

# JOIN THE CONVERSATION.

**Interact with potential students through social media.**

New technologies are allowing individuals to connect in vastly different ways. As people are aggregating, organizing and disseminating information through interactive social media, don't miss the opportunity to become a valuable part of a prospective student's life. At CUnet, we provide the expertise and technology to help schools engage and interact with online communities to drive student acquisition, retention, and alumni relationships.

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## ONLINE REPUTATION MANAGEMENT

Today, public discourse spreads over fiber optic cables at the speed of light, and Internet usage is exponentially increasing the volume and reach of consumer opinion. Education providers need to protect their brand image and corporate reputation by engaging advocates and critics through a comprehensive strategy of online reputation management.

## EXPERT STRATEGY AND TACTICS

Effectively using social tools to reach your audience is essential in any modern marketing campaign. Social media is an outlet to provide trusted, third-party information to students looking for something other than a sales pitch. Academic institutions can improve student retention and course satisfaction through vibrant online communities by harnessing the power of Facebook, Twitter, online message boards, and a multitude of other social networks. CUnet's social media experts work with your team and provide the knowledge and insight needed to create compelling social media campaigns that shape conversations, build student relationships, and ultimately improve long-term retention rates.

## STREAMLINED ENGAGEMENT SYSTEM

CUnet is proud to offer its clients SocialThumb—a social media management system that allows schools to manage their entire social media presence through a single dashboard. By integrating platforms like Facebook, Twitter, and Foursquare, SocialThumb gives schools the power to streamline the workflow and publishing process necessary for creating effective conversations while tracking the ROI of school campaigns. SocialThumb can be used by schools looking for an à la carte social media management solution, or it can be integrated into a full-service CUnet engagement.

## SOCIAL MEDIA AUDITING AND TRAINING

The social media landscape is constantly shifting, which requires schools to continually evolve in order to remain relevant to consumers. CUnet's Social Media team provides training to prepare your staff to engage with dynamic, online communities as well as auditing to assess key elements of your social media presence, including popular conversation topics, emerging issues, competitor campaigns, and consumer opinion. By surveying everything from blogs and consumer reviews to online forums and collaborative communities, CUnet gives you the strategic insight and tactical management you need to maintain a foothold in the social media landscape.

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**CALL THE CUNET ACCOUNT MANAGEMENT TEAM TO SCHEDULE A CONSULTATION AND DEVELOP A SOCIAL MEDIA STRATEGY THAT ALIGNS WITH YOUR GOALS.**

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