How Colleges Can Use #Posts to Reach New Students

A Premium Presence Feature

SOCIR

Table of Contents

3 **Why Scoir is Different**

4 What's In It For Me (and for Students)?

5 Premium Presence: Terms to Know

6 **Why #Posts Work**

7 **#Posts in Action**

7 For Students

7 How #Posts Can Help

8 Key Elements

8 What's Next?

9 For Colleges

9 How #Posts Can Help

9 What's Next?

10 Success Stories

10 Hope College

11 John Carroll University

12 Duke University

13 Hampshire College

15 Making the Most of #Posts

15 Best Practices

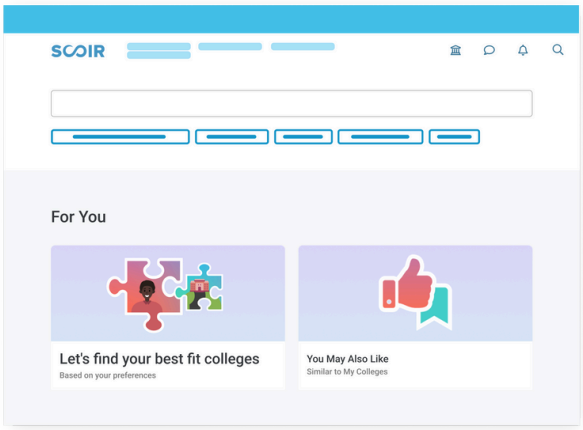
Why Scoir is Different

Created to expand college and career access and improve student outcomes, Scoir gives students tools to understand their talents and potential so they can discover the right post-high school plans. Then, we connect them with the right information and people (parents/supporters, high schools, colleges, and CBOs) to help them make smarter decisions about their education.

We help colleges recruit and connect with the right students who will apply, enroll, and be successful at their institutions.

The results speak for themselves:

- More than 2,200 high schools across the country trust Scoir to guide their students through the college discovery and admissions process (including half of the Niche Top 1,000 Best College Prep Private Schools and 600 Title I schools)
- Nearly 10,000 high school counselors use Scoir to support their students
- We're growing the number of students and parents/guardians on the network by 40% each year
- Our college partners receive 51% more applications that result in 68% more enrollments
- Out of all our college partners' interested students, 68% are stealth and not acquired through other sources



We're changing the way colleges think about student recruitment in a space where traditional methods are becoming less effective. It's time to take a fresh approach to your enrollment marketing and management with Scoir.

Over 1 million students and parents/guardians have used Scoir on their college search journey!

We've been hard at work improving our platform for colleges, including features like:

- Premium Presence
- Outreach Messaging
- Apply with Scoir

Recently, we heavily invested in the college search and discovery experience for students, parents/guardians, and counselors. Read on to see the results, and learn how to make the most of Premium Presence so you can achieve similar outcomes.

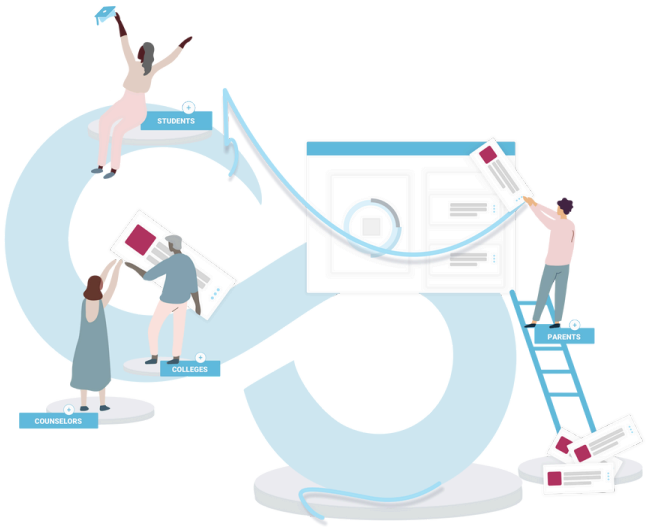
Why Scoir is Different

What's In It For Me (and for Students)?

Scoir is *the* place where students are looking to connect with colleges and discover new institutions…not just search for schools they already know.

As a result, students are *highly* engaged on Scoir. Scoir students are looking for you and want to hear from you.

Instead of focusing your efforts on sending mass emails that have a very low conversion rate or college visits where you cater to those already interested in your institution, Scoir helps you focus your money, time, and effort in a way that's much more likely to yield students.



We make your college's content much more accessible (and personalized) for students than other student recruitment solutions.

But that's not all.

- Unlike college websites, Scoir is customized to each student based on their interests. That means that your Premium College Profile page will look different for every student that visits it, based on their unique interests!
- Scoir looks and feels like social media, making it intuitive and fun for students to use
- Scoir protects students' personally identifiable information (PII), helping students feel comfortable sharing more about themselves with Scoir and our partners
- Purchase Guided or Scoir Managed so our team can help you manage your presence on Scoir! Our team of former admissions professionals will populate your Premium College Profile when you first get started by repurposing your existing website content

Partner colleges receive 50% more applications than non-partner colleges.

Why Scoir is Different

Premium Presence: Terms to Know

When you upgrade to Premium Presence, you can repurpose your existing content on Scoir so you can reach students you may not be able to engage elsewhere. Below is a glossary of terms to know about Premium Presence.

Content Cards - Colleges create Content Cards that are presented to students in multiple ways, including on Premium College Profiles and in #Posts.

Tags - Tags are added to Content Cards, and help students discover similar #Posts.Tags fuel personalization to ensure the right content reaches the right students.

Events - The ability to promote your virtual and in-person events to students on Scoir.

Premium College Profile - An upgrade to the basic College Profile, allowing colleges to personalize the content on their Profile and helping them get in front of more interested students. Content Cards appear on your College Profile and elsewhere in Scoir.

#Posts - Your content, more discoverable for students. The Content Cards you create are automatically repurposed as #Posts. #Posts are one way students and their parents/guardians discover your college and the content you create. Students can also find schools through our filtered search: “You May Also Like,” and “Similar Colleges.”

Careers - A way for students to explore potential careers, what it takes to enter each career, which colleges offer majors to prepare for that career, and which careers have a bright outlook.

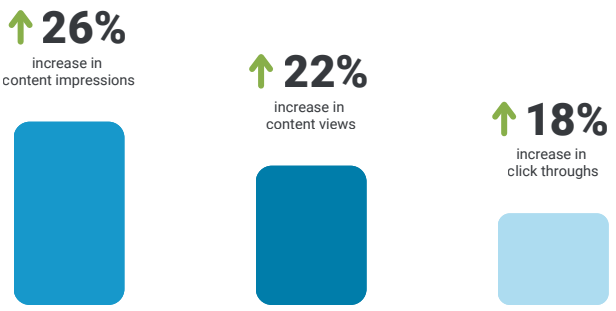
Awesome Bar - The search bar in Scoir. This is how students can access Content Search. Through Content Search, students can search for specific Tags and find Content Cards that your institution created.

#Posts are created from Content Cards. #Posts are what students see, and Content Cards are what colleges create. Content Cards also appear on College Profiles.

Why #Posts Work

When we onboard Scoir partner colleges that purchase Scoir Guided or Scoir Managed, our team will create a series of #Posts for you as a starting point from your college's website. #Posts can be a great taste of a college for students, and drive traffic to the college's domain.

After we launched #Posts, we saw a:



What does this mean for colleges? **#Posts provide a great way for students to discover you.** Previously, students and supporters could find your dynamic content in College Search and your Premium College Profile. We've doubled down on providing personalized exploration pathways with #Posts, which introduce students to new colleges—not just institutions they already know. #Posts can also give students opportunities to learn more about programs, activities, and campus offerings.

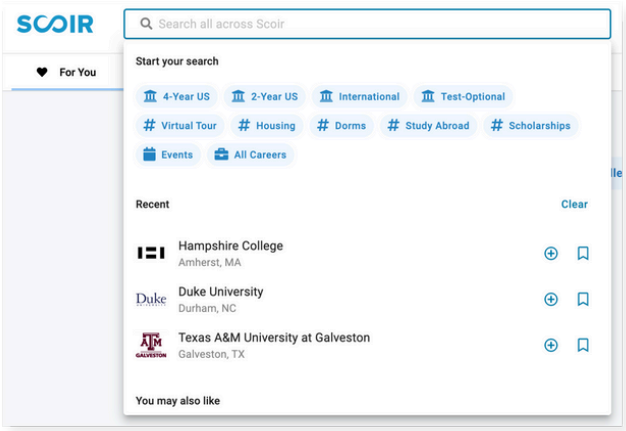
#Posts can help students answer the question:

"Can I imagine myself here?"

#Posts are what students see in Scoir. Content Cards are what colleges create in their Scoir account to generate #Posts.

#Posts are inspired by social media (think: the hashtags and short-form content) but don't need to be maintained anywhere near as often as social media.

Most students find #Posts by searching for keywords in the Awesome Bar.

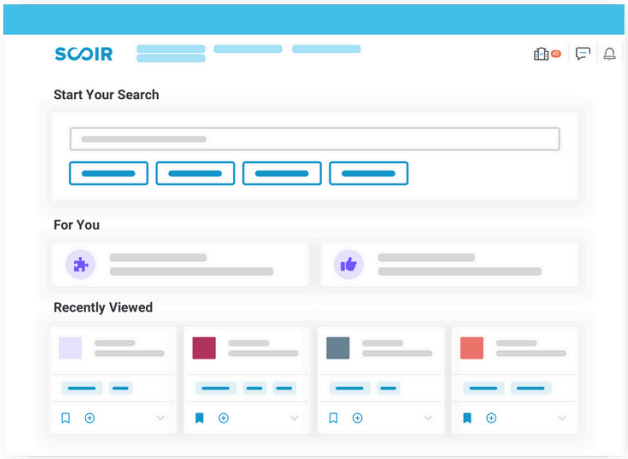


The most popular #Post topics on Scoir as of summer 2024 are below. If you're just starting with #Posts or aren't sure what to create next, this is a great list to reference.

1. Virtual Tour
2. Business
3. Scholarships
4. Biology
5. Architecture
6. Engineering
7. Study Abroad
8. Computer Science
9. Dorms
10. Psychology

#Posts are what students see in Scoir. Content Cards are what colleges create in their Scoir account to generate #Posts.

#Posts in Action



#Posts are like a college fair.

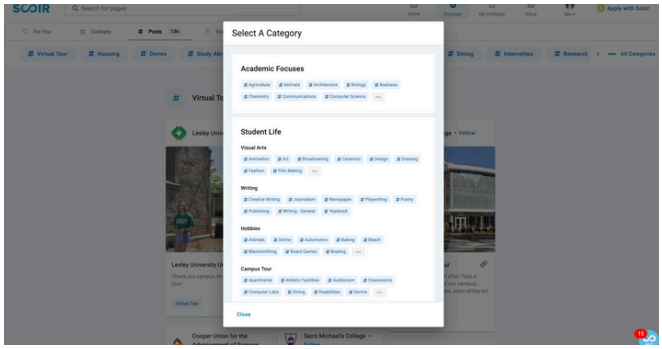
Students go to #Posts to explore and find colleges, specifically which colleges offer things they care about. Think:

- Athletics
- Majors
- Diversity
- Clubs and activities
- Student life
- Study abroad
- Scholarships

#Posts help students find colleges that offer programs and resources of interest, and show content relevant to those interests.

Students can search by the tags that interest them to help spark another exploration path. A comprehensive list of tags can be accessed by clicking “All Categories” in the upper right corner of the #Posts page in the student experience and when you’re creating Content Cards.

When you create a #Post, it will remain on Scoir and be available to students via Content Search and on your College Profile indefinitely.

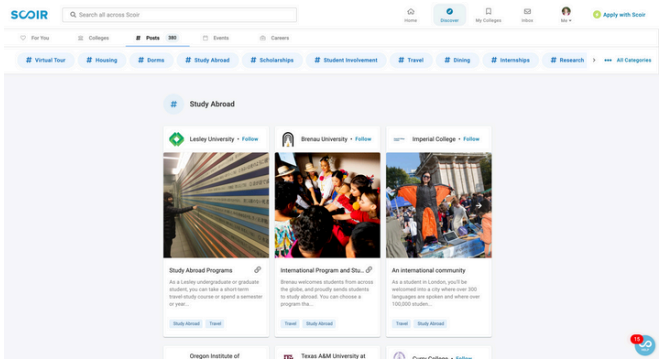


For Students

How #Posts Can Help

#Posts can help students:

1. Narrow down their college list by discovering schools who care about what they care about
2. Discover new colleges to add to their list
3. Determine next steps to explore and apply to a college
4. Help them get excited about finding schools that are a good fit!



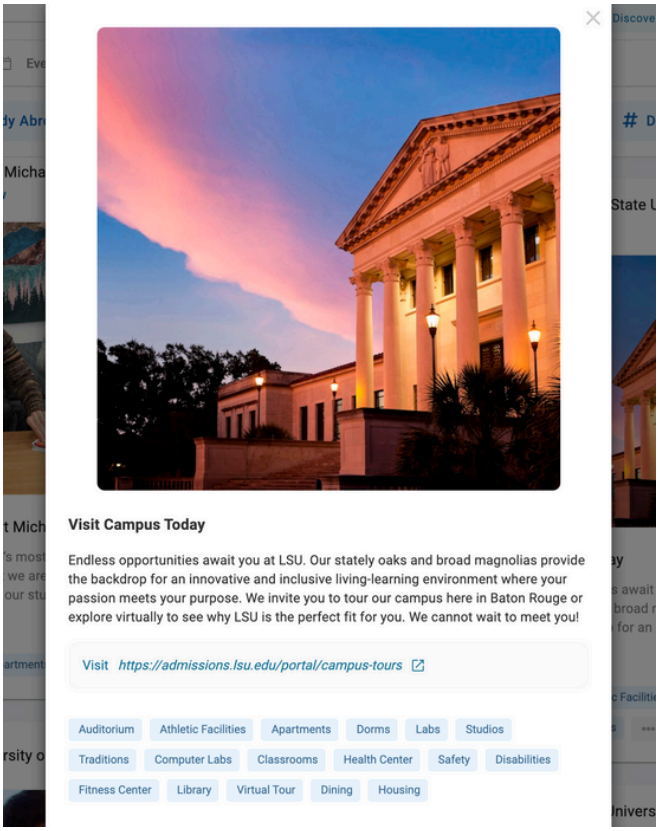
#Posts in Action

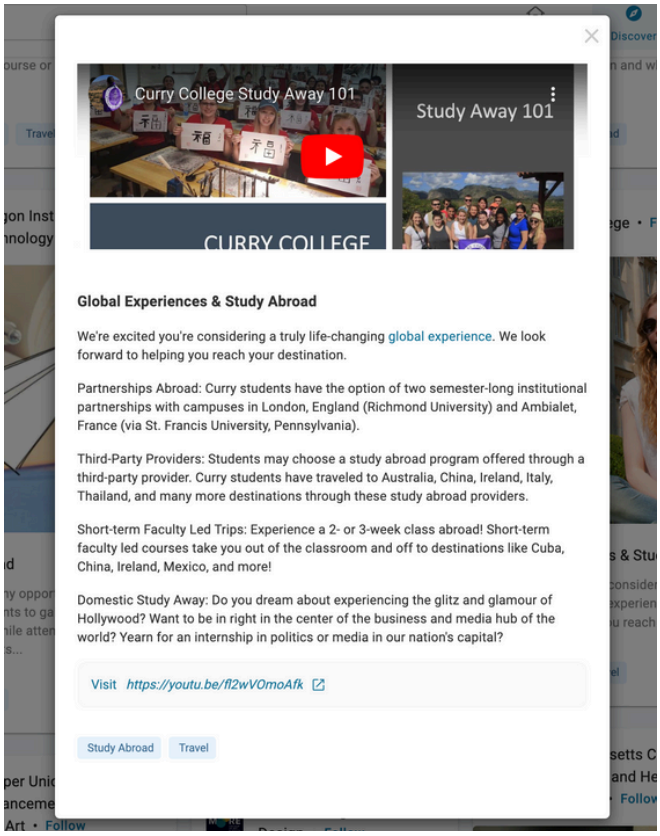
Key Elements

It all starts in the Awesome Bar, where students can search for tags, specific colleges, Careers, and more. Within Discover, students can also simply jump to #Posts and start scrolling!

Each #Post has a few key elements:

- An image
- The college name with a hyperlink to the college profile
- A follow button so students can quickly follow the college that published the #Post
- A #Post title
- #Post body copy
- Tags





If a college has more than one #Post with the same tag, the #Posts will "stack," helping students scroll back and forth between the #Posts.

What's Next?

There are a few main actions students can take after viewing a Post:

- View the College Profile for more information
- Follow the college so they can receive Outreach Messages and other updates
- Follow an external link included in the #Post
- Explore related #Posts

#Posts in Action

For Colleges

How #Posts Can Help

#Posts can help colleges:

- **Be discovered** by new, prospective students
- **Nurture and educate** students who are already aware of your college
- **Revisit** the content you're already sharing with students
- **Amplify** content that students would otherwise have to dig to find in the College Profiles
- **Pivot** which tags you include to reach new groups of students

The more you tag, the more personalized of an experience students will have with your college.

Students are 90% more likely to engage with content on your College Profile when it is personalized to their interests.

What's Next?

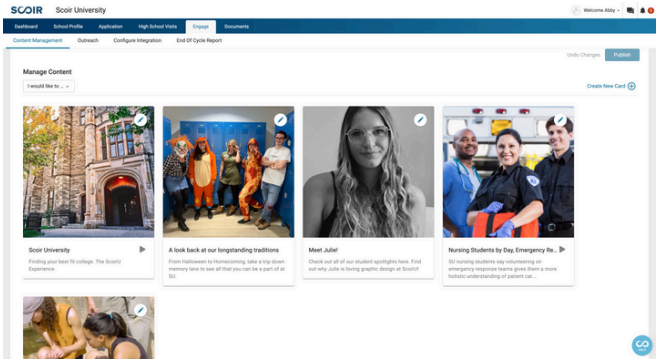
Once a partner college creates their first content card, we recommend the following next steps.

- Create an occasional task to publish a couple new Content Cards (which will become #Posts for students to see)
- Explore what other colleges are posting

We recommend seeing what community-run social media profiles stand out on your campus and link to those in your #Posts. Any time you can give students a more authentic window into your community is a win!

Keep in mind: Content Cards can take as little as 30 seconds to create!

For more ideas, jump to Making the Most of #Posts.



#Posts in Action

Success Stories

See how 5 Scoir partner colleges are sharing what makes them unique through #Posts.

Hope College

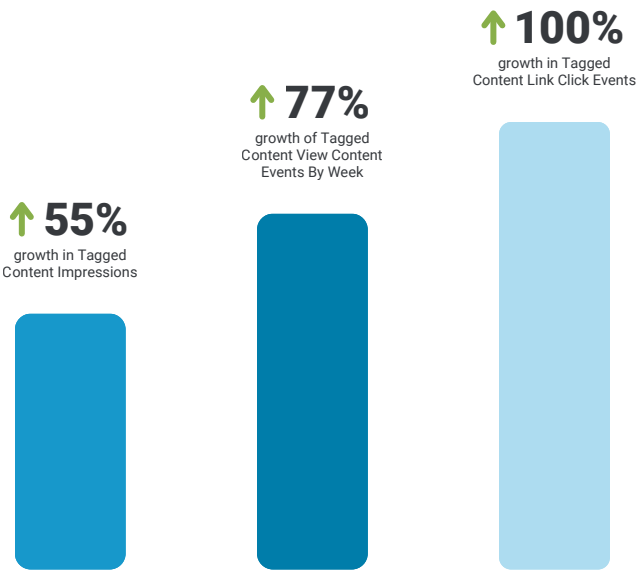
Location: Holland, MI
Undergraduate Enrollment: 3,000
Year Founded: 1851
Designation: Private, non-profit college

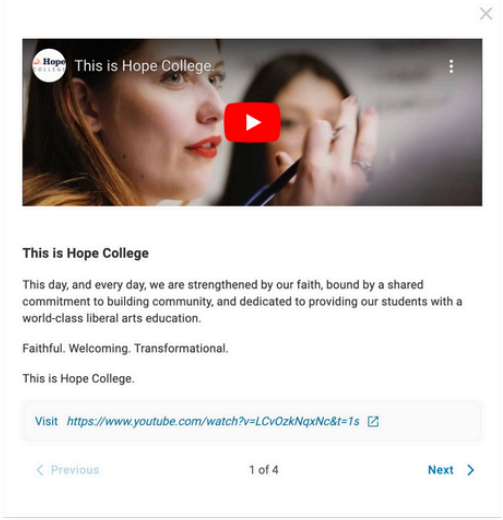
The Challenge

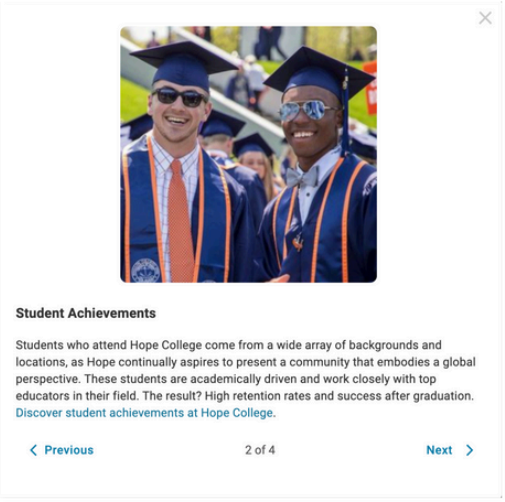
Hope College was looking to draw in prospective students that share Hope's core values and faith-based principles while growing their first gen population.

The Results

After creating 33 Content Cards that were displayed as #Posts, Hope College saw a:







Hope College's Top Tags

Computer Science
Biology
Internships
Scholarships
Business

#Posts in Action

John Carroll University

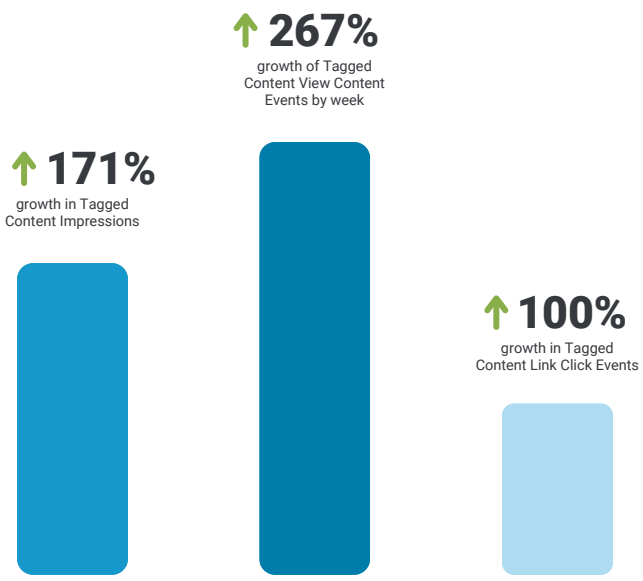
Location: University Heights, OH
Undergraduate Enrollment: 2,600
Year Founded: 1886
Designation: Private, non-profit university

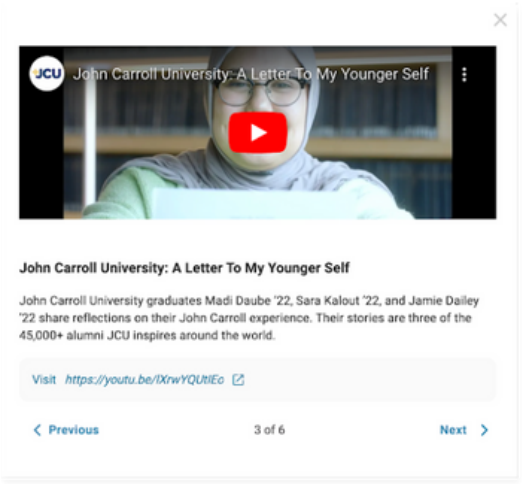
The Challenge

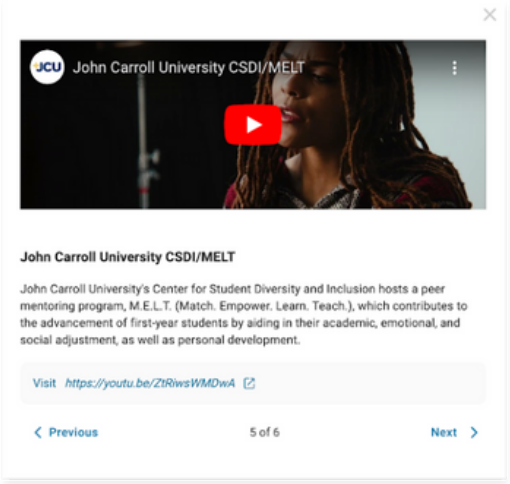
John Carroll University was looking to showcase their unique positioning among private universities and reach students who are looking to improve the world.

The Results

After creating 40 Content Cards that were displayed as #Posts, John Carroll University saw incredible results.







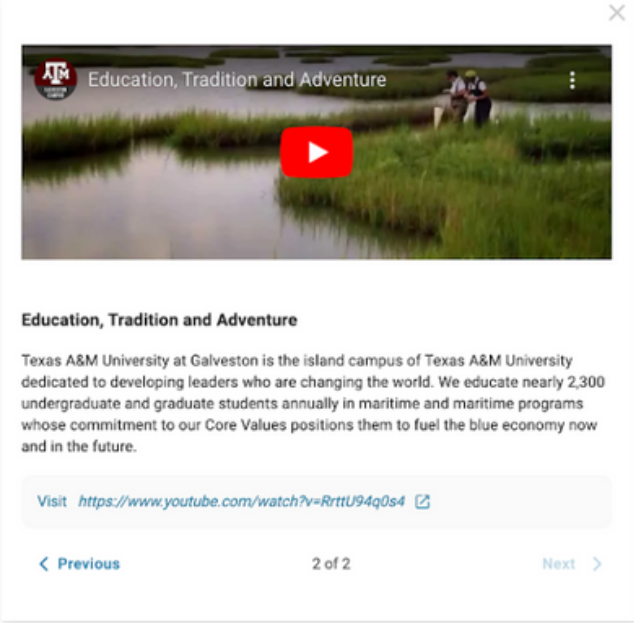
John Carroll University's Top Tags

Scholarships
Education
Math
Music
Athletics

#Posts in Action

Texas A&M University at Galveston

Location: Galveston, TX
Undergraduate Enrollment: 2,500
Year Founded: 1962
Designation: Public, land-grant research university



The Challenge

Reach students that would be interested in Galveston's smaller satellite campus.

The Results

After creating 21 Content Cards that were displayed as #Posts, their content impressions and views skyrocketed. They also gained 19 followers as a direct results of their 21 #Posts!

↑ 409%
growth in Tagged Content Impressions

↑ 133%
growth in Tagged Content View Content Events by week

Texas A&M University at Galveston's Top Tags

Housing
The Sciences
Campus Recreation
Traditions
Student Diversity
Student Activities (like Dining and Clubs)

#Posts in Action

Duke University

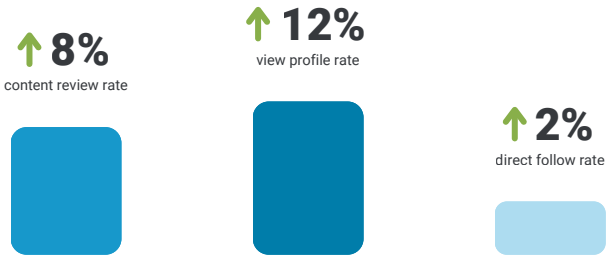
Location: Durham, NC
Undergraduate Enrollment: 7,000
Year Founded: 1838
Designation: Private research university

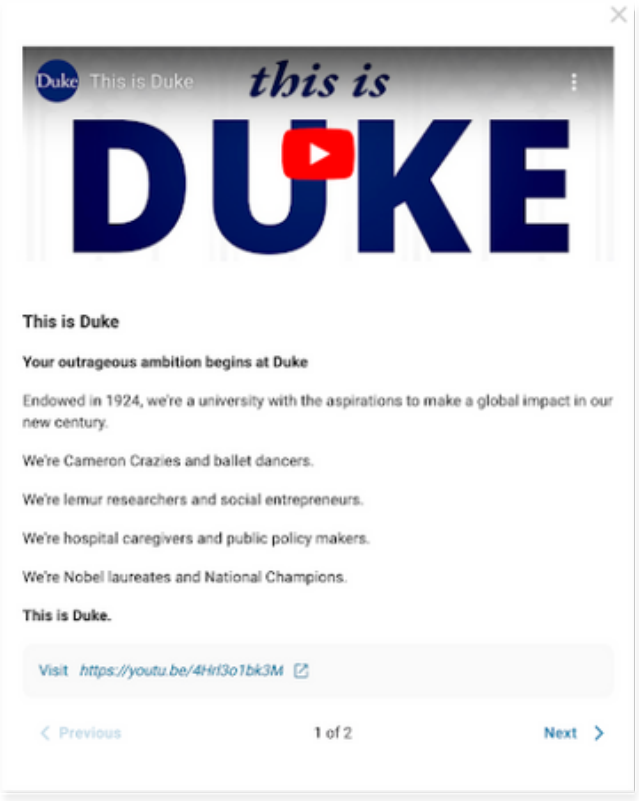
The Challenge

Share Duke's values front and center to students that are already searching for Duke.

The Results

After creating 113 Content Cards that were displayed as #Posts, Duke saw a:





Duke University's Top Tags

The Arts
Ecology
Biology
Medicine
Athletics

#Posts in Action

Hampshire College

Location: Amherst, MA
Undergraduate Enrollment: 720
Year Founded: 1965
Designation: Private liberal arts college

The Challenge

Drive more traffic to their College Profile page and educate prospective students about Hampshire College's student life.

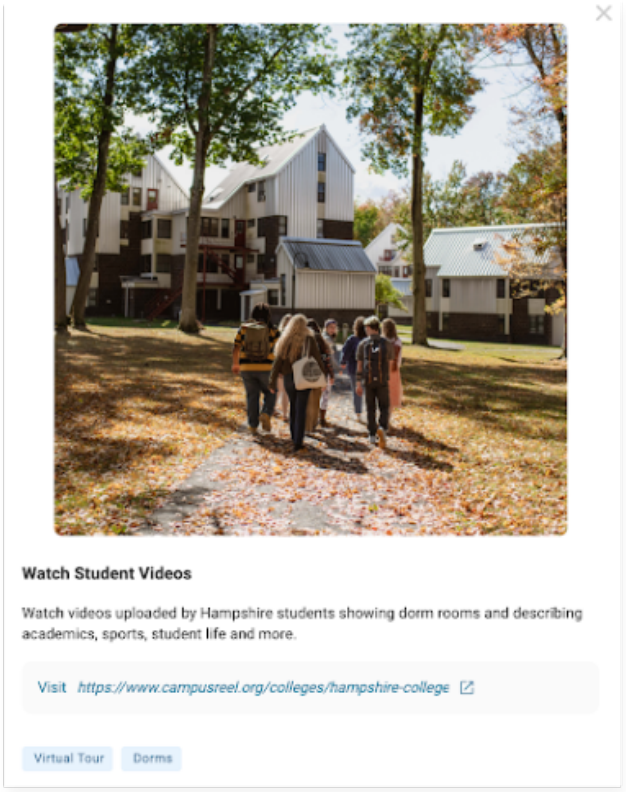
The Results

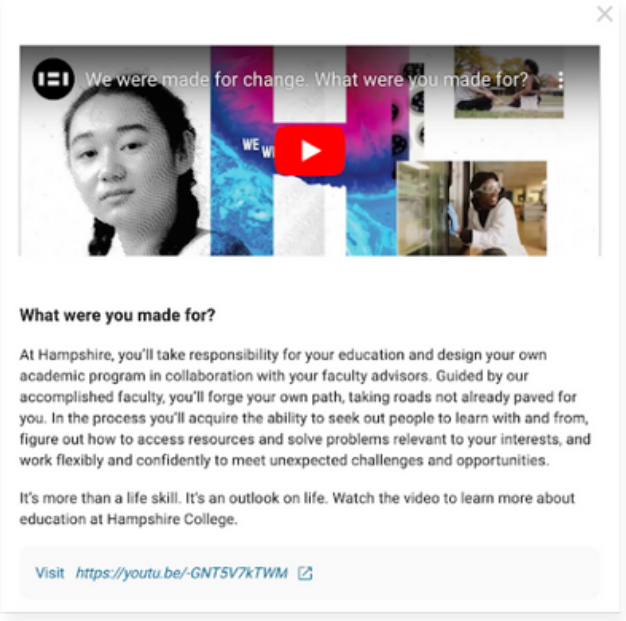
After creating 89 Content Cards that were displayed as #Posts, Hampshire College saw 15 additional followers, and a:

↑ **114%**
growth in Tagged Content Link Click Events

Hampshire College's Top Tags

Virtual Tour
Animation
Scholarships
Gender Studies
Marketing
Housing





Making the Most of #Posts

Creating a content game plan can help you…

1. Make the most out of #Posts and the rest of Premium Presence
2. Reach students that are highly likely to convert

We'll do the hard work for you and build the first #Posts for your college. From there, we recommend following these best practices.

Best Practices

- Students love seeing what's new. To keep things fresh, consider sharing around 2 posts a month. Seasonal traditions can be a great way of doing this. And, if you decide to become a Bundle partner, you can combine this with a quick Message!
- In the Reach section of your Insights Dashboard, scroll to Top Interests. If you have zero content on a specific interest, make a Content Card for it
- Repurpose content that's already on your college website that you want prospective students to see readily
- Create a spreadsheet that includes each of the #Post elements so all you have to do is copy and paste the elements into your #Post. Here is a Google Sheets template you can use to create #Posts or even social media posts

We can help you get started by pre-populating your College Profile with #Posts to serve as a foundation for you. We create these #Posts based on top interests and information from your website.

Check out your Insights Dashboard to see the Interests of students that are following your school for #Posts inspiration (and ideas for tags to use).

"I really like the improvements to the dashboard that provide counts on 'top interests' and 'top academic focuses.' It's incentivized me to create content that perhaps we wouldn't have done otherwise. Our read and interaction rates on Scoir continue to be phenomenal. It also gives me a great internal tool to use to partner with smaller departments on campus that are trying to get the word out about their programs."

Director of Admissions at George Washington University

Ready to get started with Premium Presence?

Attend a Live Demo **Request a Consultation**