums and all matter of 20th-century nostalgia are relegated to relics, and today's expressions of these keepsakes would be unrecognizable to your grandparents (Pinterest? Instawhat?). If someone is snapping a picture, or making an interesting dish, or traveling across the country, it will be only moments until their news is distributed throughout their social circle, across the globe — and receives instant likes.

Social media is how people and businesses connect today. It’s not the way of the future; it's now. The Pew Research Center reports that 89 percent of 18- to 29-year-olds (your target demographic) use social media. In the 2014 survey of financial aid professionals, a majority of financial aid professionals reported they are also using social media in their personal lives. But 67 percent of those respondents stated that they were not using social media for purposes of financial education. In other words, to the 89 percent of our target audience seeking to learn, share and promote information on social media, we are, for the most part, strangers.

More than popular and pervasive, social media is many other things to the modern financial literacy program. As a distribution channel, it is cheap — in many cases, free. It requires minimal labor — one small effort can reach thousands. It is fast — sometimes too fast. (Can’t-be-pulled-back fast.) And it is robust — capable of targeting specific, segmented audiences; capable of animation and interactivity; capable of modifications mid-campaign to pivot to a new strategy; capable of features that were expensive or impossible with the traditional mail, television, and in-person marketing strategies of prior decades.

To overlook this medium as a route to more engaging and better-attended financial education initiatives is a wasted opportunity. But with so many different social platforms all serving different purposes, it is difficult to know which media to use to achieve your goals. This guide, advised by the Financial Education Advisory Committee (FEAC) from years of experience marketing to students, will help you determine which platforms are best to reach your audience and harness the power of social networks, and will show you exactly how it can be done.
What We’ve Left Out

With a huge number of social media platforms available, we have limited this guide to the media most used by the most universities, so far. In other words, for the networks we’ve included, we have the greatest number of effective, proven examples for educational use-cases as well as the most experience tracking, demonstrating and strategizing for results.

Several notable sites were excluded from this report, though not for a lack of value or pervasiveness among your student body:

**YouTube** is the second most-popular social media network, providing a home for streaming, highly shareable video. YouTube is best used in conjunction with other networks, where you’ll share links back to the videos housed on YouTube. If you have a video media strategy, such as a series of educational clips, YouTube is the place to put them for sharing across your other channels.

**Snapchat** has shown a huge draw for the under-25 audience. Its gimmick is that messages (like text messages) sent with Snapchat disappear in just a few seconds, leaving an “unarchived” communication. Your students are definitely using it, but its temporary nature may make it less ideal for an educational use.

**Vine** is another popular video format, but Vine videos are limited to six seconds in length, limiting its educational power. However, for an audience with a shrinking attention span, if you can master the art of communicating mini-messages in just six seconds, you may just strike social gold.

**Tumblr** is a microblogging site (extremely short posts). But, if you’re going to invest in a microblog strategy, we strongly recommend the world’s largest: Twitter. Twitter’s share of the demographic you’re targeting is around 32 percent compared to Tumblr’s 20 percent. Tumblr’s isn’t a number to ignore, but in an office where you likely must prioritize your efforts, we suggest Tweeting before tumbling.

We strongly encourage you to explore these social networks as your familiarity with online social engagement increases and you have the luxury and confidence for experimentation. As with any good program, yours must be tailored to what works best for your school and students. You’ll figure out what networks and content pieces are the most effective, and then you should concentrate the majority of your efforts there. But if you never try these other networks, you may never know what great engagement is waiting for you.
It All Starts With a Plan.

To implement an effective social media strategy, you actually need one. The most successful schools don’t just post what comes to mind; they strategize, plan, align, time, collaborate, wordsmith and cross-post. Without a plan for your posts, the constraints of time, budget, energy and talent will stand in your way and stall your community development. And once you have a community, it takes consistent nurturing to maintain its interest and vibrancy.

A strategic social plan with your mission, goals, strategies, tactics and plan to measure will help you:

- Eliminate resource waste,
- Focus on platforms that work for you,
- Establish a “Content Culture” in your workplace,
- Carve out the time needed to “do it right,”
- Identify the right personnel to be your platform managers, and
- Demonstrate effectiveness.

Creating a plan for success:

All social media goals and efforts should serve your mission. Your mission might be to “demystify the financial aid process for incoming students and families,” or to “empower students to make sound financial decisions,” or even to “build students’ trust in the Financial Aid office.” All Tweets, posts, photos and article shares should be in support of what you identify as your mission, and from there, you can tie smaller goals and related strategies to it.

If you want your content to do well, develop an editorial calendar, which helps you be strategic about:

- What you publish (Does it align to my mission? Is it from a source I trust? Is it the kind of content that gets shared, like videos, how-tos, lists or photos? Should I use a hashtag?);

- Where you publish (Is this the right platform for this content? Who is my audience? On what platform did this content originate and is it doing well there?);

- When you publish (Am I posting often enough? Is this article seasonal or related to an upcoming event? Are Mondays better for new content, or Fridays? Should I post this right away because it is a hot topic in the news?)

Fill in with curated content. Yes, much of your content should be original, and in your line of work, educational. But don’t be afraid to fill in the gaps with great content from sources you trust and recommend. They’re making great stuff, and they want you to share it.

Respond quickly and be nimble. Social media being a conversation, not a lecture, you must spend quality time on what you post but then quickly get in the mindset of an efficient and engaging conversationalist. Be fast, helpful, and valuable, and keep the conversation going if you can.
Facebook is the largest social media platform, one of the most flexible and has, by far, the most daily engagement (Fig. 1*). You may be interested to know that 50 percent of 18 to 24-year-olds go on Facebook when they wake up (Source: The Social Skinny).

You may have personal experience with a broad range of Facebook interactions, posts and uses, including but not nearly limited to:

- Announcement of milestones or personal news
- Funny or inspirational images and sentiments
- Political, religious or issues-driven posts
- Commercials, product advertising, and business pages
- Invitations to events or groups
- Private messaging for “offline” conversations
- Polling, short quizzes and games
- Photo albums with tags of those pictured

...and more! You also likely know that the ability to “Like,” comment and share the content types above instantly, is where the true power of Facebook is realized.

FEAC’s Tips for Success:

- **Be media-rich.** Facebook logarithms give greater weight to photos and links, so try to include content like this with your text-based commentary.
- **Be succinct.** You have but a few moments to capture attention; lead with the attention-getter, and wrap up the thought quickly, or students will scroll right by you.
- **Be cautious,** and consider how your post will impact your organization. Don’t post with blinders on; look at what other departments are posting, what’s performing well socially, and consider if your post fits your school’s goals and public voice.

Getting Started:

- **Decide if you’ll be posting from** the University’s main page, your own financial aid office page, or perhaps a group within your University’s page. Consider the pros and cons of starting from scratch versus connecting to another channel’s established page. Have a conversation with others on campus who manage existing pages.
- **Establish your editorial calendar.** Define what and when you’ll publish, showing how it aligns to your mission and stays timely with events or seasons.

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*Source: Pew Research Center, March 17–April 12, 2015. Information current at the time of publication.
Scenario: You found a video online about how to sign up for Public Service Loan Forgiveness.

**GREAT FOR:** Recent grads entering repayment; alumni working in public service industries, and others

What you give, you get back. Public Service Loan Forgiveness rewards work for the greater good. Have you signed up yet?
youtube.com/watch?v=lWDMWLRVN34

**MAY ALSO APPEAL TO:** Parents of pre-law students, looking for ways to make law school tuition more feasible

If your child has a servant’s heart, college just got more affordable. Public Service Loan Forgiveness, explained:
youtube.com/watch?v=lWDMWLRVN34

You could also:

- Craft brief posts with the theme “Fact or Fiction? PSLF Mythbusting,” and stretch them over a day, posting one at a time every hour.
- Post an image with an inspiring quote about public service, and caption it with a factoid about PSLF.
- Make it a media event! Plan an entire PSLF week, where each day three to four posts are made with PSLF information.
- Ask a question like “Comment here if you’re working for a PSLF-eligible business. What do you love about your job in public service?”
- Create a simple poll: “Would a mini-session about PSLF held on campus be helpful to you? Tell us and we’ll get right on it! (Y/N)”

**Measuring Success on Facebook:**

We know your leadership (and perhaps you!) will love to study numbers-oriented results and determine if your Facebook technique is effective and worth the effort. What are the quantitative measures of Facebook engagement?

- Page Likes
- Post Likes
- Post Reach (shown beneath each post)
- Comments
- New Followers
- Visits to Official Website with traffic source being Facebook (measured by your webmaster through analytics)
Twitter is what the technology community defines as a microblog — a place for posts much shorter than a traditional blog. In Twitter’s case, short means 140 characters or less for each post. Of importance to you: 32 percent of Twitter users are under 30 (Fig. 2*).

To get started as a new Twitter user, you’ll need to know that:

- **A Tweet** is a message posted on Twitter containing 140 characters or fewer. To “Tweet” is also the correct verb for posting a Tweet (as in, “I Tweet several times every day.”)

- **A Retweet** is a Tweet from a third party that has been replicated in another user’s Twitter timeline, retaining original attribution. Retweets are often used to share news or valuable findings on Twitter that were first posted by someone else.

- **The @-sign** is used to call out usernames in Tweets. When a username is preceded by the @-sign, it becomes a link to the mentioned user’s Twitter profile.

- **A hashtag (the # symbol)** is used to mark keywords or topics in a Tweet. Tweets with the same hashtag are bundled together for easy subject-specific browsing, accessible by clicking the hyperlinked hashtag text.

Adapted from Twitter (about.twitter.com/company/brand-assets)

**FEAC’s Tips for Success:**

- **Be clear who you are.** Choose an obvious Twitter handle (@YourSchool) that makes you easy to find and follow.

- **Be timely.** When a 5.9 earthquake struck near Richmond, VA in 2011, Twitter users in New York City learned of the quake on Twitter before they felt the tremors themselves — tremors traveling at two to three miles per second. Translation: news on Twitter travels fast. If you wait until the next day to respond or weigh in, you’ve missed the party.

- **Use hashtags**, particularly when you’re just starting out and have a small following. Without them, your content won’t come up in searches for hot topics like #payingforschool or #loanrepayment or #fasa.

**Getting Started:**

- **Decide if you’ll be posting from** the University’s main handle or your own financial aid office handle. Consider the pros and cons of starting from scratch versus reaching an established user’s followers. Have a conversation with others on campus who manage existing accounts.

- **Establish your editorial calendar.** Define what and when you’ll Tweet, aligning all Tweet planning to your mission, any events on campus, and other goals.

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*Source: Pew Research Center, March 17–April 12, 2015. Information current at the time of publication.
Scenario: You found a video online about how to sign up for Public Service Loan Forgiveness.

**GREAT FOR:** Recent grads entering repayment; alumni working in public service industries; fellow Financial Aid administrators looking for new and creative ways to push information to students, alumni

**MAY ALSO APPEAL TO:** Parents of pre-law students, looking for ways to make law school tuition more feasible

**POSSIBLE TWEETS:**

- You + #PSLF will make your good works work for you. #giveback #loanrepayment #affordable #financialaid @OurSchool youtube.com/watch?v=lWDMWLRVN34

- Have a servant’s heart? #PSLF will make it all worth it at #loanrepayment time. #service #financialaid @OurSchool youtube.com/watch?v=lWDMWLRVN34

**PSLF CONNECTIONS:**

- Are you working for a #PSLF-eligible employer? Find out: youtube.com/watch?v=lWDMWLRVN34 #loanrepayment #financialaid @OurSchool

- Do you have the kind of #loans that are forgiven through #PSLF? Find out: youtube.com/watch?v=lWDMWLRVN34 #loanrepayment #financialaid @OurSchool

You could also:

- Craft four to five posts that each ask a key question about one facet of PSLF. End the post with “For the answer, visit:” and the URL of your own institution’s PSLF information page.

- Post an image with an inspiring quote about public service, and caption it with a factoid about PSLF.

- Make it a media event! Plan an entire PSLF week, where each day three to four posts are made with PSLF information.

- Ask a question, like “What’s the most rewarding part of your job in public service? Reply to tell us! #pslf”

**Measuring Success on Twitter:**

Your leadership (and perhaps you!) will love to study numbers-oriented results and determine if your Twitter technique is effective and worth the effort. What are the quantitative measures of Twitter engagement?

- Retweets
- Replies
- Post Favorites (shown beneath each post)
- Clicks on short URLs
- New Followers
- Visits to Official Website with traffic source being Twitter (measured by your webmaster through analytics)

Make sure you leverage the technology of Twitter to your advantage:

- Make short URLs out of long links so you have more of your 140 characters to use to craft your unique message.

- Hashtag words inside your sentences; don’t save hashtags only for the end of the Tweet.

- Twitter supports images; use them when you can for greater engagement!
Like Twitter, Instagram is a microblog (for posts shorter than a traditional blog), but each post leads with a photo (or video, or photo sequence). It is media-focused, with an emphasis on creative photography and the use of tonal filters and effects to enhance what was naturally captured with a device’s camera and convey a mood.

To get started as a new Instagram user, you’ll need to know that:

- **Your mobile device** is the only way to post to Instagram. While you can browse other Instagram posts on a desktop/laptop computer, you cannot post to Instagram from there.

- **An Instagram** is a post to the service containing, at minimum, a photo, and at maximum, a photo with description, tags and hashtags. Variations of this word have been created by substituting “Insta-” for other characteristics, like “latergrams” (posts made days after the photo was actually taken).

- **The @-sign** is used to mention other users in a post and create a link to the mentioned user’s Instagram profile.

- **A hashtag (the # symbol)** is used to link keywords or topics in a post to other posts with the same hashtag. This makes it easy to search and browse based on a subject or topic of interest.

**FEAC’s Tips for Success:**

- **Sharing the right photo** will result in greater engagement, so keep in mind that Instagram users are seeking highly artistic, filtered photography that is either open to interpretation, or captures a unique and unexpected perspective. In other words, a portrait headshot of your University president may be right for the alumni magazine, but is not the kind of media that attracts users on Instagram.

- **Explore how photography can reinforce your message.** Instead of posting a photograph of a student with a piggy bank (as so many financial aid offices do), try exploring other angles. A photo of a student jogging on campus, captioned: “Why pay for a gym membership?” is an unexpected way to talk about finances without every image representing finance.

- **Keep it simple,** particularly if you decide to start incorporating text, quotes, or “ads” for services and programs. The simpler the better — discerning Instagram users will scroll right past a messy, crowded image that screams “ad.” An image alone or with just a few words will blend right in to their feed of friends’ photos and fashion blogs ad nature scenes, and may have a chance of being seen.
Scenario: You found a video online about how to sign up for Public Service Loan Forgiveness.

GREAT FOR: Recent grads entering repayment; alumni working in public service industries

MAY ALSO APPEAL TO: Fellow Financial Aid administrators looking for new and creative ways to push information to students, alumni

A SAMPLE INSTAGRAM:

Do you have a servant's heart? Working in public service just may all come back to you with Public Student Loan Forgiveness, or PSLF. Criterias apply. Learn all about it at youtube.com/watch?v=lWDMWLRVN34 #loanrepayment

A DIFFERENT IDEA:

A latte will cost you $4–5 a day. That's $20 a week, $80 a month, $960 a year. What would $1K buy you this year that you love more than an overpriced cup of Joe? Payyourmoney #loanrepayment #smartstudentdebtor #savemoney #financialaid #wiseborrower

You could also:

- Invite students to snap photos of money-saving ideas on campus. Ask them to all use a creative hashtag like #campusbargains or #booksonabudget or #youllthankmelater, and attach a contest to it. Best photo, $25 gift card?
- Post an image with an inspiring quote about public service, and caption it with a factoid about PSLF.
- Instagram a scene from within a financial aid office workshop or lecture. Help make students (who did not attend) aware that such learning opportunities are available to them on campus.

Measuring Success on Instagram:

Your leadership (and perhaps you!) will love to study numbers-oriented results and determine if your Instagram technique is effective and worth the effort. What are the quantitative measures of Instagram engagement?

- Likes (shown beneath each post)
- Replies/Comments
- Mentions
- Clicks on short URLs
- New Followers
- Visits to Official Website with traffic source being Instagram (measured by your webmaster through analytics)
Pinterest is a unique social platform for the sharing of photos that link to deeper content. It is a visual bookmark to content elsewhere on the web, that uses a key image to attract users who might enjoy the content. It is media-focused, with an emphasis on photography, infographics, quotations and sequences to show multiple steps.

To get started as a new Pinterest user, you’ll need to know that:

- **A board** is a collection of Pinned items related to a similar topic. Pinboards can be shared, embedded in websites, collaboratively built with multiple users, or followed by other users to ensure notifications when a new Pin is added.

- **A Pin** is a single bookmark added to a Pinboard, which links to somewhere else on the web and is designed to entice other users to click, plan, buy or do something.

- **To Pin** is the verb for Pinning to your own board what someone else Pinned. **To follow** is to see a user’s Pins or Pins to a specific Pinboard when you open the Pinterest app or homepage.

- **The @-sign** is used to mention other users in a Pin and create a link to the mentioned user’s Pinterest profile.

- **A hashtag (the # symbol)** is used to link keywords or topics in a Pin to other Pins with the same hashtag. This makes it easy to search and browse based on a subject or topic of interest.

**FEAC’s Tips for Success:**

- **Pin what your target market will like**, not just the things you’re interested in.

- **Embed your Pinterest content.** Talk with your webmaster about embedding a Pinterest feed into your Financial Aid Office website or other useful sections for students.

- **Fill out the descriptions of your Pins**, and use hashtags to make them retrievable in a search.

- **Unlike Twitter, where you can post something to disagree with or challenge it,** **Pinterest should be reserved for the positive only** — the ideas, tips or products you do agree with, support or endorse. The point of the service is to get your audience to save and then try the things you Pin, so don’t Pin what you don’t believe in.

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*Source: Pew Research Center, March 17–April 12, 2015. Information current at the time of publication.*
Scenario: You found a video online about how to sign up for Public Service Loan Forgiveness.

Great For: Recent grads entering repayment; alumni working in public service industries

May Also Appeal To: Parents of pre-law students, looking for ways to make law school tuition more feasible

Possible Pins:

- Pin a vertical infographic showing and explaining each of the criteria to be eligible for PSLF.
- Pin an image with an inspiring quote about public service, and caption it with a factoid about PSLF.
- Pin a slide from your workshop or webinar slide deck about any topic, and make the click-through a link to a recorded educational session.

Measuring Success on Pinterest:

Your leadership (and perhaps you!) will love to study numbers-oriented results and determine if your Pinterest technique is effective and worth the effort. What are the quantitative measures of Pinterest engagement?

- Likes (shown beneath each Pin)
- New Followers to your account
- Pinboard Followers

With a business account:

- Impressions
- Re-Pins
- Clicks
- Click Demographics
LinkedIn®, a kind of online résumé, is aimed at professional networking. It focuses on connecting with colleagues, resume development and career advancement. Users on LinkedIn are said to be there with an “aspirational mindset” — they are looking for ways to improve their professional standing, outlook, connections or knowledge.

To get started as a new LinkedIn user, you’ll need to know that:

- **A connection** is when a person you know professionally establishes a publicly visible link between the two of you, announcing to both of your professional circles that you know each other or have worked together.

- **A reference** is a nod to your abilities that is written and posted by a fellow LinkedIn user and posted to your profile.

- **An endorsement** is a simple, concise way of saying that you have experience with a particular user’s talents in a given area, and you endorse that they do, in fact, possess that skill.

- **A profile** is the online space you control on LinkedIn, where you list your experience, career goals, certifications and education, volunteer service, and other facets of your professional personality.

- **A post** is content shared to your LinkedIn connections.

**FEAC’s Tips for Success:**

- **Treat your profile like a professional brochure.** It should feature the highlights and shining moments of your career, and don’t forget about segments like volunteer service or organizations you care about. You should present as experienced professionally, and interesting personally.

- **Get in a “connections” mindset.** Immediately after one-on-one sessions with soon-to-be alumni, connect on LinkedIn so a relationship persists after graduation. After conferences or meetings with other departments, go back to your computer, search LinkedIn, and connect with the people you met.

- **Nurture relationships with those who contact you.** Send a message once or twice a year, or consider posting a reference. Endorse them for a related skill like “presentations,” “leadership,” or “project management” if you can attest to their abilities.

- **Keep your profile up to date!** If you’re not frequently changing positions, set yourself a calendar reminder so you are prompted to update your profile every six months.

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*Source: Pew Research Center, March 17–April 12, 2015. Information current at the time of publication.*

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### Scenario: You found a video online about how to sign up for Public Service Loan Forgiveness.

**GREAT FOR:** Recent grads entering repayment; alumni working in public service industries

**MAY ALSO APPEAL TO:** Fellow Financial Aid administrators looking for new and creative ways to push information to students, alumni, parents

**POSSIBLE POSTS:**

<table>
<thead>
<tr>
<th>Major University shared:</th>
</tr>
</thead>
<tbody>
<tr>
<td>There are four criteria a student must meet for Public Service Loan Forgiveness. Do you know them all? Watch and Learn:</td>
</tr>
<tr>
<td><img src="youtube.com/watch?v=lWDMWLRVN34" alt="Public Service Loan Forgiveness Video" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Major University shared:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Can’t get your busy students to attend a PSLF workshop or webinar? How about a five-minute clip that explains it? #sharingiscaring</td>
</tr>
<tr>
<td><img src="youtube.com/watch?v=lWDMWLRVN34" alt="Public Service Loan Forgiveness Video" /></td>
</tr>
</tbody>
</table>

**You could also:**

- Post a question, asking connections how they reach students about loan repayment programs and options like PSLF.
- Start a group meant for alumni, and post items for their loan repayment plans to a focused audience instead of your general feed.
- Create a top-five-myths or things-I-wish-I-had-known post on your school’s website and share original content on LinkedIn. You want to establish yourself and your office as an industry expert as well, not just a secondary source.

**Measuring Success on LinkedIn:**

Your leadership (and perhaps you!) will love to study numbers-oriented results and determine if your LinkedIn technique is effective and worth the effort. What are the quantitative measures of LinkedIn engagement?

- Likes (shown beneath each post)
- Shares
- Clicks to posted links
- Impressions
- Endorsements/References
- Group joins
- New Connections to your account
- Impressions
- Shares
- Clicks to posted links
- Endorsements/References
- Group joins
- New Connections to your account
- Likes (shown beneath each post)
The Big Take-Aways

The preceding pages prove that there is nuance and delicacy to each of the social networks available to your program and the strategies you can devise to put them to work for you. No matter what you select, follow these tips for an instant shot of professionalism in your social media approaches:

**Set a regular time** to post content and steward your accounts, and keep it, like you would any other meeting or commitment. If you don’t schedule time, it will be neglected, and then abandoned, and there is nothing worse than an abandoned channel. Ok, there are worse things, but it’s pretty bad. Don’t leave a network out there with the last post having been January of 2013.

**Maintain an approved editorial calendar** to guide your message, make sure it is aligned with institutional goals and the voice of your leadership, and that important things get posted before they happen.

**Be visual, creative, and always appropriate.** Ask yourself if you would send the content to your University president, or if (s)he saw it, would (s)he be proud? If not, don’t post it.

**Be agile and fast** to respond to post engagement from your students or community, or to pivot to a new focus when big things happen. If your university wins an award or a new program is rolled out by the government, you need to mobilize, write and post fast to get in the conversation. If you wait to have a meeting about what you should do, you’ll miss the party.

**Live to serve.** Look for opportunities to give information, refer to great sources, or solve problems. If someone posts something incorrect or even inflammatory, look at it as an opportunity to serve them better with a helpful response or redirect. There are few better strategies to become a valuable resource than to always be the place to go for solutions.

As a committee, FEAC applauds your enthusiasm to jump into the world of social media as a tool for student financial literacy, education and progress. If you follow the guidelines in this booklet, and some good, old-fashioned common sense, you’ll do fine. It’s a big, connected world — it’s time for our important message to be a part of it.
We’re here. To help you get there.

With over 30 years of experience helping borrowers successfully navigate loan repayment, we’ve advised thousands of students just like yours. Our team of expert financial education counselors work closely with students to provide clear, unbiased information to set them on a sound financial path. And the best part? It’s completely free.

AccessConnex℠

A Free Student Loan Helpline

AccessLex.org/access-connex

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