

Fact: “Almost 1/3 of 2007 higher education applicants used Facebook specifically to research colleges and universities.”

From UCAS™ 2007 national applicant research by Academica Group Inc.

The Internet is now a “Network of Networks.” For best reach, Institutions now need more than one “home” on the web.

“Just a website” is no longer enough.



Being online requires presence not just on your own website, but also on major sites such as Facebook, YouTube, LinkedIn, Twitter and beyond.

Social Media Basics:

Are you covered? Do you:

- Have an Official Facebook Page
- Monitor your institution on Facebook
- Post school videos to YouTube
- Have a school Group on LinkedIn
- Receive GoogleAlerts
- Have Web Analytics set up
- Use RSS to push content to 3rd party sites
- Run Facebook Ads
- Have an Official Class of 2013 Facebook Group
- Have a school twitter channel

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Innovation for Higher Education

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Overwhelmed?

Social Media Solutions for Higher Education



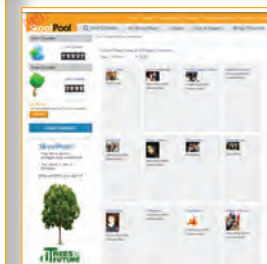
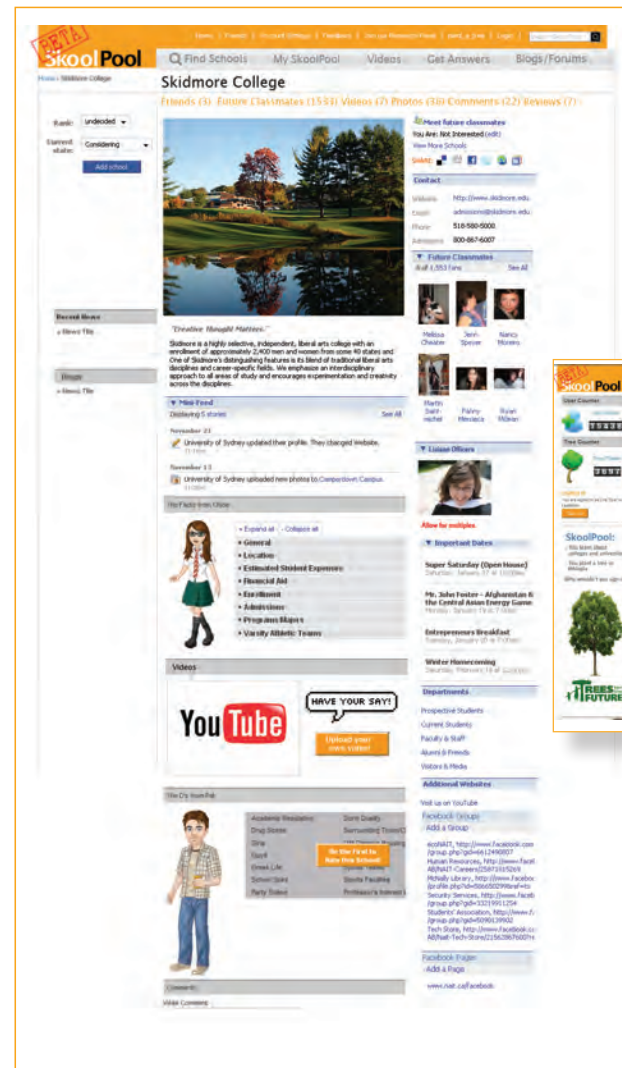
From Zero to 3.0

Our social media offerings will:

- Save staff time
- Improve social “monitoring”
- Allow content moderation
- Contribute to a consistent, branded social media presence
- Improve Search Engine Optimization
- Improve social media visibility
- Put pre-existing content to further use
- Take advantage of conversational and word-of-mouth technologies to promote your institution

Academica Group offers:

- Branded Landing Pages on all major networks
- Social Media Best Practice Reports
- Online & Social Ad Campaigns
- Social Visibility & Optimization Audits
- Blog & Video Portals
- Social Media Strategies



The SkoolPool Solution:

SkoolPool combines the Facebook, MySpace and SkoolPool.com to promote your institution to an audience of almost 400 million social network users (and growing!).

- Manage profiles on multiple networks from a single location
- Connect with a niche network of higher ed applicants
- Access real-time social applicant data

Your Guide to the New Web: Social Media Strategy

What's a "twitter"?

What is the difference between Facebook Pages and Groups?

What about the 2013 phenomenon?

What are students saying about my school?

A Social Media Strategy is written to integrate seamlessly with your overall Marketing plan. It includes detailed recommendations in respect to all areas of social media including:

- Monitoring
- Marketing
- Engaging/Community Development



Social Media Strategies are developed collaboratively with your school and include intimate consult & training with a Senior Consultant

LinkedIn

Mobile Messaging, SMS Alerts, Online Community

Faculty Bloggers

New Media