Leveraging Social Media & Interactive Platforms

Brian Hazlett
Vice President for Student Affairs and Enrollment Management
Twitter
Currently at 9,053 followers

Facebook
Currently at 21,155 likes

Instagram
Currently at 6,004 followers

Pinterest
Currently at 507 followers
Social Media Tips

- Post Once a Day on ALL Platforms
- Boost Significant Posts
  - Low Cost = High Impact
- Utilize Giveaways
- Highlight the STUDENT
- Instant Enjoyment (Facebook Live)
- Offer the Keys to the Car

# ThrowbackThursday
Remembers moments from MU’s past, both its distant and more recent history

# FoodieFriday
Advertises the food options accessible to MU students
Organic

35,192 reached
1,831 reactions
163 shares

Boosted

24,564 reached
13,642 video views
200 reactions, comments & shares
Facebook Live

Millersville University was live.
Published by Kate Hartman ( Polling) - May 13 -

68,605 reached
3,873 video views
263 reactions, comments & shares
Web Based Marketing Tips

✓ Retargeting
✓ Geo-Fencing
✓ Paid Search
✓ Pandora
✓ Mini-Campaigns
✓ Link to Social Media Efforts