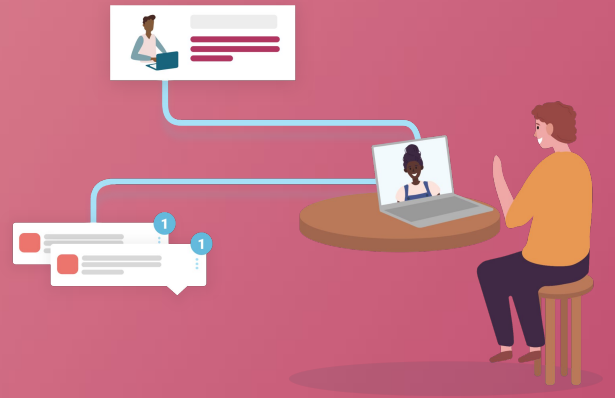


# Content Playbook

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Making the most of  
your content on Scoir



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Content is used to dynamically create **personalized admissions experiences at scale** for every student on Scoir.

## The Value of Personalization

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Students are **94% more likely to engage** with content personalized to their interests

## Where Content Lives on Scoir

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Content appears across the student experience, including **Discovery, Search, and Compare**.

In this guide we'll walk you through what content could **make the biggest impact** to your audience based on the types of content that receive the **most views and engagement**. As you begin updating your content, also consider the top interests of your unique reached and interested student audience, which you can find out more about in your insights dashboard.

For more information on using the CMS, check out our [pathway guide](#) and [tutorial video](#).

The content topics currently receiving the **most impressions** from students on Scoir are:

- Housing
- Dorms
- Study Abroad

## Public vs Private

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Breaking things down further to compare the number of impressions coming from public school students vs private school students, the top content topics are:

### Public

- Housing
- Dorms
- Study Abroad
- Student Involvement
- Dining

### Private

- Housing
- Dorms
- Study Abroad
- Travel
- Dining

Students at private schools **engage with content 55% more** than public school students.

**Key takeaway:** Students are interested in what their living arrangements would be like at your college as well as what study abroad opportunities you offer. Students at private high schools are interested in travel, while students at public high schools are interested in student involvement opportunities such as clubs and sports.

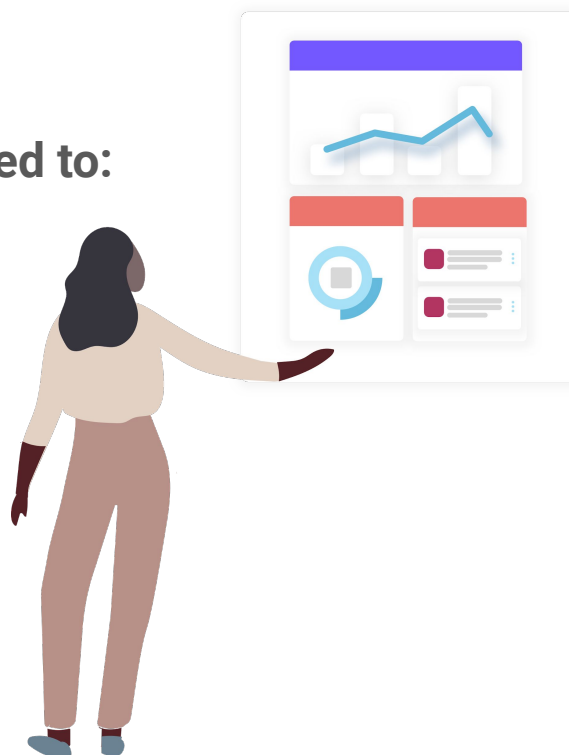
# Seniors vs Juniors

## Seniors interact most with content related to:

- Sessions
- College Overview
- Academics
- Student Life
- Admissions
- Cost and Financial Aid

## Juniors interact most with content related to:

- College Overview
- Sessions
- Academics
- Student Life
- Admissions
- Cost and Financial Aid



**Key takeaway:** Juniors and seniors have similar content interests, however the key difference is in the relative interest in Sessions. **Seniors interact with sessions 80% more than juniors.**

Be sure to think about **where students are in their college admissions journey** and provide content for multiple audiences.

# Video Views

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The video topics currently receiving the most views overall are:

- Virtual Tours
- Housing
- Dorms
- Dining
- Library

## Video Engagement

Students are engaging most with College Overview videos.

**Key takeaway:** Similar to static content, Housing and Dorms are a major point of interest when it comes to video content. College Overview videos are a critical component to engaging students when they're searching for colleges.



# Expanding Content

Another way students can engage with your content is by clicking to see an expanded view of your content to view additional copy and enlarged imagery.

Students are engaging in this way most with content related to:

- Sessions
- Academics
- College Overview

The content tags receiving the most expanded views are:

- Housing
- Dorms
- Study Abroad
- Travel
- Dining
- Club Sports
- Performing Arts
- Student Involvement
- Music
- Greek Life



**Key takeaway:** Students will read longer form content about events, majors, and general overview information to learn more about schools. Be sure to use visually appealing content to drive engagement.

# Exploring Further: Link Clicks

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The content categories that receive the most clicks to external pages like YouTube and school websites are:

- Sessions
- College Overview
- Student Life

The most clicked links were related to content tagged with:

- Housing
- Dorms
- Study Abroad
- Virtual Tour
- Travel



**Key takeaway:** Virtual tours are the most viewed video content, but don't drive as much traffic via link clicks. Videos related to housing and dorms receive fewer views, but are more likely to result in link clicks.

Only about **32% of students click links** to explore content further outside of Scoir. Be sure to provide engaging content within Scoir.



# Looking for more ways to optimize your content strategy and create personalized brand experiences for students?

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## Current customers

Email your Customer Success Manager for more insights

## Not yet a customer?

[Request a consult](#)

