Scoir Guide

Content Management

Table of Contents

SCOIR

Scoir Users and Roles

Within Scoir there are different user roles that connect to our college enrollment solutions. In order to access and utilize enrollment solutions, users must have the correct roles enabled. Each institution has an Account Administrator on their team. Your Account Administrator manages roles within your account and can add/remove users and modify roles and permissions.

➜ **Role Required:** Content Manager
➜ **Role Permissions:** Review, edit, create, refine College Profile content

If you believe you should have access to a particular role, reach out to the Account Administrator on your team or contact your Scoir Customer Success Manager!

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Content Management System

Partner institutions have access to our **Enrollment Marketing Solutions** which include Content Management, Outreach, Student Insights, and more. Our **Content Management System (CMS)** allows Partner institutions to customize their College Profile with dynamic content that matches student preferences and interests for enhanced personalization.
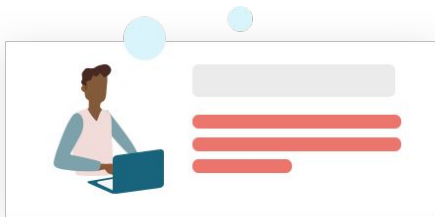
Students are

94% more likely to engage with content personalized to their interests

Scoir's Customer Success Team does the heavy lifting for all partner colleges when they sign on for Scoir's Enrollment Marketing Solutions.

We populate your content:

✓ Our team reviews your institution's website, social media channels, etc. and repurposes content for Scoir. You can expect to see content cards for admissions, financial aid, sessions (campus tours, information sessions, virtual events, etc.), all academic majors, and a selection of student life offerings. Student life content is determined by the top interests of your Scoir followers. If your students are interested in volunteering and robotics, then that's the content we'll add!

You have control over your content whenever you need to change it!:

✓ Once your team completes Onboarding with your Customer Success Manager, your content is published to Scoir. Beyond the initial content population, your team manages your profile content. You can refine and edit content to align with your institution's brand and priorities.

Note: Scoir CMS is a tool available only to Partner Institutions utilizing our premium solutions. To use this tool, Scoir users must have the Content Manager Role enabled. Your institution's Account Administrator can give users access to this role.

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Content Management Tabs

Sessions

Content in this tab appears on your College Profile and the students' dashboard. Promote visits (in person and virtual) and events.

School Overview

What's unique about your institution? What do students need to know? Add five facts about your institution and include an overview of your campus. The first card in this tab appears in Student Discovery.

Admissions

"Can I get in?"

Add general admissions information and requirements driving students to respective web pages with more information. Highlight information for first generation students, "Meet your Counselor" pages, or consider driving students to a Request for Information form with a call to action link, 'Tell us more about yourself!'

Cost & Financial Aid

"Can I afford to attend this college or university?"

Provide information pertaining to financial aid, scholarships, cost of attendance, net price calculator, FAQs, etc.

Student Life

"Can I see myself here?"

Here's where you can get creative with content! Utilize Dashboard data to understand what your Scoir followers are interested in and tag content accordingly (more on tagging on page 5!).

Academics

"Can I pursue my academic interests?"

You will find all majors for your institution are pre populated in the Academics tab. You're welcome to add new majors, academic programs, minors, etc.

Note: Our Customer Success Team has populated your profile with the latest and greatest content from your website, social media channels, etc. However we encourage you to review all content to ensure information is up-to-date, accurate, and on brand.

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Creating Scoir Content

To access CMS and create content, follow these steps:

→ Log into your Scoir account

→ Navigate to the Engage tab

→ Select the tab you'd like to review

→ You will find tabs for Sessions, Overview, Admissions, Cost & Financial Aid, Student Life, and Academics

→ Select Create New Card +

→ Add Title, Description, optional video link (YouTube or Vimeo), select applicable tags, image*

→ Publish or set card as hidden

SCOIR Scoir University

Dashboard	School Profile	High School Visits	Engage	Documents

Content Management   Outreach

Content Management

Your school's profile is a powerful tool for your audience to discover insights about your institution. Below, you can create and configure content that will appear in each of the selected sections.

Edit Card

Content Preview

Scoir University
Finding your best fit college. The ScoirU Experience.

Re-upload image by clicking here

Title

Scoir University

Description

B I U | Tₓ | ∞

Finding your best fit college. The ScoirU Experience.

Add link (optional)
Youtube and Vimeo video links will be watchable

https:// www.youtube.com/watch?v=NKyaNX5Dqq4&t=9s

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Student Experience Overview

Define an audience (optional)
Make sure your content shows up for those to whom it applies most.

Academic Focus ⓘ

Interests ⓘ
Select an interest...
Show Categories

☐ Set card as hidden

Delete   Cancel   Publish

* Don't stress about the size of your selected image! There are no size requirements for images on content cards as the images are fairly small.

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Refining Your Content

Our Customer Success Team handled the initial content population on your profile, but your team will likely want to add, edit, and refine this content. We encourage you to do so! Your College Profile should be consistent with your institution's brand identity and reflect dynamic elements of your campus and community.

Review your dashboard to find top follower interests:

➔ You want the latest and greatest content on your profile, as well as content your followers are genuinely interested in. Review your Dashboard where you will find key insights on followers' interests and academic focus.

➔ On your dashboard, you will also discover insights about students that are not yet following you on Scoir. Create a content card or two based on the interests of these *not reached students*, and help them find their fit within your community.

Repurpose your content:

➔ Great content already exists on your website, social media channels, YouTube, etc. Repurpose this content into dynamic content cards on Scoir. *Do you have a club or major that is particularly active and fun on social? This is a great place to link their content!*

➔ To be sure your followers and all Scoir students are finding your content that matches their preferences (think student life interests, majors, etc.), tag your content!

Pro Tip:
Your Customer Success Manager will prompt you to review your content each summer. We can always pull a spreadsheet of your current content cards to make the review process easier!

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Scoir "Tagging"

A core part of the student experience on Scoir is personalized college search and discovery through dynamic content. Students complete their profile and identify preferences for their college search (location, student life opportunities, academic majors, etc.) and see content that matches these preferences across the platform.

Why Scoir Tagging Matters

1. Allows students to have a more personalized experience with your profile
2. Helps surface your institution across the platform

Match your Content with Students' Preferences

➔ By tagging content cards with specific interests or academic focus, you ensure students who selected those areas as preferences will discover your content.

Increase your Exposure on Scoir

➔ When a student visits your College Profile, they encounter your content in a unique way. Tagged content that matches students' preferences appears first, followed by the additional content you have in each section.
➔ Your content also appears in College Search, Comparison, and Discovery. For example, if a student indicates they are interested in Mathematics, a content card with a Mathematics tag will be prioritized when they view your College Profile.

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Interest and Academic Tags

Scoir offers a variety of academic focus and interest tags from which students can browse and select as preferences.

Academic focus tags come from CIP codes. Scoir uses a centralized taxonomy for all institutions, making searching easier for students.

[Available Academic Focus and Interest Tags on Scoir](#)

Top Academic Areas of Interest*

1 Business

2 Psychology

3 Engineering

4 Biology

5 Medicine

6 Computer Science

7 Nursing

8 Law

9 Political Science

10 Criminal Justice

Interest Categories

1 Sociocultural

2 Performing Arts

3 Visual Arts

4 Leisure

5 School Programs

6 Campus Tour

7 Writing

8 Culture

9 Hobbies

10 Sports and Exercise
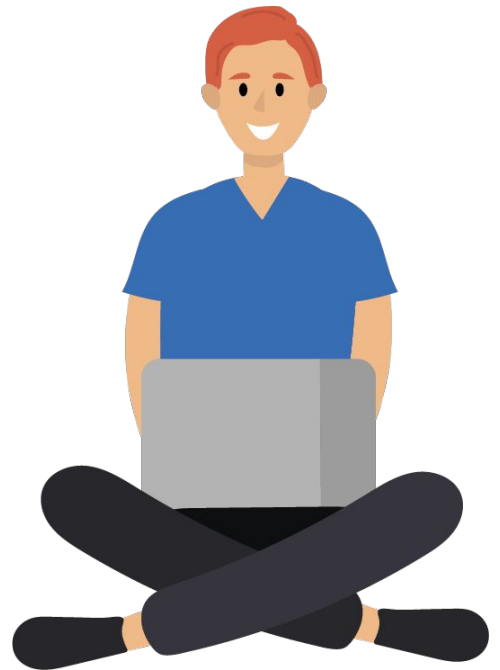
As of December 2021

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Additional Resources

Here are some additional resources to use to get the most out of Scoir. If at any point you have questions, reach out to your Customer Success team!

➔ The number of high schools using Scoir grows almost every day. **View the high schools connected to Scoir here**!

➔ Visit the **Scoir Blog** to discover the Scoir podcast, insights into admission, the application process, higher ed industry and more.

➔ Sign up for the **What's New in Scoir** mailing list to receive email notifications whenever Scoir releases new features.

➔ Don't forget, you have access to our **Help Center** if you need assistance with any Scoir features.

➔ Check out our other **educational resources**:

   ◆ **Content Management Guide** and **video**

   ◆ **Recruitment Guide** and **video**

   ◆ **Messaging Guide** and **video**

   ◆ **User Management Guide** and **video**

   ◆ **Yield and Junior Recruitment Guide**

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