

Scoir Guide

Messaging

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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:** Student Outreach
- **Role Permissions:** View, edit, create, and manage messages



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!



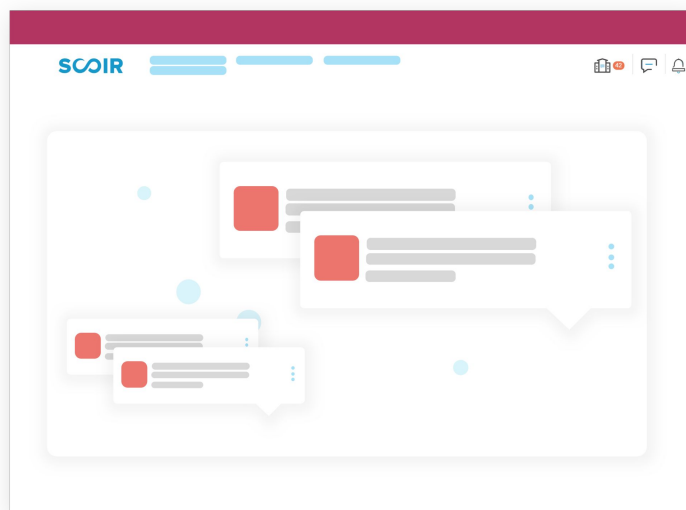
Outreach Tool

Scoir Outreach is the student-centered approach to admissions communication and is an engagement channel for colleges and students. It gives College Partners the ability to uniquely engage with interested student-hand raisers and often stealth students—outside the noise of their email inbox. College Partners can message directly to students.

Scoir protects student PII. Rather than messaging individual students, colleges message segments of their followers. Colleges can also message parents and guardians on Scoir. Once a student follows your institution, you can also start engaging with parents and guardians!

***Note:** this is one way communication (Colleges→Students, Parents, Guardians). Students cannot respond to messages, so there's no need to monitor an "inbox" in Scoir.*

Scoir's user friendly messaging allows College Partners to repurpose the great content that exists on their website, social media channels, etc. Use the Scoir Outreach tool to complement your current communication plans and strategies.



Rethink Engagement

What we're seeing



- Open rates and click through rates are much higher than industry averages, and continue to climb over time.
- Unlike email, students are revisiting messages if they did not initially open/click through the message.
- 80% of IOS users have push notifications enabled.
- Short, social media style messages with one clear call to action perform better.

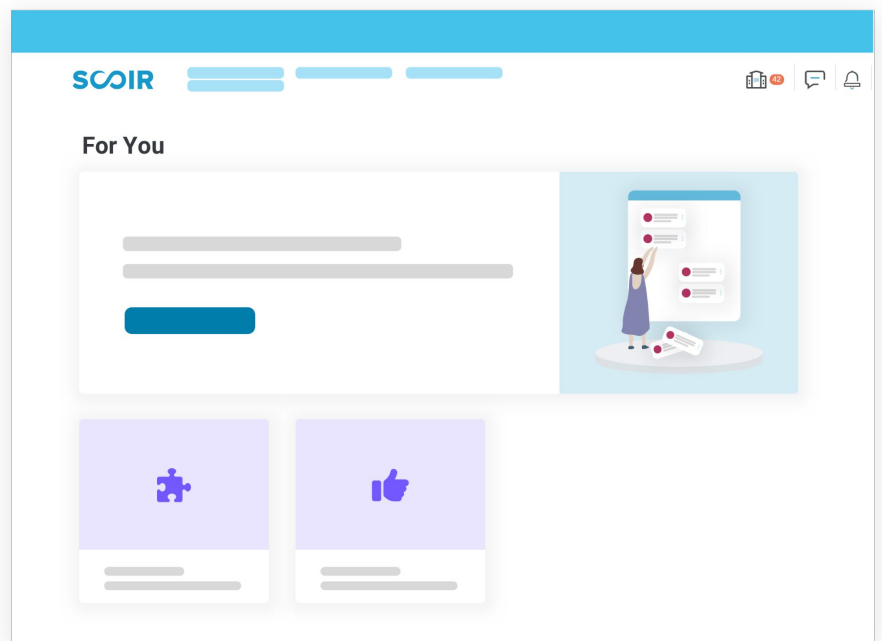
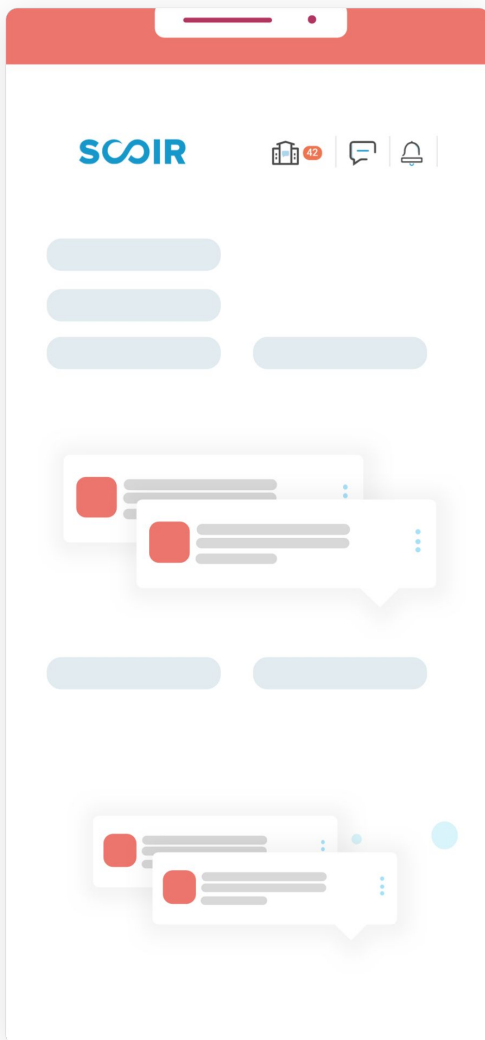
Best Practices

- ✓ **Keep a steady cadence**
One Time Messages: 1/month to start with a max of 3/month
Automated Messages: set up 1 for each trigger
- ✓ **Make it short, and keep it light**
This operates much more like an Instagram post than an email
Opt for short, easily digestible messages
Save the process-oriented messages for email
- ✓ **Consider your ask**
Aim for 1 to 2 calls to action (CTA)
Utilize the CTA button
- ✓ **Make a connection**
In addition to need-to-know now messages, feather in views of your community without asking students to do anything

Student Experience

Check out the student experience on Scoir!

The Student Dashboard shows students' action items, new and unread college messages, Scoir College Discovery tools, and more.



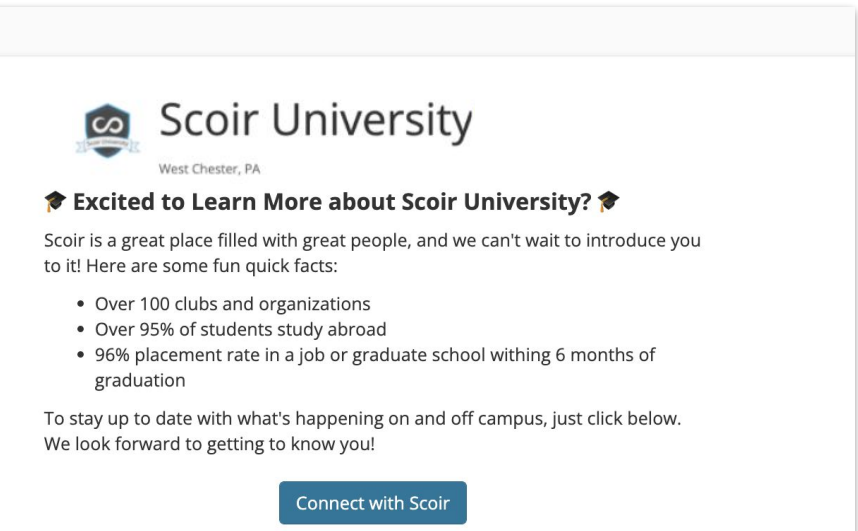
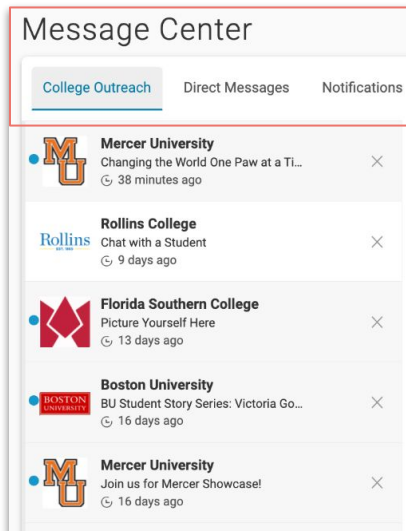
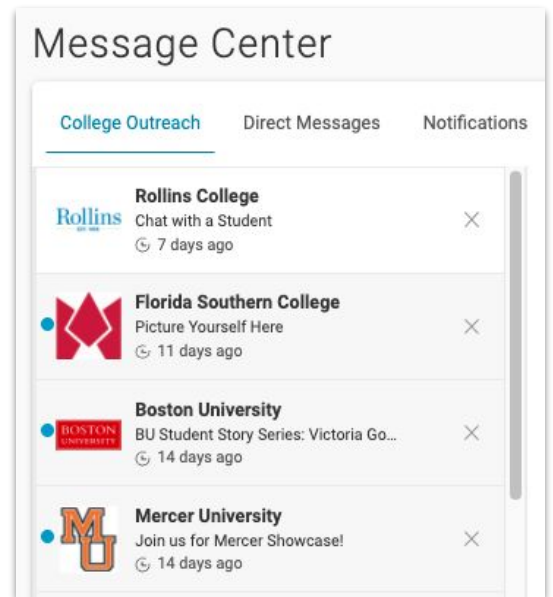
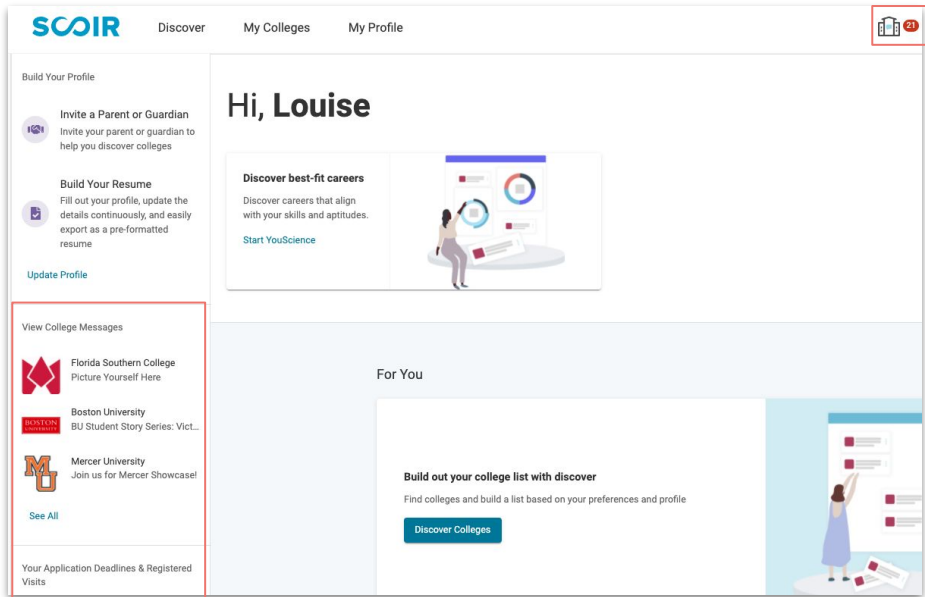
You're reaching students exactly where they are!

Students are notified of new messages by Scoir notifications, push notification, and email.

80% of our iOS users have push notifications enabled.

Student Experience

When students log into Scoir, they see incomplete action items and any new or unread messages from colleges on their Dashboard. From their Dashboard, students can navigate to the Message Center, use Scoir's college discovery tools, explore colleges, and browse college sessions and events.



Types of Messages

One Time Messages

- Messages sent once to a selection of your student audience.
- Date and time specific. Save some time by scheduling messages in advance and drafting messages to review and send at a later date.

Note: At this time, users don't have the capability to edit messages after they have been scheduled.

Automated Messages

- Messages sent automatically based on one of three student actions: *Follow, Applying, and Applied.*
- This allows you to engage with students and parents/guardians at each step in the process, providing them with the information they need from the inquiry to application stage.

Outreach Messages

Create and tailor automated and one time messages to students, or parents of students, who have expressed interest in your college profile.

One Time Messages

Messages sent once to a selection of your student audience

Automated Messages

Messages sent automatically based on student actions

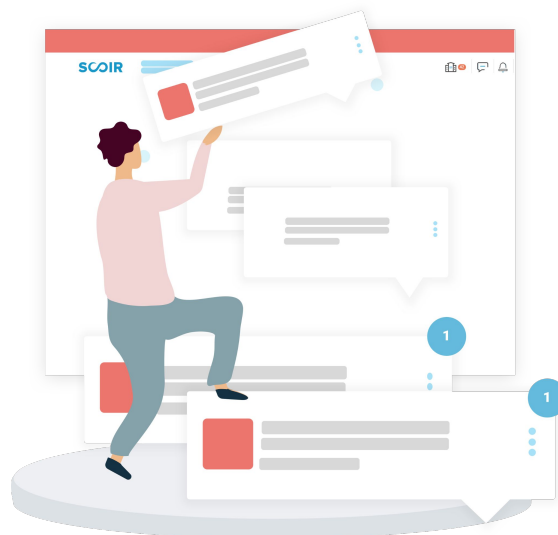
Message Segmentation

- Engagement Stage (Following, Applying, Applied)
- Class Year
- Interest
- Academic Focus
- State(s)
- First Generation Students
- High School(s)

Creating Scoir Messages

To access Outreach and create messages, follow these steps:

- [Log into your Scoir account](#)
- Navigate to the **Engage tab** > **Outreach Tab**
- Select the type of message you'd like to create: **One Time** or **Automated**
- Select **+ New Message**
- Select audience: Students or Parents
- Optional: Add in segmentation
- If One Time: Select date and time
- Add:
 - ◆ Subject (customize with emojis!)
 - ◆ Body
 - ◆ Call to action
- Select **schedule** to launch your message or **draft** to save and schedule at a later time



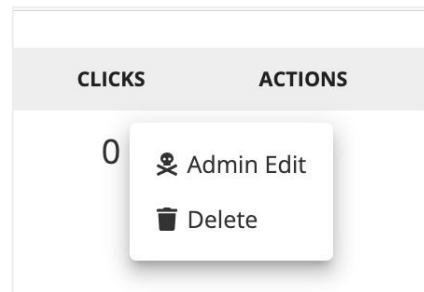
Edit Messages

It is possible to edit, disable, and delete outreach messages—One Time and Automated—in Scoir. To edit, disable, or delete outreach messages, first log into your account and navigate to the Outreach tab.

- Select One Time or Automated messages
- Identify which message you need to edit, disable, delete
- Navigate to the right hand side of your screen and locate the three dots below **Actions**

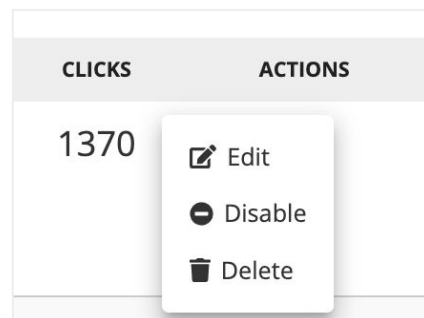
- One Time Message Actions:

Updating a deployed message will change the message in existing student's inboxes, and will save this version to be sent to all students in the future. Only Scoir Admin users can complete this action.



- Automated Message Actions:

To disable, simply select the Disable button. Once disabled, the button will change to 'enable,' allowing you to easily enable the message again.



- It's best practice to disable automated messages first, so you can save and review these messages for future reference and use.

**Note: At this time, it is not possible to edit scheduled one time messages. Our product team is currently working on ways to edit scheduled messages.*

