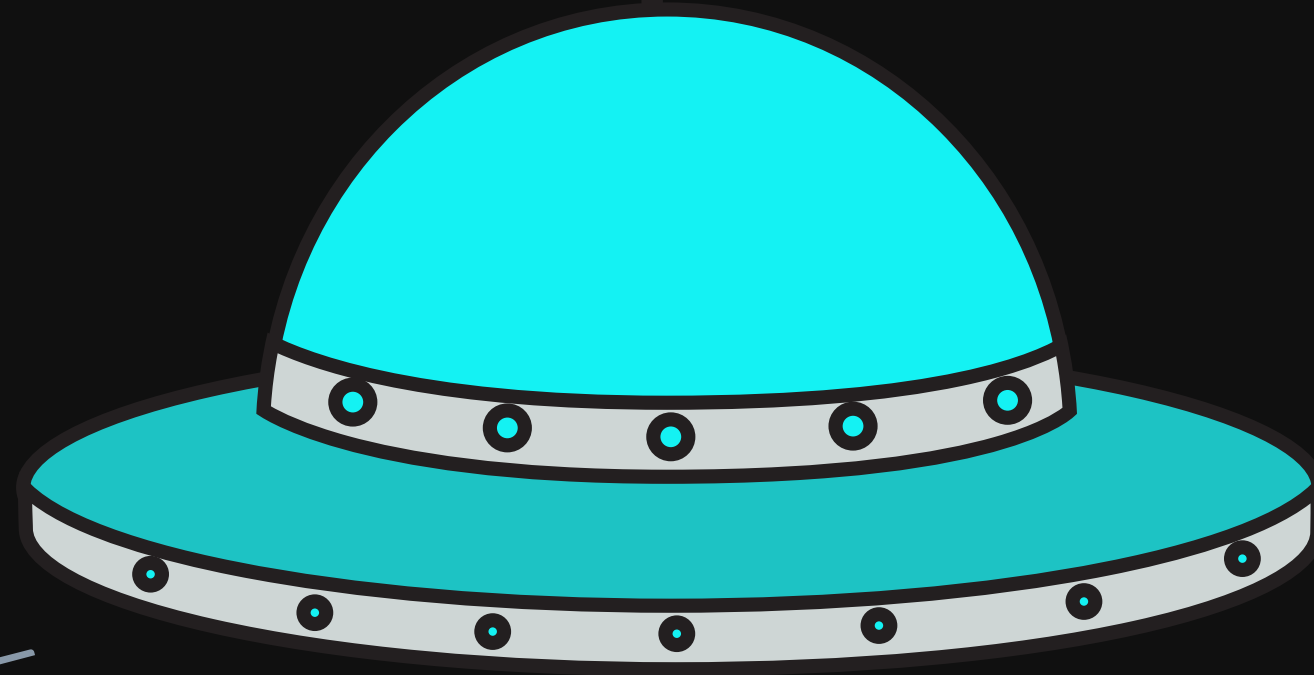


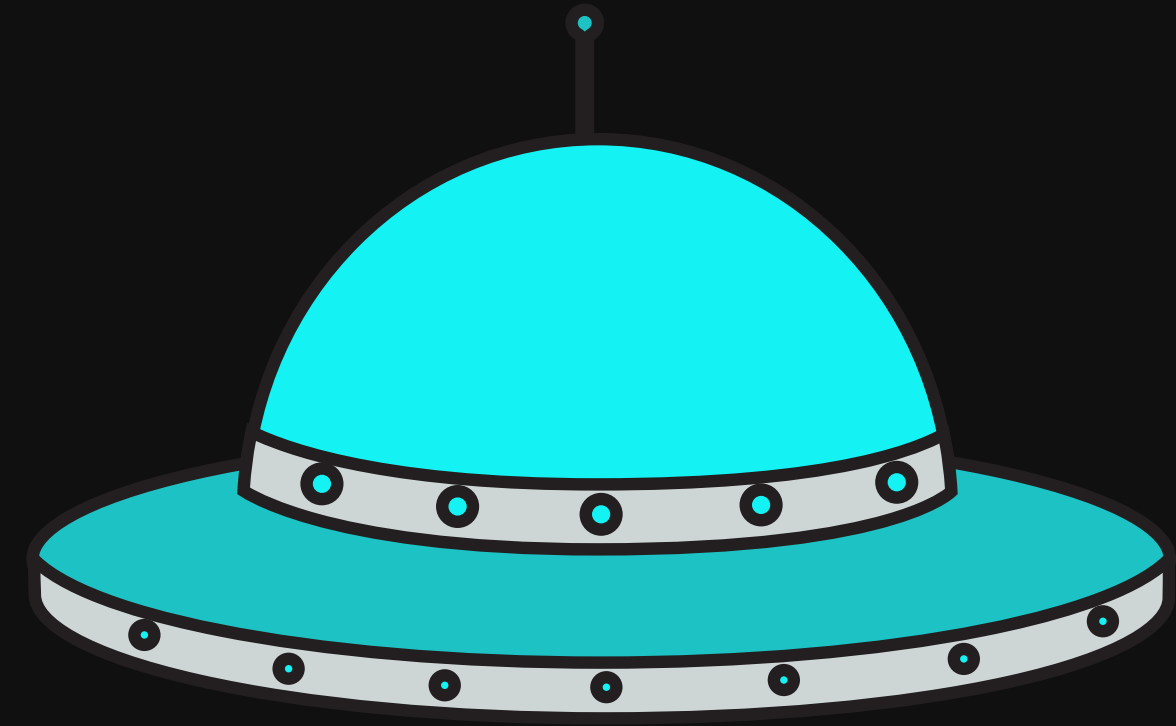
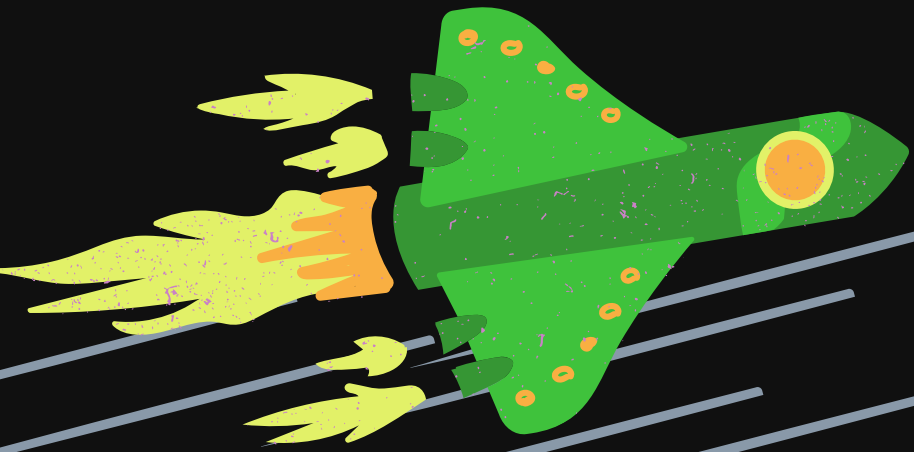
TRAVELING THROUGH



# UNCHARTERED TERRITORY

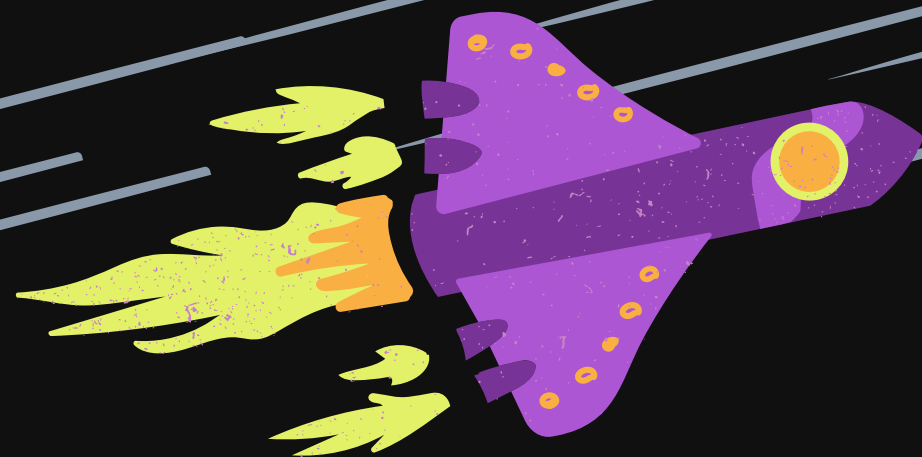
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CONFERENCE 2023

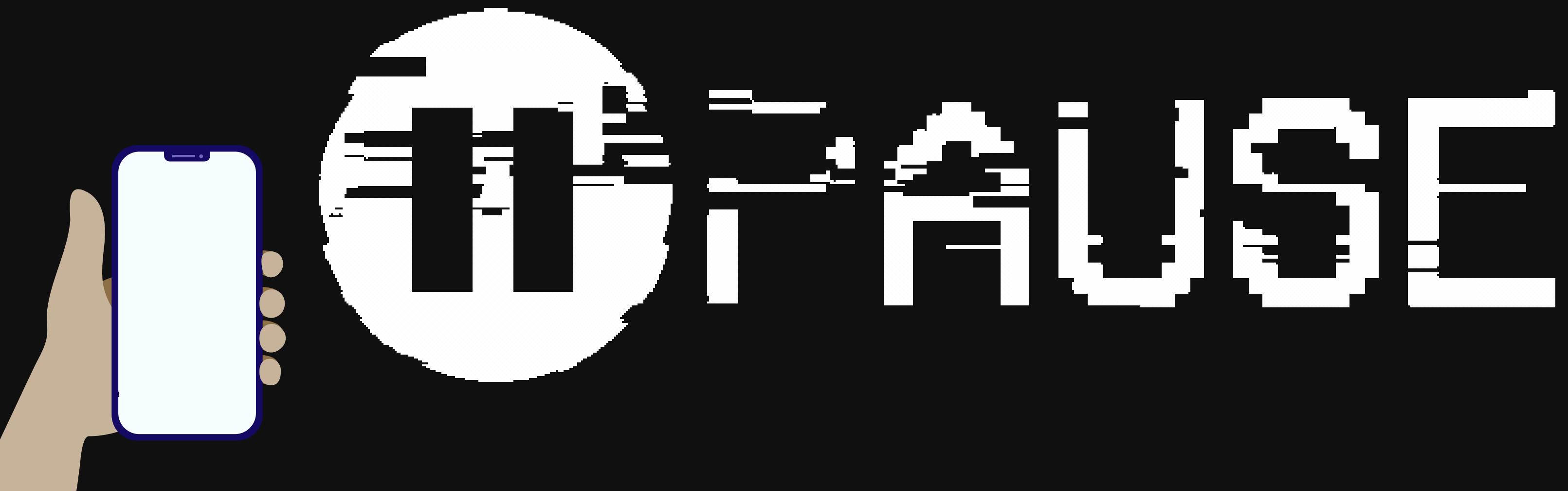


# THE KEY TO CONNECT

Social Media in Higher Education



# SOCIAL MEDIA MINUTE



# A B O U T U S

Elvira  
Rodriguez



Assistant Director of Customer Service &  
Outreach  
Office of Financial Aid  
University of Houston Downtown

Antre'chelle  
Nova



Manager, Digital and Social Media  
Office of Enrollment Management  
University of Houston Downtown





# P r i o r C o m m u n i c a t i o n M e t h o d s w i t h S t u d e n t s

## Snail Mail

- Missing Information Letters
- Award Letters
- Other correspondence - SAP, R2T4, etc

## Outreach

- In-person events

## Via Phone

- Call campaigns



# INCORPORATING FINANCIAL AID

## TOPICS

- Priority Deadlines
- Workshops, sessions, events
- Explain processes (SAP, Disbursement, Loan Counseling/MPN, etc.)
- Tailor your profile to what is trending in your office

## STAY RELEVANT

- Use trending audio
  - Templates
  - Shared Content
  - Do your research
- Use featured tools on different platforms to promote engagement

# UHD ENROLLMENT MANAGEMENT SOCIAL MEDIA

...

Departments with Social  
Media Accounts

- Admissions
- Financial Aid
- Registrars

...

Student Influencer Program  
UHD SocialGators

- Paid students -- up to \$2000 a semester (paid after commencement)
- Responsible for 16 posts a month
- Emphasis on EM division

...

Weekly Meetings with EM  
SocialMedia Manager

- Review how the previous week's content performed (analytics)
- Plan out content for the coming week
- Share ideas, questions, or concerns

# HOW WE MAKE THAT CONNECTION

Hi, do loans disburse separately from grants? My grants have gone through but my loan is still pending. entrance counseling and MPN were completed a few days ago. Thank you!

Aug 18, 2023, 8:34 AM

Good morning, please send your student ID# so we can review why your loans have not disbursed.

#1245382, thank you!!

Aug 18, 2023, 2:18 PM

Thank you. Your loans are pending. You must complete Loan Entrance Counseling and sign the Master Promissory Note (MPN) before we can disburse your loans. You will go to [www.studentaid.gov](http://www.studentaid.gov) to complete both these items. It will take 24 to 48 hours for us to get confirmation you completed them. Once we get confirmation and update our system, we can disburse your loans.

Aug 15, 2023, 1:21 PM

Hello, my pending aid did not disappear. Is this a cause for concern?

Hi, thanks for contacting us. We've received your message and appreciate you reaching out.

Aug 16, 2023, 12:54 PM

Hello, please send your ID so we can review your account.

Sent by Elvira Rodriguez

2266414

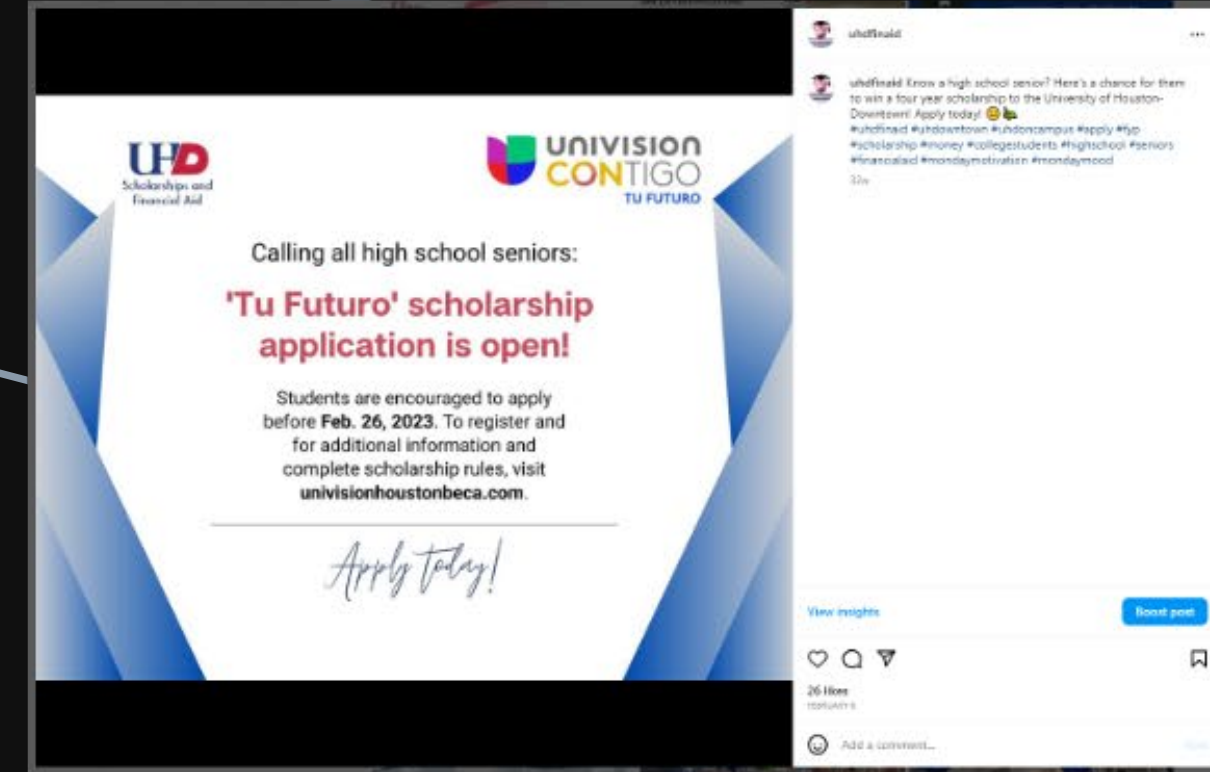
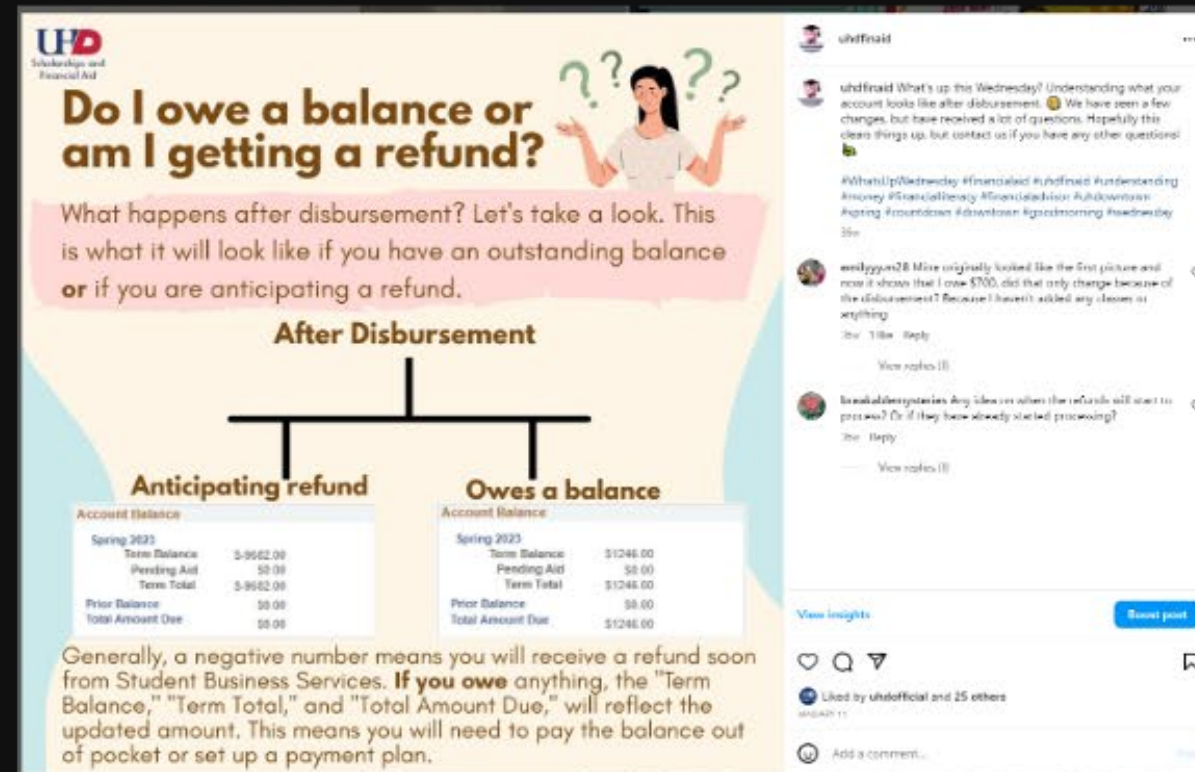
Aug 16, 2023, 2:25 PM

Hello, your aid is pending disbursement at this time. There is a 7 day hold that we placed on your account when you were awarded this past Monday. The hold is there because we have to verify you are not receiving aid anywhere else. That hold should be removed Monday, the 21st. Once removed your aid will disburse. Your classes should be held on anticipated aid because your aid is enough to cover 100% of your balance.

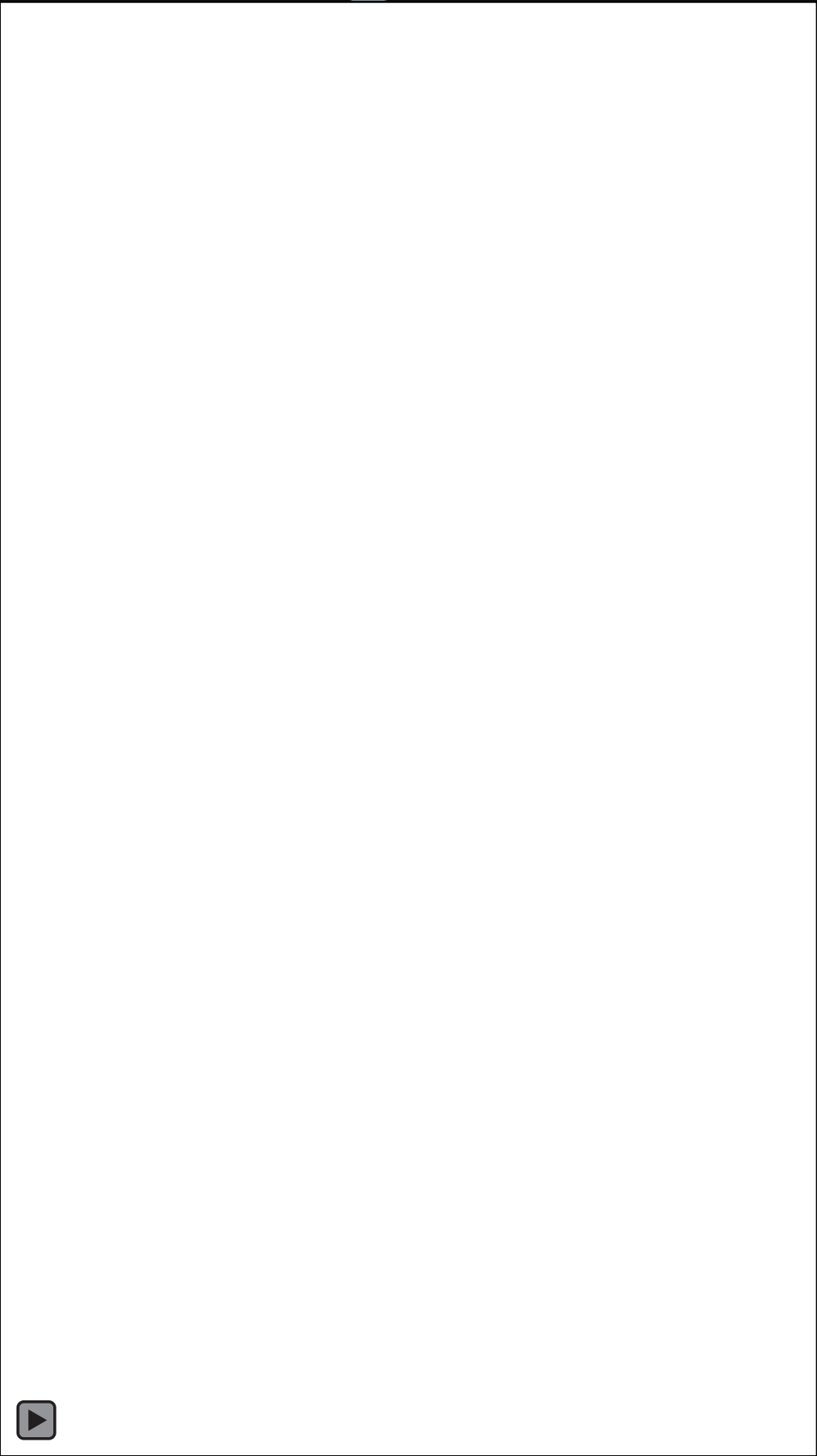
Sent by Elvira Rodriguez



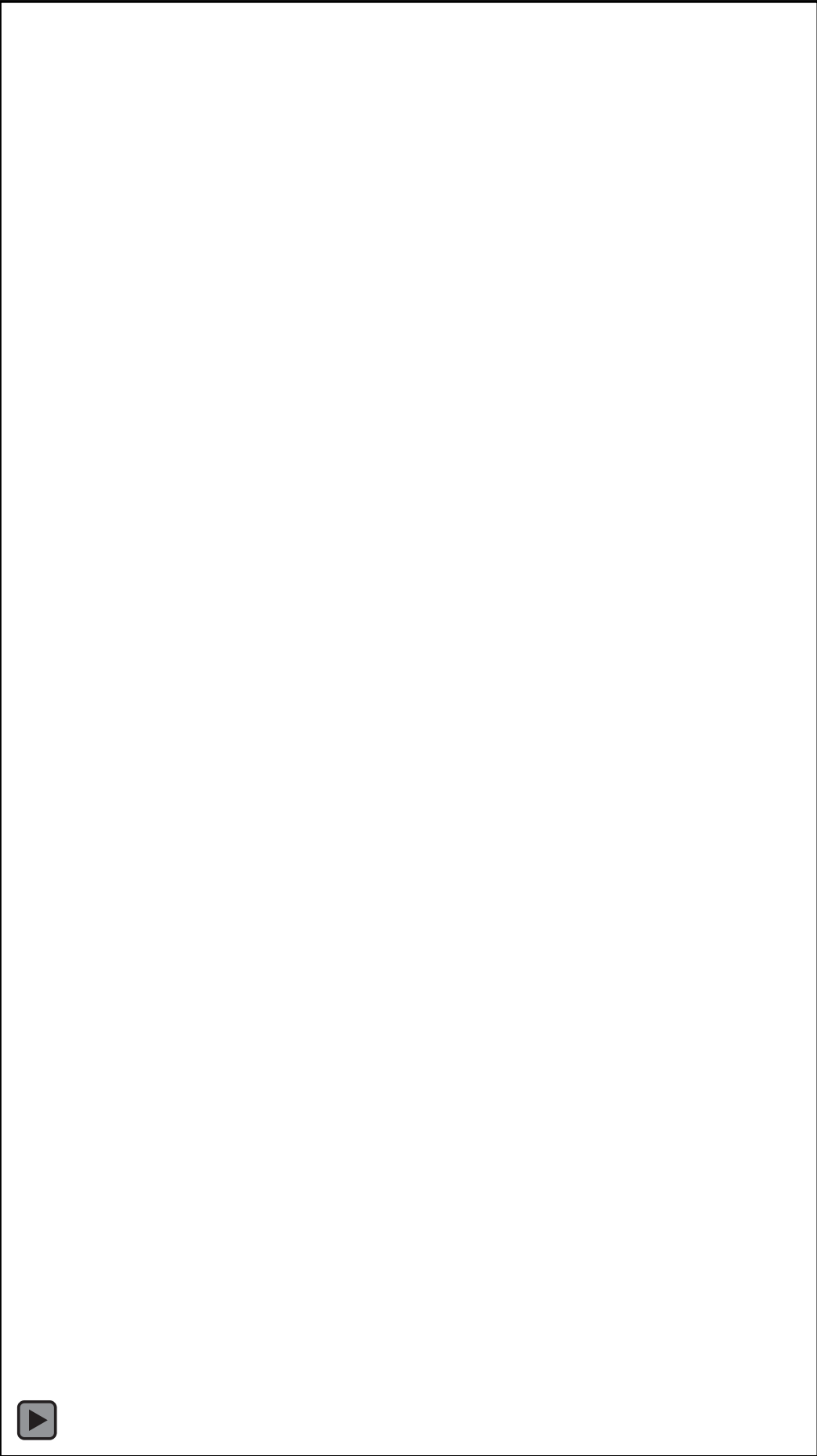
# EXAMPLES OF SOCIAL MEDIA



# EXAMPLES OF SOCIAL MEDIA



2072 Views  
103 Likes  
4 Comments  
3 Shares  
8 Saves



2697 Views  
182 Likes  
7 Comments  
28 Shares  
28 Saves







## Impact of Social Media

- Reach a broader audience
- Attract prospective students
  - Keeps parents informed
- Promote on and off campus events



# FINANCIAL AID SOCIAL MEDIA ANALYTICS

## NUMBERS TALK

JULY 2021-NOW

### FACEBOOK

- 2.3 K Followers
- 48,866 Reach
- 27,466 Page & Profile Visits
- 396 Posts
- Audience-  
74.6% Women  
25.4% Men
- Age Range- 25-34  
31.1% Women  
12.8% Men

### INSTAGRAM

- 1.3 K Followers
- 27,970 Reach
- 11,147 Profile Visits
- 359 Posts
- 523 Stories
- Audience-  
68.3% Women  
31.7% Men
- Age Range- 18-24  
27.9% Women  
17.1% Men

# L e a r n i n g O u t c o m e s

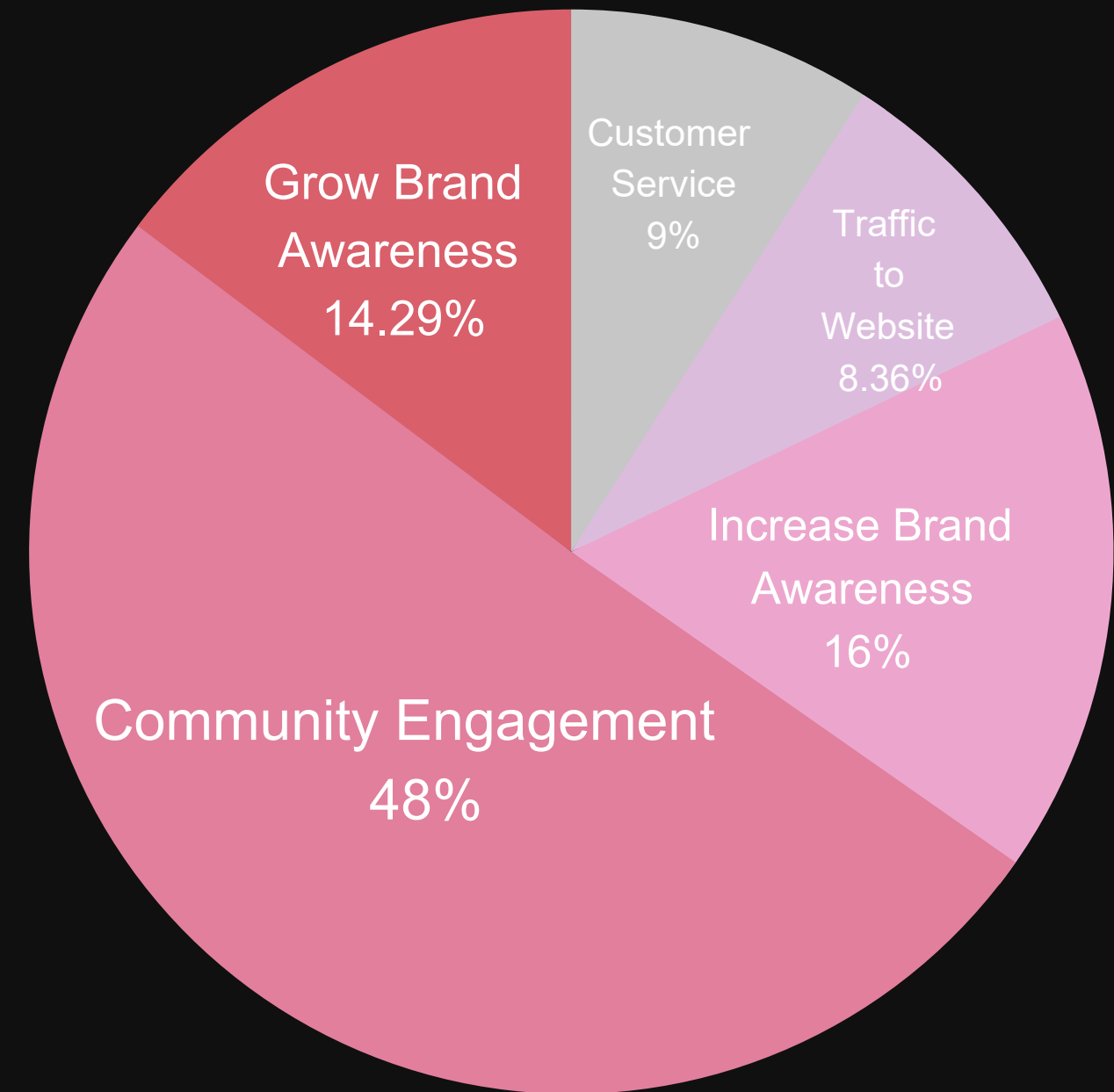
Customer Service 9%

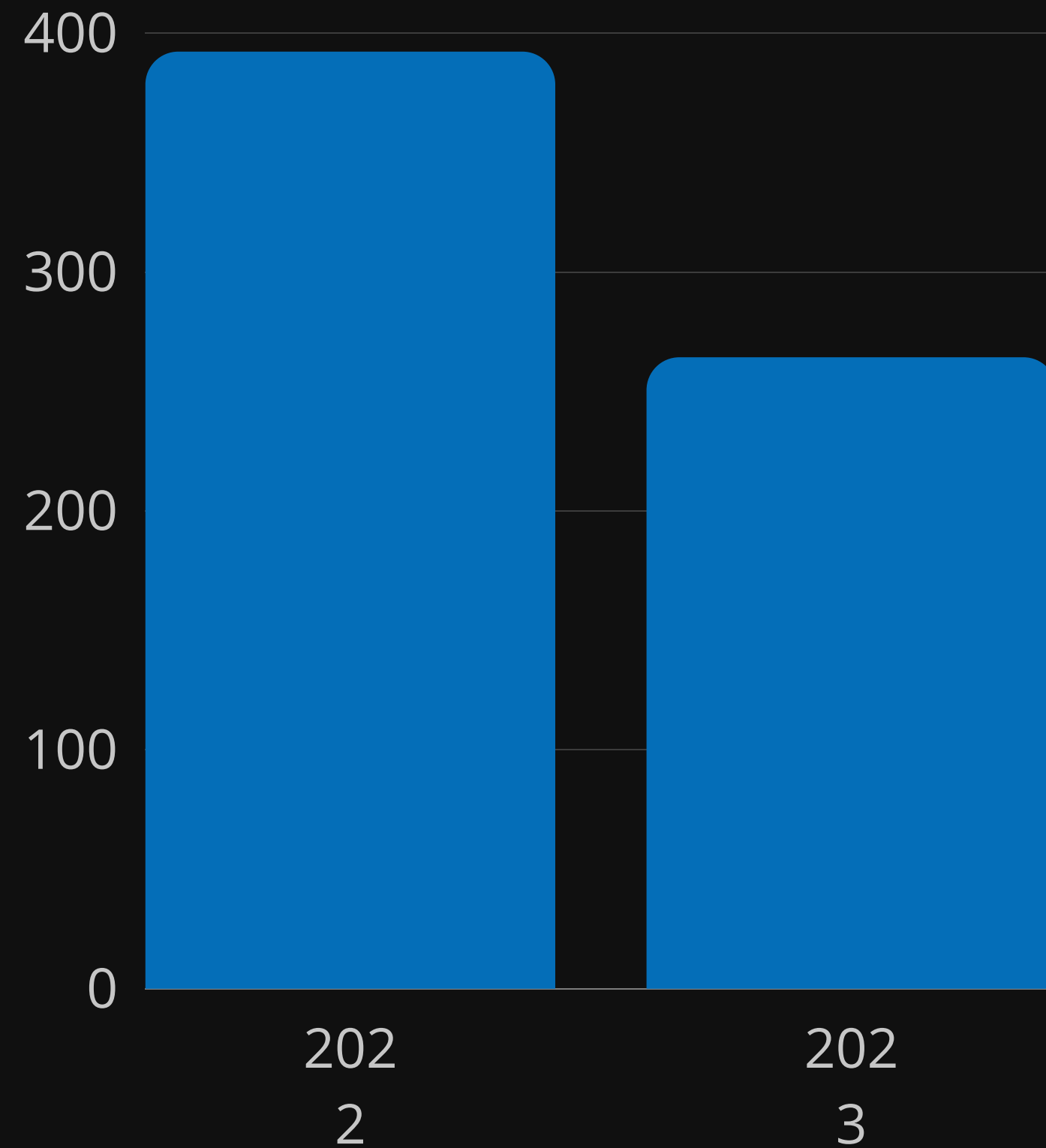
Traffic to Website 8.36%

Grow Brand Awareness 14.29%

Increase Brand Awareness 16%

Community Engagement 48%





# Content Uploads

2022 - 392 total videos uploaded

2023 - 264 videos uploaded

# HOW TO GET STARTED? JUST DO IT!

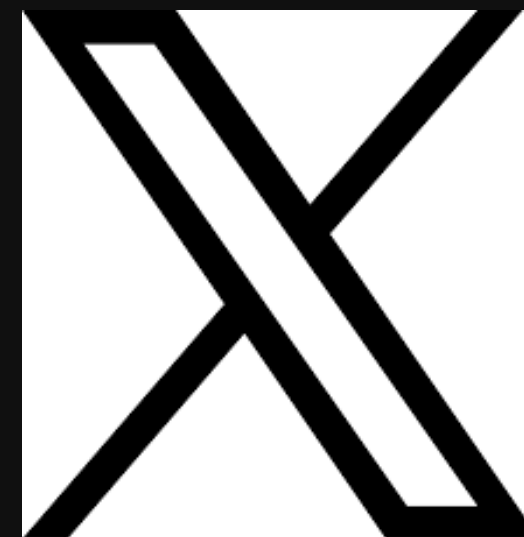
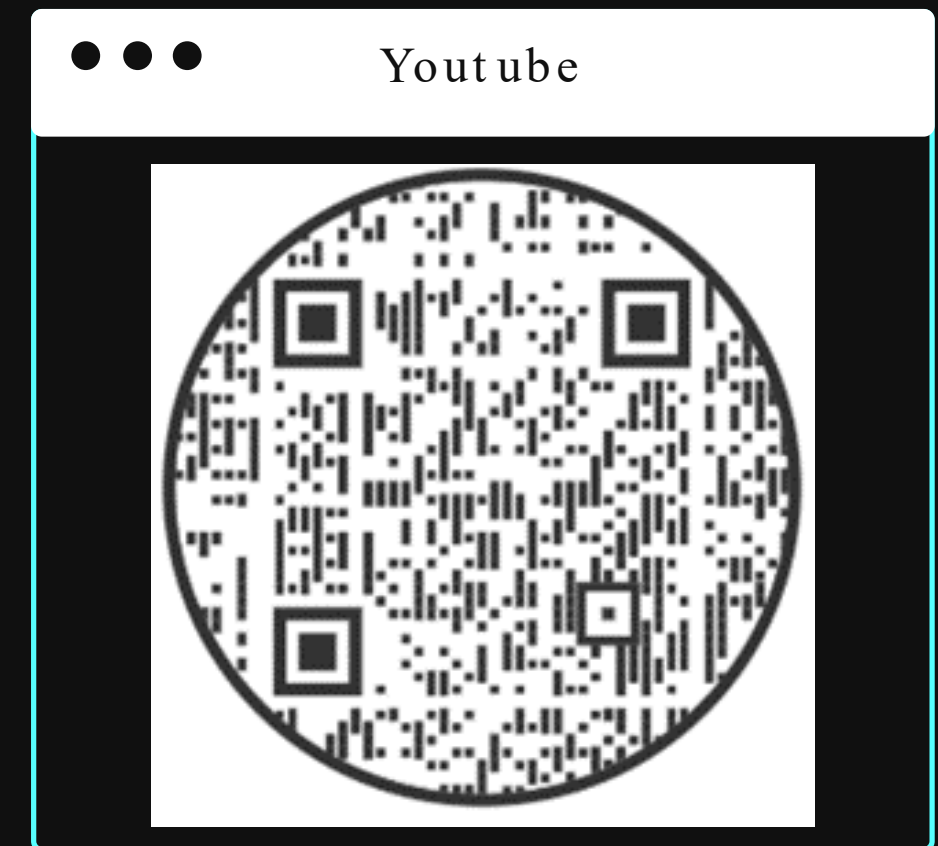
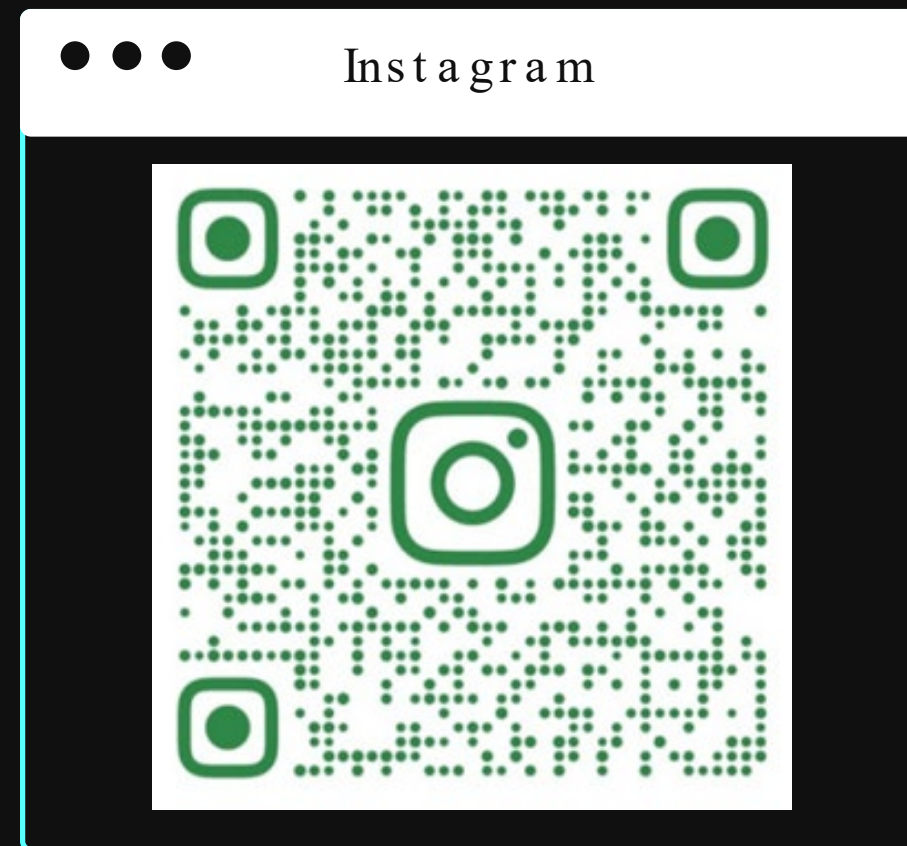
Highlight your  
office and the  
importance of  
financial aid

Get support  
from leadership  
or advocate  
for yourself

Find someone who:

- Knows Social Media
  - Is creative
  - A quick learner
  - Is passionate

# STAY CONNECTED.



UHD Fina n c i a lAid

UHDFinAid

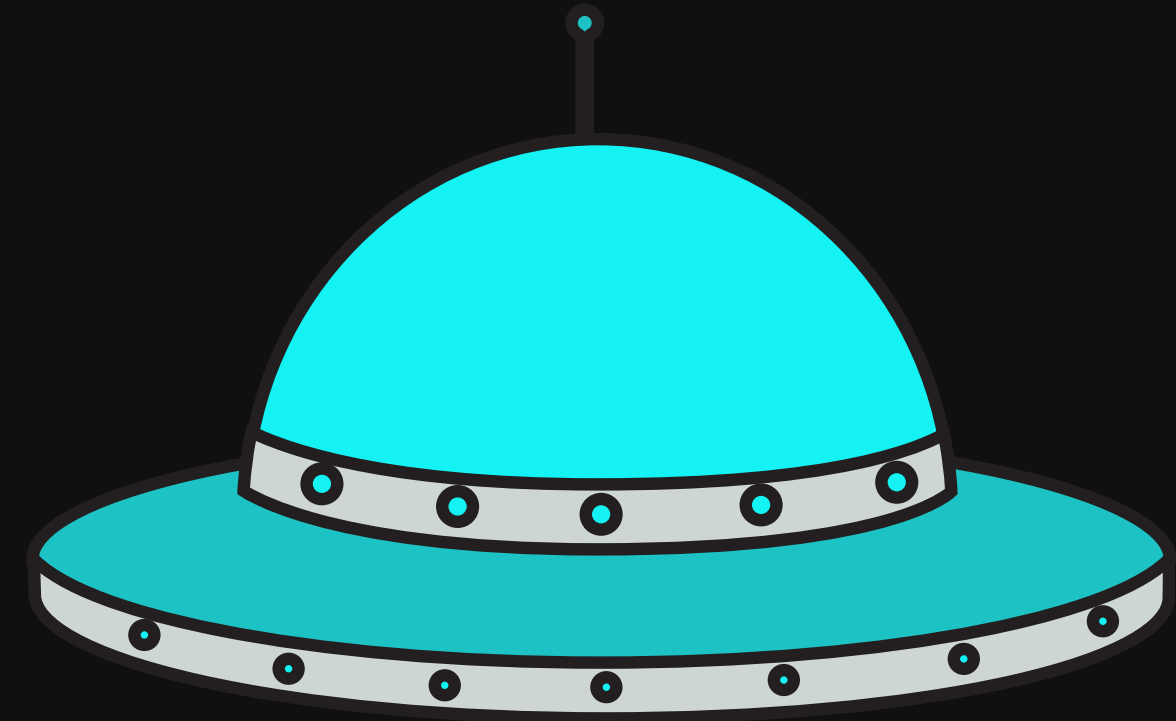
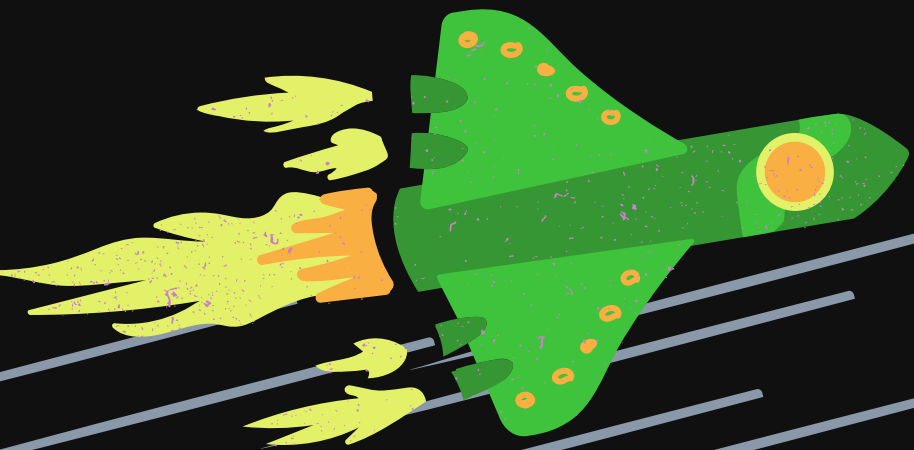
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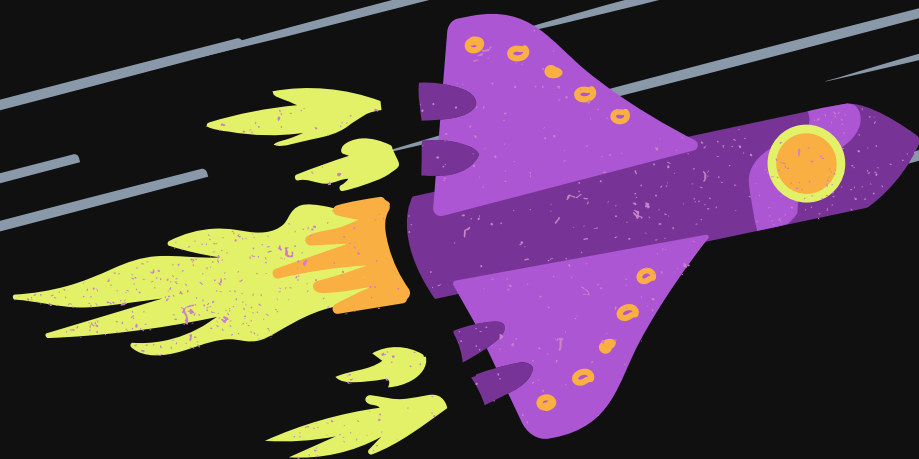
Elvir

a

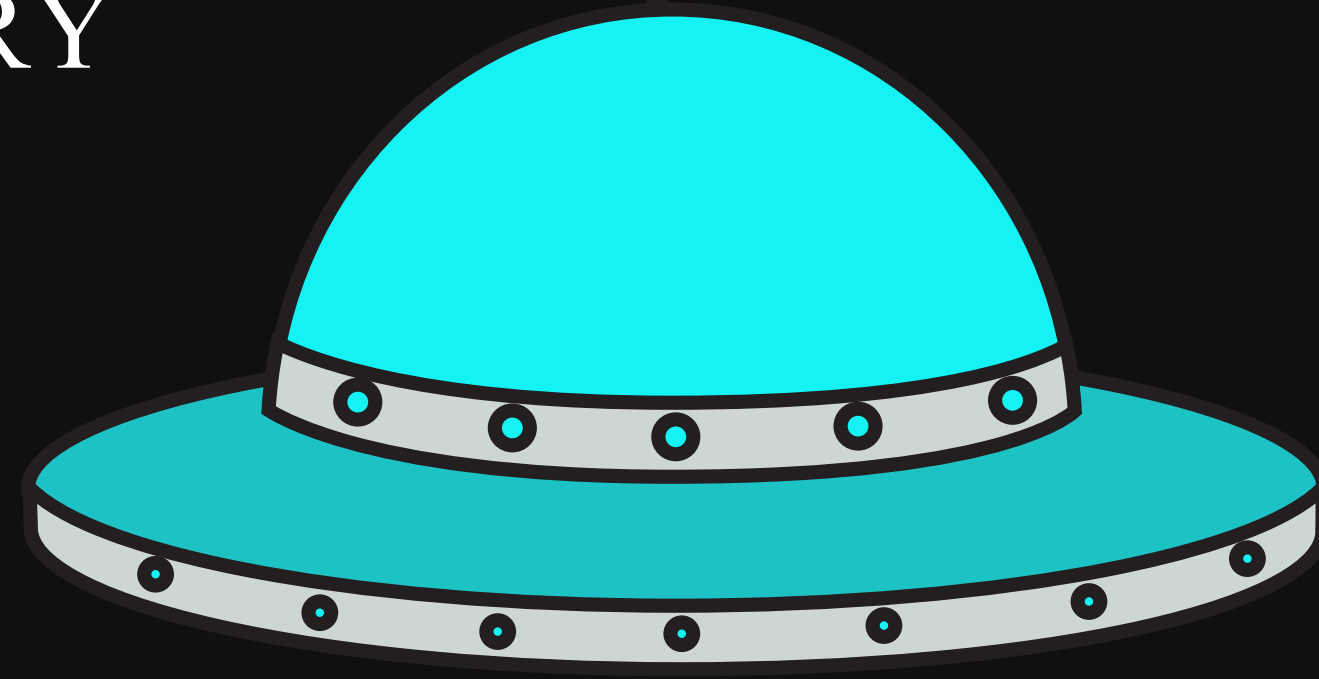




QUESTIONS?



TRAVELING THROUGH UNCHARTED  
TERRITORY



THANK YOU!

SWASFAA | TASFAA

CONFERENCE 2023