

COLLEGE ADVISING OFFICE:  
WEBSITE & SOCIAL MEDIA  
ACCOUNT MANAGERS

# #FollowUs

TO GREATER STUDENT ENGAGEMENT! HOW TO CREATE AN EFFECTIVE ADVISING WEBSITE AND SOCIAL MEDIA PRESENCE

TAYLOR MOORE  
ERIKA COLE  
UNIVERSITY OF NORTH TEXAS  
DENTON, TX

## Strategy

- \*USE MULTIPLE PLATFORMS TO CAPTURE THE WIDEST AUDIENCE
- \*SHARE CONTENT BETWEEN ACCOUNTS
- \*POST TIMELY AND RELEVANT INFORMATION
- \*USE EYE-CATCHING VISUALS

webpages:  
CLASS.UNT.EDU/ADVISING  
CLASS.UNT.EDU/ADVISING/SOCIAL-SCIENCES-TEAM

social media handle:  
@untclassadvisor



## Know Your Audience

HOW DO THEY PREFER TO RECEIVE INFORMATION?

- email
- facebook
- instagram
- twitter
- office webpage

\*survey/poll your students  
\*watch which accounts have the most interactions

## Our INSIGHTS

INSTAGRAM BUSINESS ACCOUNT DATA

- 71%** followers are female  
AUDIENCE
- +345** new followers this summer  
FOLLOWERS
- 10** posts a week on average  
FREQUENCY
- 14** core #hashtags used each post  
ENGAGEMENT



## Increase FOLLOWING

- \*POST CONSISTENTLY & USE MULTIPLE #HASHTAGS
- \*EVERYONE LOVES GIVEAWAYS!
- \*NEW STUDENT ORIENTATIONS
- \*PUT LINKS TO ACCOUNTS IN EMAIL SIGNATURES

## FIND US ON SOCIAL MEDIA

- Facebook**  
@untclassadvisor  
@untsocialsciencesadvising
- Twitter**  
@untclassadvisor
- Instagram**  
@untclassadvisor