Social Media Optimization and Integration into Higher Education Marketing Plans

Presented by:

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FSC INTER@CTIVE, LLC

McKenzie Coco, Founder/CEO

- Online Strategy and Analysis
- Website Optimization
- Paid Search Management
- Search Engine Optimization
- Social Media / Online Public Relations
Loyola University New Orleans

Terrell Fisher, Associate Vice President of Marketing and Communications

• Alumni Publications
• Creative and Production Services
• Public Affairs
• Web Communications / Social Media
• Staff of 20
Loyola University New Orleans

Chartered 1912
Jesuit, Catholic University
4,900+ Students
2,700+ Undergraduates
40,000+ Alumni, 10% participation

Four Loyolas
Enrollment Flat/Retention @ 80%
Centennial 2012
Comprehensive Campaign
Loyola University New Orleans

Why Us? Why Now?

• Develop Social Media Protocols
• Create Measurable Goals
• Further Communications
• Engage all Loyola Communities
Developing Internal Protocol...

- Because of “illegal” accounts
- Need to brand Loyola
- Lack of departmental and University guidelines
- Need consistency in messaging

- **Solution: University-wide Social Media Policy**
2009 – 2010 Social Media Goals

• Increased Brand Awareness
• Increased Website Traffic
• Community Engagement
• External Communication
• Integration into Marketing Initiatives / Plan (Seamless?!)
Increased Brand Awareness

✓ SEO
✓ Reputation Management
✓ Top of Mind Awareness

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Visits</th>
</tr>
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<tbody>
<tr>
<td><strong>loyola new orleans</strong></td>
<td></td>
</tr>
<tr>
<td>September 1, 2009 - October 30, 2010</td>
<td>145,648</td>
</tr>
<tr>
<td>July 3, 2008 - August 31, 2009</td>
<td>76,925</td>
</tr>
<tr>
<td>% Change</td>
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Increased Referring Traffic

Sep 1, 2009 - Oct 30, 2010
Comparing to: Jul 3, 2008 - Aug 31, 2009

Visits
1,272,517
Previous: 980,609 (29.77%)
Engaging in Online Communities

If Facebook were a country, only China, India and the US would be larger....

More than 1.5million pieces of content are shared on Facebook ... daily.

SOURCE: COUNCIL FOR ADVANCEMENT AND SUPPORT OF EDUCATION
Engaging in Online Communities

Outside of school, today’s average teen spends 6.5 hours per day with media – 33% of that is on the web.

Social media is now ahead of email in Internet usage.
Engaging in Online Communities
Engaging in Online Communities

Internal Audience:
Current Students / Faculty / Staff

External Audience:
Media / Prospective Students / Alumni
AbbeyBrandon excited about my #sociology class with Dr. Kondkar @Loyola_NOLA. #class #loyola #NOLA

Loyola University New Orleans

Why did you come to Loyola? Dustin Lindberg

vimeo.com

Most colleges prepare you for a career. At Loyola University New Orleans, we prepare you for life. Our students study abroad, volunteer in the community, and share ideas with our nationally recognized professors. We bring together academic

Leigh Brockman Loyola University New Orleans' Ballet Program now has a Facebook Page! Please take a look for information on shows, workshops and just fun little tid-bits about dance in the NOLA (and beyond!) area! Thanks, all!!!

Friday at 11:51am · Comment · Like

Loyola University New Orleans That's great, Leigh. We will add it to our Lagmianne tab too.

Friday at 3:43pm · Like

Leigh Brockman thank you!!!

Friday at 3:43pm · Like · Flag

Write a comment...
Twitter – Student Engagement

johnpaulbassnow @Loyola_NOLA I am so excited for Mediterranean Thursday!!!
3 days ago via web

AbbeyBrandon Lovely day @Loyola_NOLA students hanging out between classes #fall http://twitpic.com/31nza0
2 days ago via Twitter for BlackBerry®

Loyola_NOLA Great picture, thanks for sharing! RT @AbbeyBrandon Lovely day Loyola, students hanging out between classes #fall http://twitpic.com/31nza0
2 days ago via CoTweet
Facebook – Alumni Engagement

Loyola University New Orleans
Hey Alumni! We want to know what is your fondest memory of your time at Loyola?
August 17 at 1:30pm · Comment · Like · Promote

Carol Magendie
Everything about Loyola brings back very fond

Joanne Martino
The dorms were new when I was there in early '70's. What a wonderful experience it was! We used to take the "armadillo" downtown to the Quarter, and went the other way to Magnolia Grill (the burger place where the track turns right, corner of St.Charles and ?) Priests and Professors were wonderful. Thank you Loyola fo...

See More
August 24 at 11:39am · Comment · Like · Flag
Twitter – Alumni Engagement

LorinGaudin

@Loyola_NOLA Thanks for including me in the fun article. I'm a very proud Alum and hungry New Orleanian!
In reply to Loyola_NOLA...

PunkLawyer

Aug 21, 2010 12:19 pm

Can't believe it was 10 years ago this weekend I was moving into the dorms at @Loyola_NOLA, as my roommate reminded me.
Flickr

Loyola NOLA has 29 photo sets on Flickr

www.flickr.com/photos/loyolanola
Marketing Integration

- ADS
- Website
- Emails
- MEDIA - Twitter
- Alumni Magazines
Results

Fans and Followers

• Loyola - 3,553 Fans on Facebook
• @Loyola_NOLA – 1,113 Followers on Twitter
  • Loyola NOLA - 29 Sets on Flickr
• Loyola NOLA -14 Subscribers on YouTube
Not Just The Numbers

Google Analytics
pipes
social mention*
radian
bit.ly Shorten, share, and track your links

FSC
LOYOLA UNIVERSITY NEW ORLEANS
Overall Results

• Furthered Communication
• Increased Site Traffic
• Established Internal Protocols
• Integrated Marketing

And…

• Increased Budget
• Alumni Relations Interaction
• Annual Giving Interaction-Giving Initiatives
What’s Next?

Additional Goals

• Increased Alumni Giving
• Increased Student Engagement
• Higher Market Visibility

Adding...
RESOURCES and TAKEAWAYS

• GOOGLE ANALYTICS (free)  
  http://www.google.com/analytics/

• BIT.LY LINKS (free)  

• RADIAN 6  
  http://www.radian6.com/advantages/

• LOYOLA SOCIAL MEDIA GUIDELINES  
  www.loyno.edu/webteam/policies-procedures-standards/index.html
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