

An aerial photograph of a university campus, featuring various academic buildings, a large stadium in the bottom right, and a prominent water tower in the center. A network of white lines and circular nodes is overlaid on the image, connecting different parts of the campus. The entire image has a blue color cast.

Linked in

The Power of The Connected School

Best Practices for Harnessing the Power of LinkedIn for Your University

“In higher education, traditional silos can stymie the larger work and goals that so many are working to achieve. Thank you LinkedIn for bringing both data and relationships to help connect the next generation of leaders.”



Brandon Buzbee
Associate Vice Chancellor,
Global Networks, University of Denver

THE CHALLENGE

Data Sits in Silos

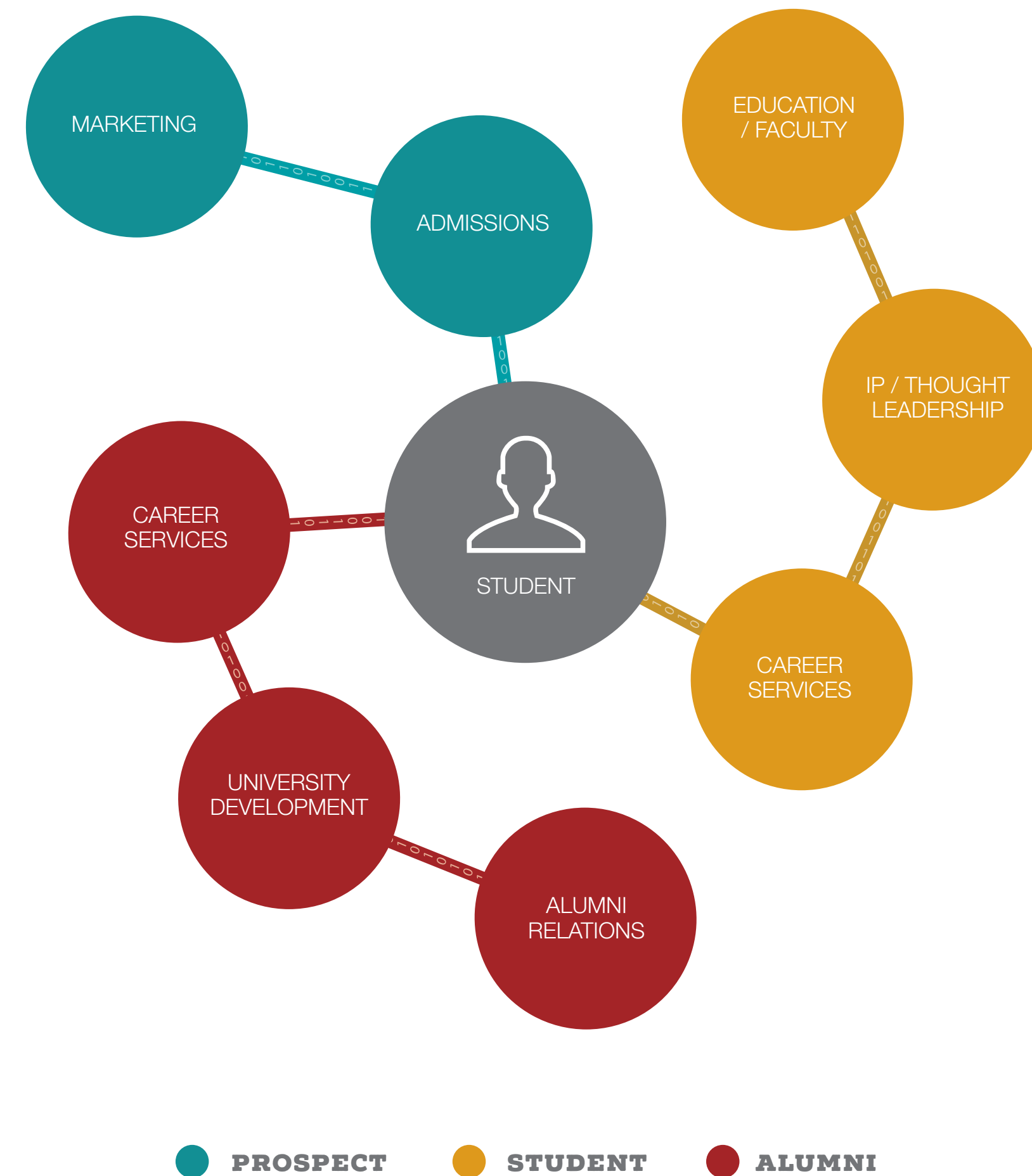
Data. It's everywhere, and that's the problem.

Today's universities and colleges are challenged not by a lack of student data but by the inability to collect, share, and analyze student information scattered across multiple departments and programs. From the moment a prospective student inquires through a marketing gateway and throughout their journey from student to alumnus, there are countless opportunities to ask, and receive, student information.

Yet for many universities, silos prevent university leadership from accessing valuable insights across different departments. And when departments don't communicate or collaborate, students and alumni are also at risk for a fragmented or even disjointed experience. Silos become barriers to delivering on quality student and alumni service while higher education professionals miss essential opportunities to engage and influence key stakeholders.

Data is collected throughout the student journey but often trapped in silos

In today's competitive higher education marketplace, universities need to maximize every advantage they have. If institutional silos are preventing you from accessing a full picture of your prospect and student data, it's time to get connected.



THE SOLUTION

Breakdown Silos with LinkedIn

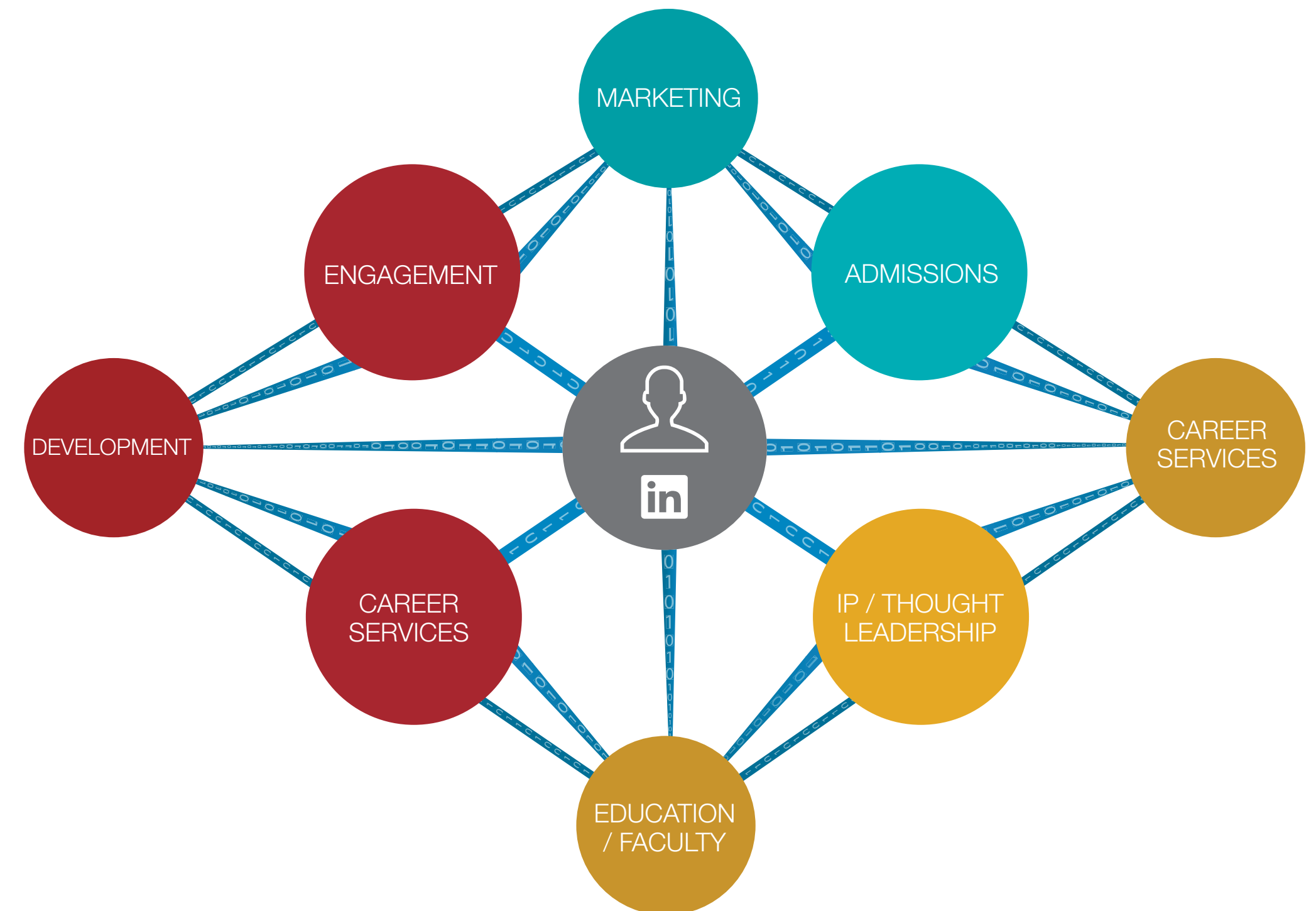
How can you gain a comprehensive way to engage with and learn about your prospects, students, and alumni? The solution already exists, and chances are many of your departments are already using it for their specific student needs: LinkedIn.

Home to **more than 500 million working professionals**, LinkedIn is more than a career networking tool. In fact, through our breadth of offerings LinkedIn can help you break down the silos across your campus and amplify outreach by each individual department or program.

As a result, you'll have a more connected school and your students will enjoy a more seamless experience.

LinkedIn helps connect all departments

Discover how you can fully leverage LinkedIn to achieve greater connectivity across all departments and develop a more holistic picture of students and alumni to drive your competitive advantage.



The Connected School fully harnesses the power of LinkedIn

This ebook will show you how LinkedIn media, insights, and tools can be leveraged across all university departments to amplify and benefit from each others’ work.

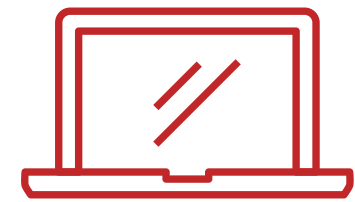
	Prospect	Student	Alumni
MEDIA	University Pages	✓	✓
	Sponsored & Organic Content	✓	✓
	InMail		✓
	Lead Gen Forms		
	Dynamic Ads		
INSIGHTS	Skills in Demand Reporting	✓	
	Alumni & Student Connectivity	✓	✓
	Outcomes Reporting	✓	✓
TOOLS	LinkedIn Learning Courses	✓	✓
	Premium Subscriptions	✓	
	Elevate for Alums		✓
	Sales Navigator for Alums		✓

The Power of **LinkedIn**

Pro Tip

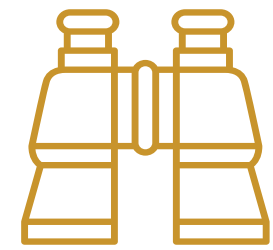
Share this ebook with other departments in your school to spur conversations about how your team can work together to coordinate university-wide efforts on the LinkedIn platform.

Table of Contents



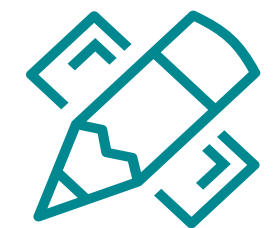
MEDIA

Creating a Connected School to Engage



INSIGHTS

Creating a Connected School to Understand



TOOLS

Creating a Connected School to Drive Behavior



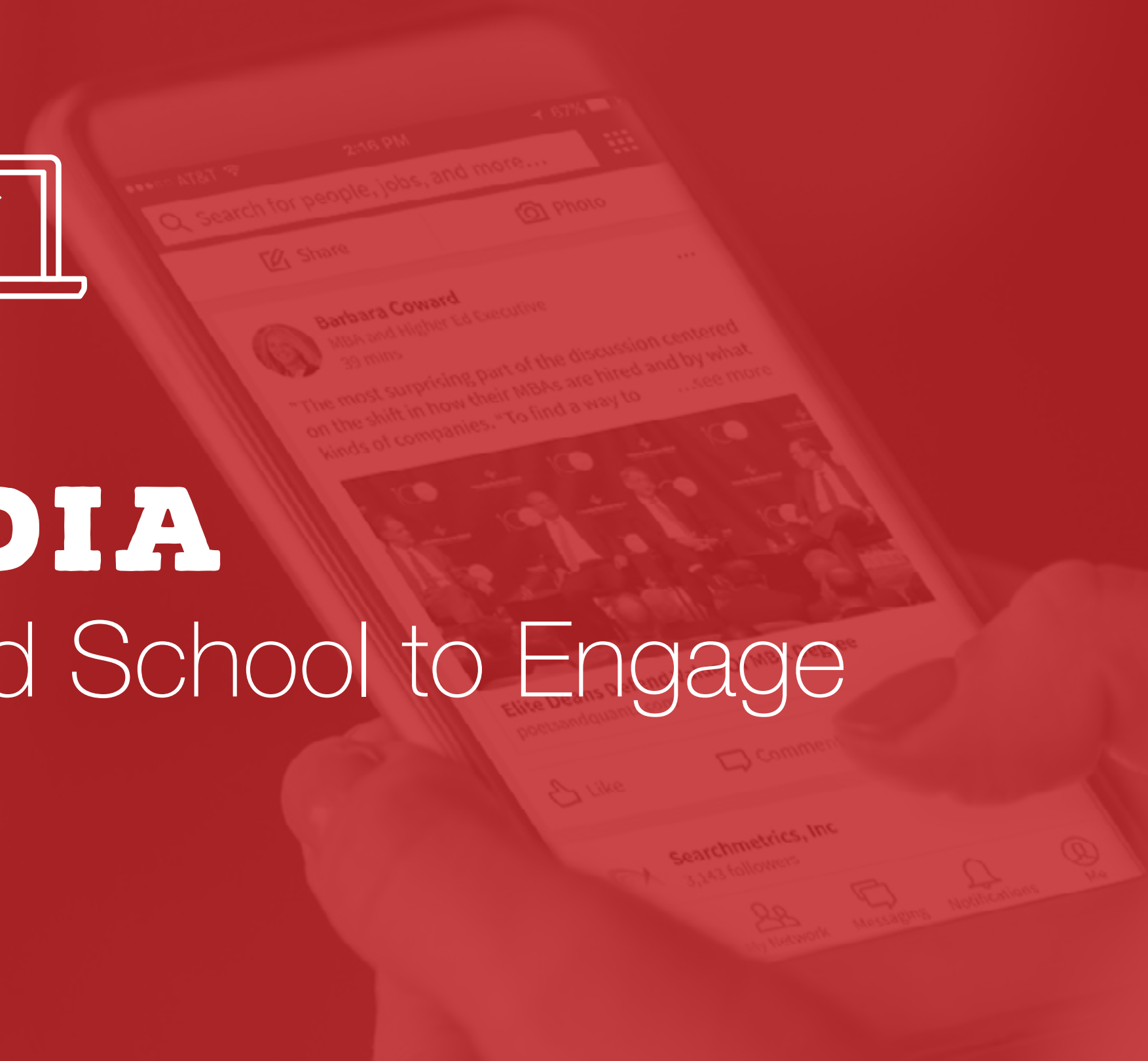
THE LINKEDIN IMPACT





MEDIA

Creating a Connected School to Engage





LinkedIn Media

Building engagement across the entire student journey, from prospects to alumni, is the foundation of success for a wide range of university departments -- including marketing, student services, academic programs, career services, and alumni advancement.

At LinkedIn, we offer universities and colleges a customizable mix of organic and paid media to help you effectively target and engage with your student and alumni populations and optimize your efforts for maximum impact.

Your organic and paid marketing strategies should work hand-in-hand to extend your messages to the right audiences, at the scale you need to accomplish your university’s goals.



EXTEND HOW YOU:
Target | Engage | Optimize

Pro Tip

Use organic media on LinkedIn to **engage your followers** and **build community** around school news, thought leadership, and alumni stories. At the same time, use LinkedIn’s paid media to **extend your followers**, to targeted audiences that will help you **accomplish your school’s business goals** – e.g. driving enrollment, donations, and placement.

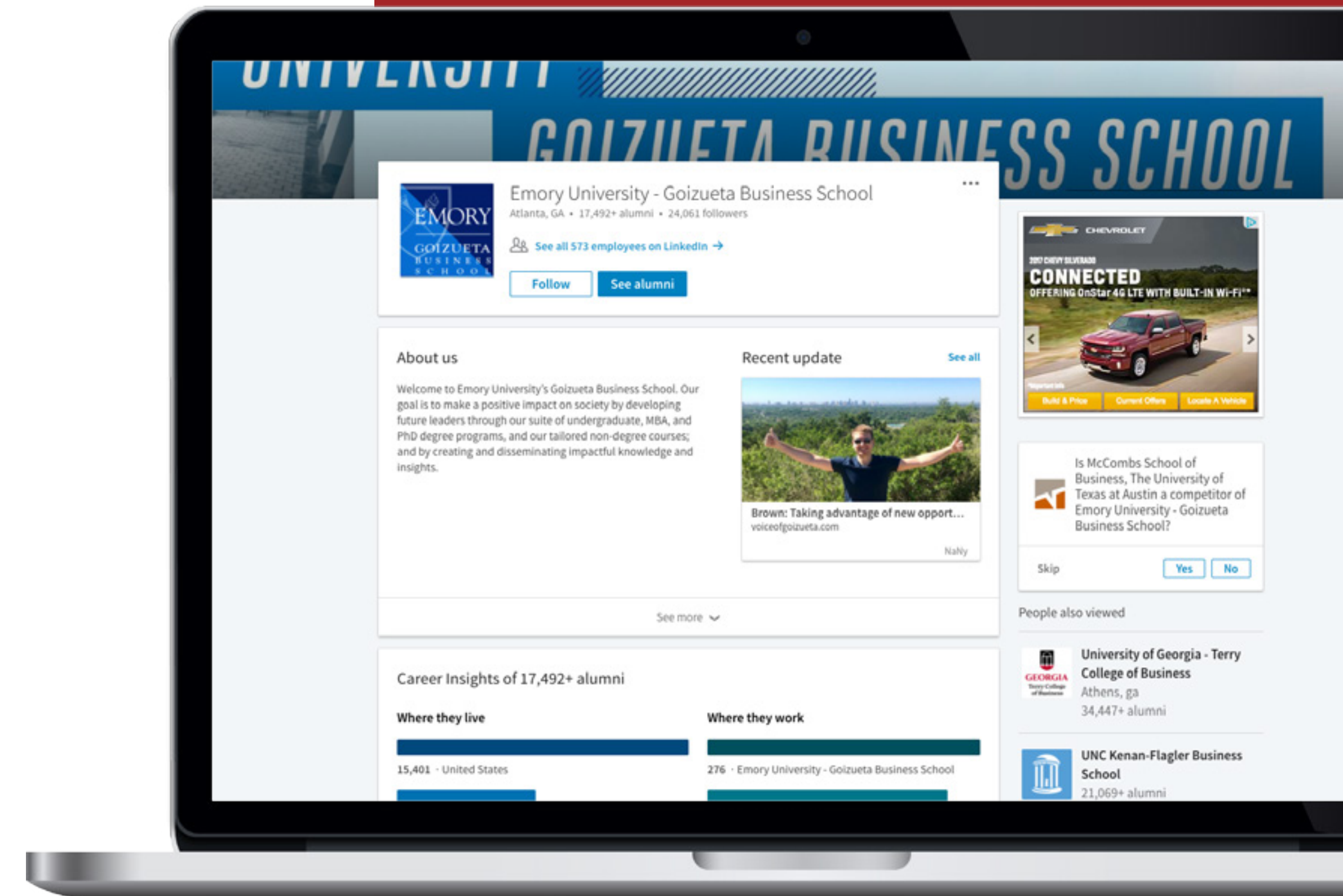


University Pages

University Pages are your school's hub for communication on LinkedIn. This is where you attract and interact with your target audiences because it's often one of the first pages LinkedIn members visit to learn about your university or school.

Engage with a wide range of stakeholders, from prospective students and their parents to alumni, donors, and employers. Publish current news, promote student and alumni events, and share success stories of faculty and alumni all in one location. Your students and alumni can also drive connections by liking, sharing, and commenting on your content.

University Pages also offer real-time analytics about followers and visitors to your page. The analytics tab of the University Page admin center provides you with metrics and trends such as, reach and engagement of your posts, follower demographics and sources, page traffic and unique visitors.





University Page Best Practices



ORGANIZE BY SCHOOL

Create separate University Pages for each school – such as your School of Business or School of Education. These pages can be linked together as “Affiliated Schools” to support your overall university brand.



MAKE REGULAR POSTS

Consistently posting updates and news items keep your school top of mind for your readers. Encourage engagement with open-ended questions. You can also target your posts by alumni or type of degree.



HIGHLIGHT ALUMNI

One of the most engaging pieces of content on University Pages are alumni stories. Be sure to highlight stories of successful alumni as a way to inspire both prospective and current students.



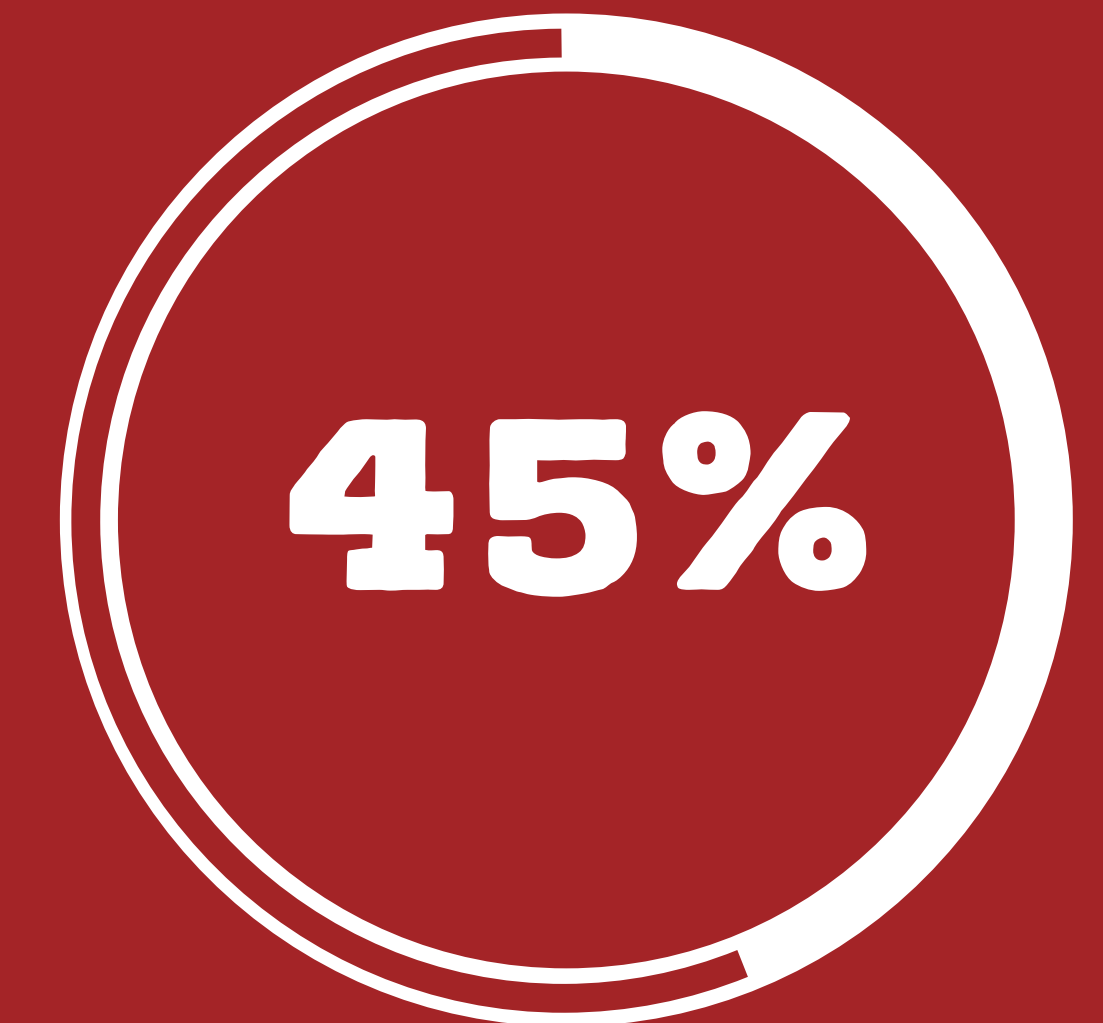
CELEBRATE SCHOOL MILESTONES

Highlight school-specific events and traditions, like Founders’ Day, to encourage engagement. Celebrating university rankings and top 10 lists are also great ways to drive engagement while strengthening your brand.



INVEST IN YOUR UNIVERSITY PAGE

Sponsor content to reach a targeted audience beyond just your University Page followers. Make your content relevant by customizing your messages to specific audiences. Then test and retest a variety of content in real-time to optimize performance.



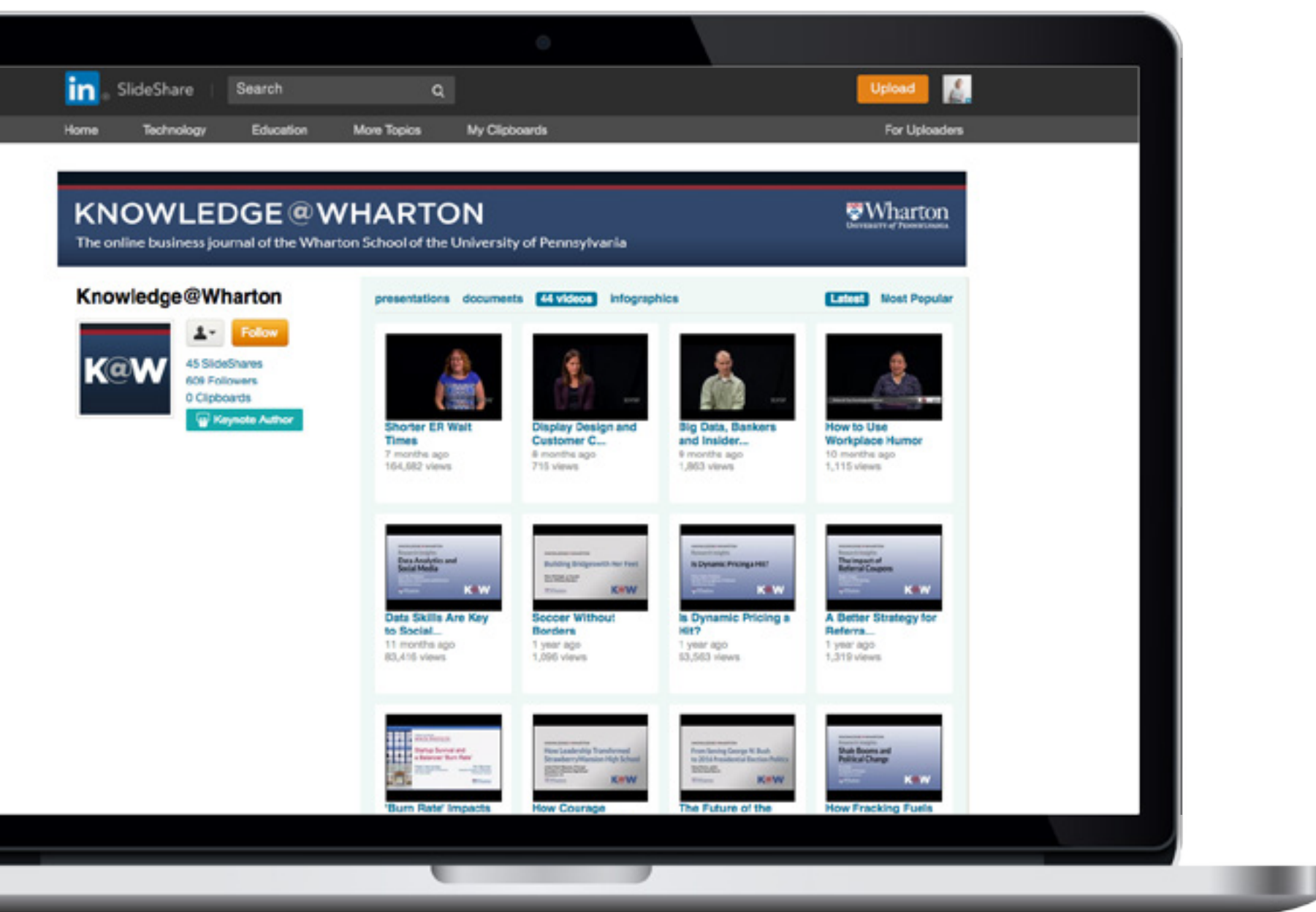
University Page updates containing links can have up to a 45% higher follower engagement than updates without links.



SlideShare

SlideShare is **among the top 100 most visited websites worldwide**, with users **uploading 400,000 new presentations, videos, and other content each month**, making it an effective channel to share everything from faculty research to marketing videos.

With lead capturing capabilities and built-in analytics, they're an effective channel to house a wide-variety of university content in one place. Educate, influence, and even entertain LinkedIn members with SlideShare content, and extend your social reach through "Likes" and "Shares".



Pro Tips



LEVERAGE VISUALS

Good visuals increase viewer retention by up to 42%. According to our research, the most popular presentations have an average of 37 images.



BE CONCISE

Try to feature one idea per slide, and use fewer than 30 words.



MAKE A GOOD FIRST IMPRESSION

The first slide in your presentation will display as a thumbnail whenever you share your deck, so make sure it captures attention.



HAVE A STRONG CTA

End every SlideShare presentation with a link to a blog or your website to build out your views.



GAIN INSIGHTS

Use SlideShare's own analytics to track geographical distribution, traffic sources, and timing to evaluate what works with your target audience.



Online Publishing for University Leaders

Today's top performing leaders are also social influencers. In fact, **7 million C-level executives, presidents, and VPs are on LinkedIn**, and many are turning to LinkedIn to publish their content in long-form.

Show that your institution is innovative by encouraging your university leadership to post regularly on LinkedIn, where the professional mindset, brand safety, and trust is ideal for higher education. You'll find that having a president, dean, or other university leader who is active on social media will offer an authentic, human voice to your organization -- resulting in a culture of content creation and sharing that filters through the entire organization.

Online Publishing for Student Ambassadors

"I've been blown away by just how many people contact me on a daily basis to let me know they have enjoyed my writing or ask me to consider joining their company when I graduate." – Charise Roberts, UNC Chapel Hill

Each week, **more than 160,000 stories are published on LinkedIn** by Influencers and professionals. Mixed into that number is LinkedIn's fastest-growing demographic: students.

Encouraging your students to post on LinkedIn helps to develop them as thought leaders and elevates their status among potential employers. Student topics can range from politics and freedom of speech on campus to workplace culture, social media campaigns, and even the rise of fake news.

6 Steps to Becoming a Social Leader on LinkedIn

- 1 Create an effective executive profile
- 2 Connect with your most important constituents and peers
- 3 Coordinate with your Communications department to share news
- 4 Regularly share updates, articles, and insights with your network
- 5 Publish long-form articles
- 6 Encourage your employees and peers to follow you

[Download our Exec Playbook](#) for Higher Education Leaders to learn more best practices to becoming a social leader.



Paid Media: Sponsored Content

Your University Page is the base of operations to build an organic following, but it shouldn't stop there. It's great when an audience chooses you; it can be even better when you choose your most relevant audience. That's why Sponsored Content is one of the best ways to target prospective students on LinkedIn.

LinkedIn Sponsored Content lets you promote your best-performing University Page updates to reach beyond your followers, to a targeted audience. This paid amplification can be used for a variety of goals on and off LinkedIn, including reaching new audiences, building University Page followers, establishing thought leadership, lead capture and, ultimately, conversion. And with LinkedIn's [Campaign Manager](#) tool, you may run multiple campaigns at once for testing purposes. These tests are vital for optimizing your results over time.

The screenshot shows a LinkedIn post from 'FIU Online'. The post header includes the profile picture, name, and a 'Follow' button. The main text of the post is a promotional message for a real estate master's degree. Below the text is a featured image with the text 'BECAUSE IT'S ON MY BUCKET LIST' and 'FIU Online'. The post also includes a 'Like' button, a 'Comment' button, a 'Share' button, and a thumbs-up icon with the number '1'.

FIU Online shared: [Follow](#) • 3mth

Want to work on the big deals? Be a player in the corporate real estate arena? Where others choose to tame their ambitions, you focus on the reasons to make your goals a reality. Earn your online master's in real estate in just 10 or 12... show more

BECAUSE IT'S ON MY BUCKET LIST
#MyReason
MS in Real Estate Fully Online
FIU Online
APPLY NOW

Because I want to add value to real estate
fiuonline.com • Get ARGUS certified and earn a master's degree that gives you a competitive edge in corporate real estate.

[Like](#) • [Comment](#) • [Share](#) • 1

Benefits of Sponsored Content



TARGET YOUR MOST VALUABLE AUDIENCE

Reach the audience that matters most using accurate, profile-based, first-party data.



REACH YOUR PROSPECTS ANYWHERE

Publish your content in the LinkedIn feed and high-quality placements on mobile, tablet, and desktop.



GROW YOUR BUSINESS AT EVERY STAGE

Drive quality leads, generate engagement, and raise brand awareness on the world's largest professional network.

[Click here](#) to get started with Sponsored Content.



Sponsored Content Best Practices



INVEST IN GREAT IMAGES

Skip the stock photos and hire a professional photographer to take campus and student shots.



OPTIMIZE YOUR LANDING PAGES

Keep forms short, have a prominent call to action, and always be mobile optimized. 80% of Sponsored Content engagement comes from mobile devices.



START WITH BROAD TARGETING

Aim for audiences sizes of 300k+. This ensures that you don't miss potential prospects and gives you enough critical mass for optimization.



POST A VARIETY OF CONTENT

Don't just focus on program information or request for information calls to action. Publish helpful content, alumni stories, and faculty profiles. And always be testing!



WILLIAM & MARY
CHARTERED 1693

CASE STUDY

William & Mary's Mason School of Business converted over 60% more enrolled students with LinkedIn Sponsored Content than with Google AdWords, at 2.5 times lower advertising spend.

[Click here](#) to read the full case study.



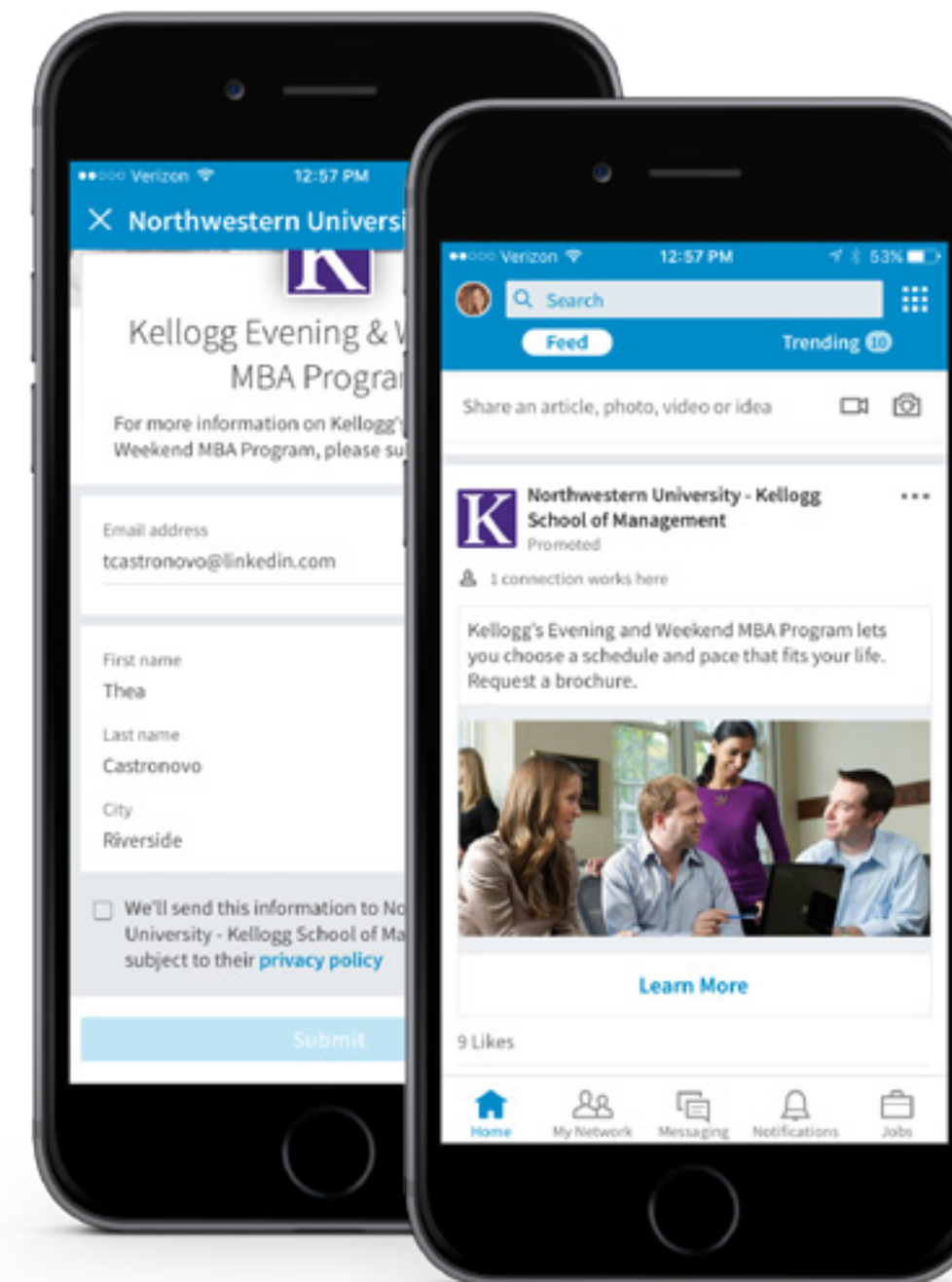
Lead Gen Forms

Collecting quality leads for universities is challenging. On mobile, it's even harder. That's because most students don't want to complete a form on a college's mobile website to access a piece of content.

LinkedIn's Lead Gen Forms make it **easy to collect leads from our 500 million+ members**. When viewers click on one of your ads, their LinkedIn profile information automatically populates an in-app form that they can submit instantly -- without having to type in their information by hand. And because this lead data comes from the member's up-to-date LinkedIn profile, it is typically more accurate and complete than what you'd get from traditional website forms.

Our Lead Gen Forms let you:

- Generate high-quality leads at scale
- Prove the ROI of your lead gen campaigns
- Access and manage your leads with ease



“Lead Gen Forms provide a frictionless way for us to reach out to customers.”



Fareed Raja
Channel Manager,
Jack Welch Management Institute



Sponsored InMail

Sponsored InMails within the LinkedIn platform give you the flexibility and freedom of targeting messaging beyond the traditional display ad. And unlike long form posts, our Sponsored InMail allows you to target and segment by employment seniority, geography, degree, and more.

With Sponsored InMail, you can:

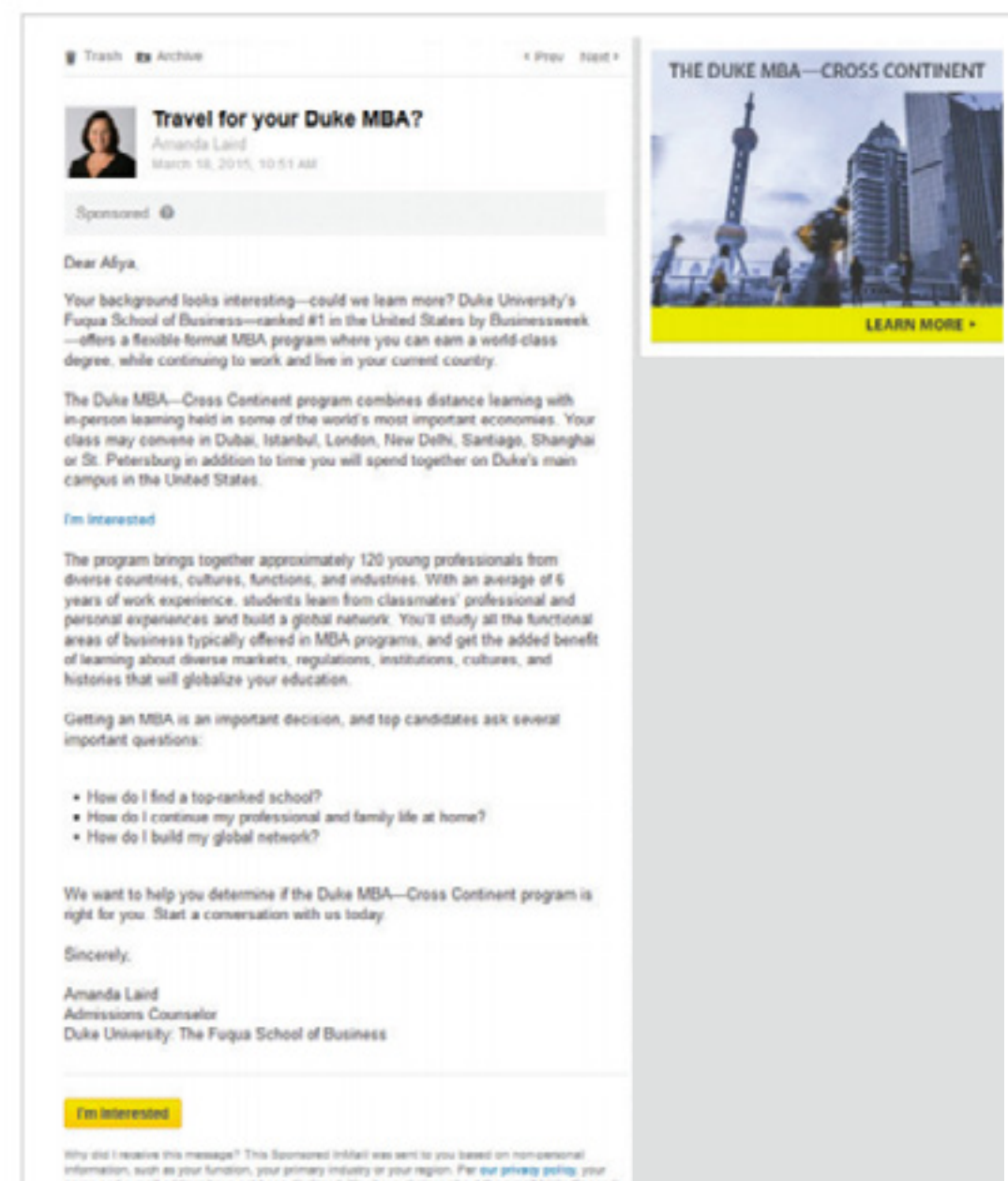
- Optimize for mobile, including a Call to Action button that remains on top of the screen
- Deliver in real-time when members are actually on LinkedIn, increasing open rates
- Show up in an uncluttered professional context to ensure maximum mindshare
- Personalize your message to resonate with your target audience



CASE STUDY

Duke University's Fuqua School of Business leveraged InMail to promote its Cross Continent MBA program. Targeting prospects in India, Russia, and Latin America, the school's InMail campaign resulted in a 400 percent increase in conversions. Some students converted in as little as five months.

[Click here](#) to read the full case study.



Pro Tips



MAKE IT PERSONAL

Start a conversation. Make the prospect feel like a VIP, and test sending it from different senders.



OPTIMIZE FOR RELEVANCE

Always ask “Why would my audience read this?” and ensure your message is targeted and relevant.



SET YOUR PROGRAM APART

Clearly highlight benefits to the reader. What sets your program apart? Include a concise call to action and be clear what you want your audience to do next.



AMPLIFY AND PERSONALIZE

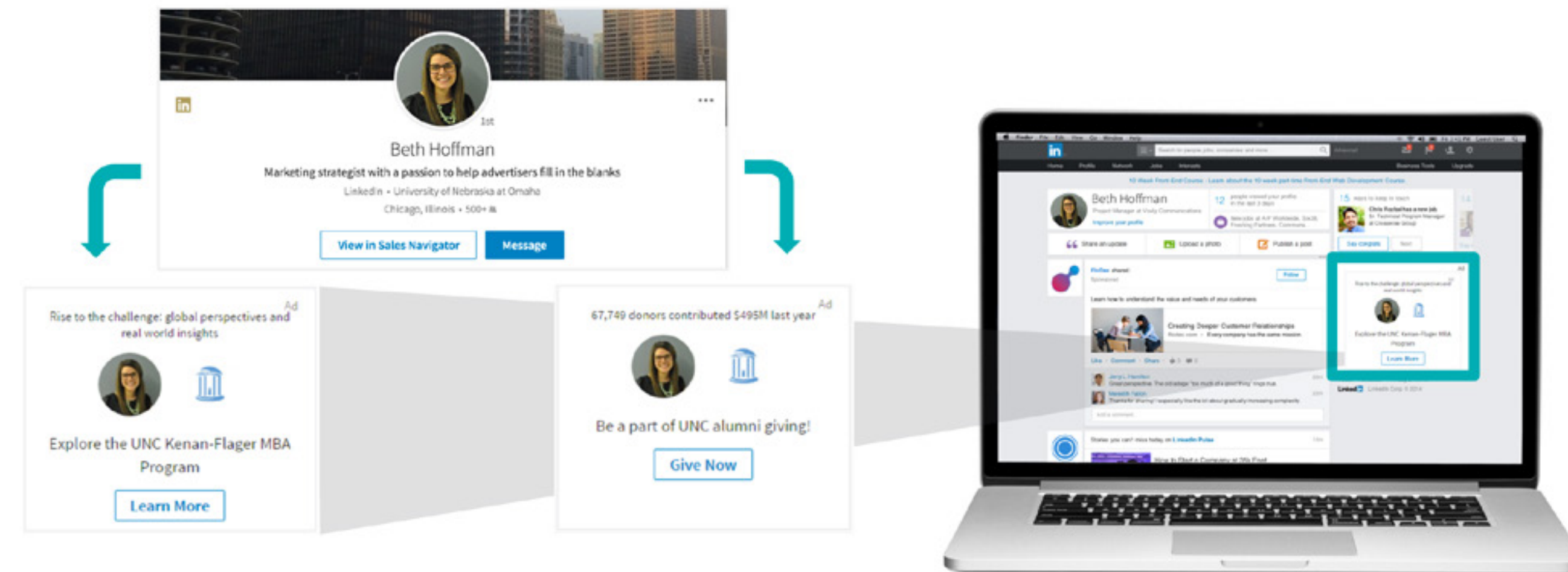
Test to see what works with your audience and then refine your messaging based on results.



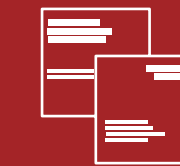
Dynamic and Text Ads

LinkedIn offers you the opportunity to use a variety of ads to target and connect with your stakeholders. Dynamic Ads, powered by LinkedIn profile data, allow you to personalize your creative to resonate with prospective students.

For higher education institutions on LinkedIn, text ads are an easy way to generate quality leads with an easy, self-serve solution. And they work very well for higher ed because of the professional context on LinkedIn. You can easily create, manage, and optimize well-targeted, customized campaigns in just minutes – on a budget that works for you.



Pro Tips



TEST CREATIVE

Be sure to use at least two creatives so you can test out variations of your ad. Try reframing your headline as a question or referencing the audience in the headline.



GO EASY ON CAPS

No one wants to be yelled at -- unfortunately, that's what all caps and lots of exclamation points feel like to your readers. Instead, try using normal punctuation and use exclamation points in moderation.



INCLUDE A CALL TO ACTION

One way to improve your ad is to grab your audience's attention with key phrases in your ad's headline such as "Try Now" or "Download".



INSIGHTS

Creating a Connected School to Understand



BREAKING THE SILOS Insights Across Departments

With all the many ways you can engage with your stakeholders on LinkedIn – from prospective students and parents to current students and alumni – the amount of data collected will continue to grow.

Fortunately, LinkedIn also provides key tools to help you review your data and get answers to key questions shared by multiple departments. With one source of data, your university will be able to analyze a wider range of information to create actionable insights that support departments and programs campus-wide.

Here are just a sample of the questions LinkedIn data can help you answer across different departments:

ADMISSIONS

How is LinkedIn impacting brand awareness and enrollment?

Which geographic areas deliver the most students?

How much is your brand influencing your target audience?

CAREER SERVICES

What are the career outcomes for your graduates?

What skills will we need to enable in the future?

Which companies hire from your competitors?

ALUMNI RELATIONS

Where are your alumni living and working?

What are they degrees by geography?

Access to custom segments comprised of companies most likely to hire your alumni.

THOUGHT LEADERSHIP

What type of content is our target audience consuming on the platform?

Hiring-related supply and demand for a specific target audience in a specific geographic area.



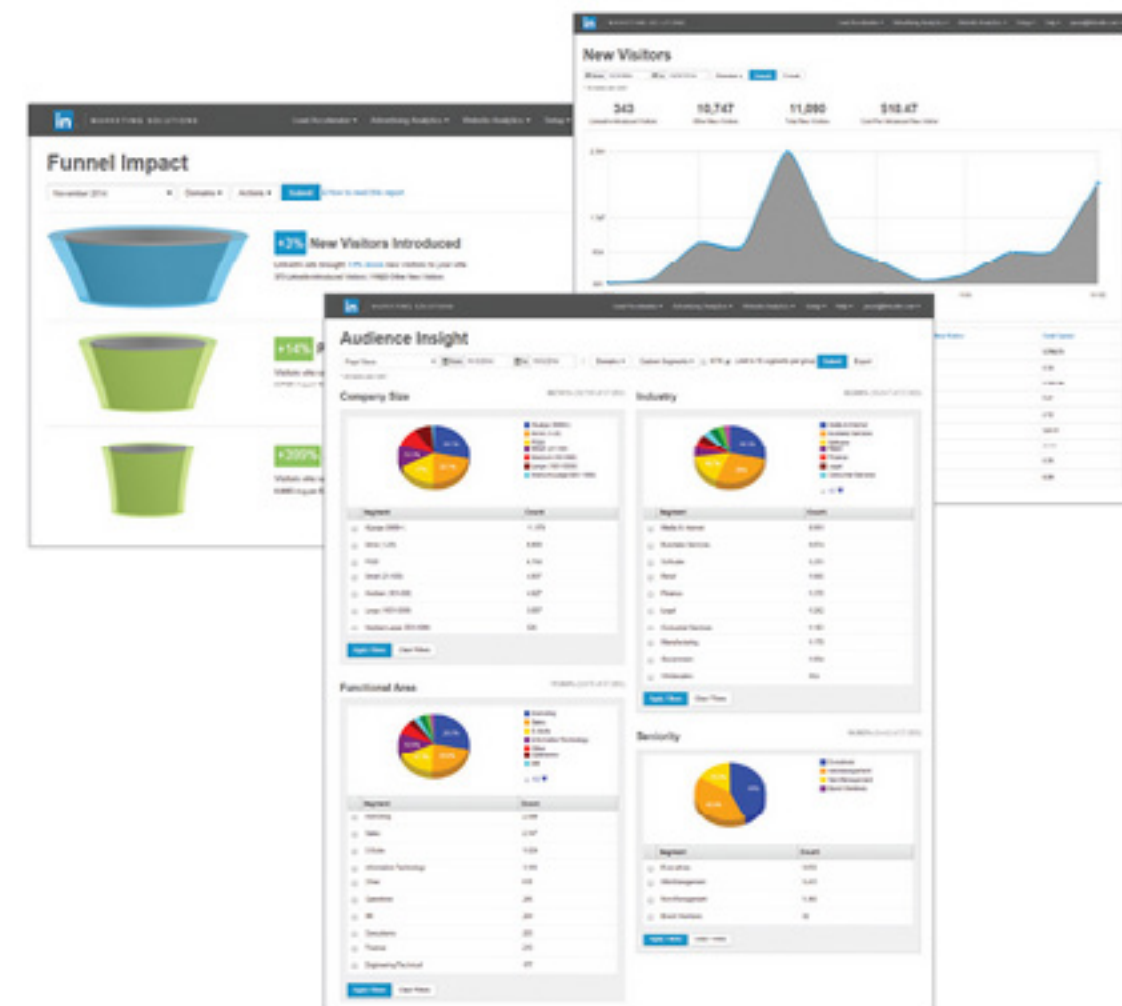


LinkedIn Insight Tag

The LinkedIn Insight tag is your key to better understanding your key audiences. It's a lightweight JavaScript tag that powers conversion tracking, retargeting, and web analytics for LinkedIn ad campaigns. By placing this tag on all of your website's pages, you can:

- See the business demographics of your site visitors from any source
- Confirm if those visitors are the ones you really want – and adjust your marketing accordingly
- Understand, segment and nurture those prospects with sequential display and social media messaging

[Visit this page](#) to learn how to access your unique Insight tag.



OUR FUTURE VISION

Standardized Outcomes Reporting

LinkedIn envisions a dashboard in the future where universities and colleges can standardize reporting across departments. Whether it's evaluating key markets for Admissions or tracking employment statistics after graduation for Career Services, government reporting, or Alumni Development, LinkedIn data for your school will be to be captured, sorted, and made accessible through a single dashboard.

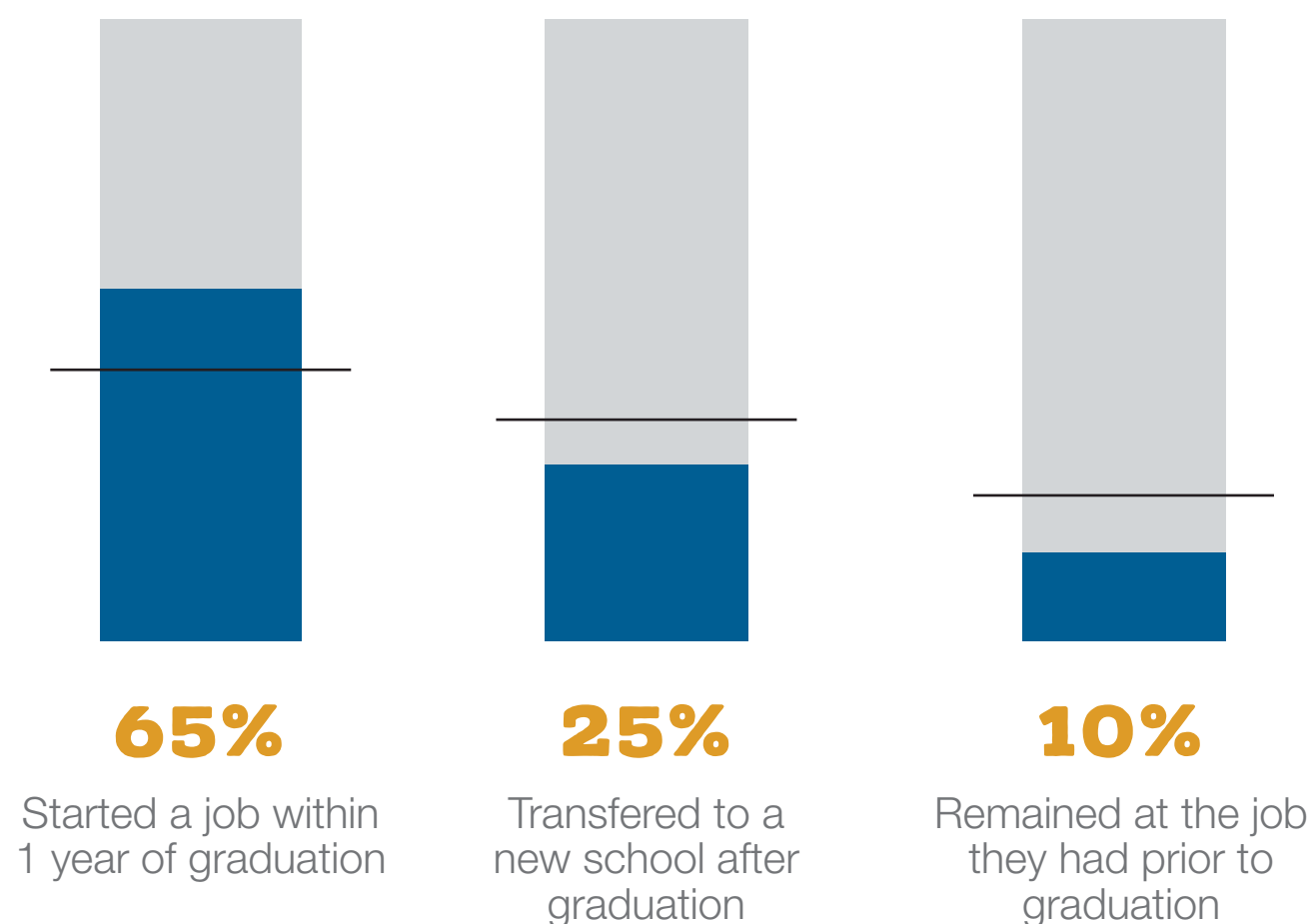


Alumni and Career Insights

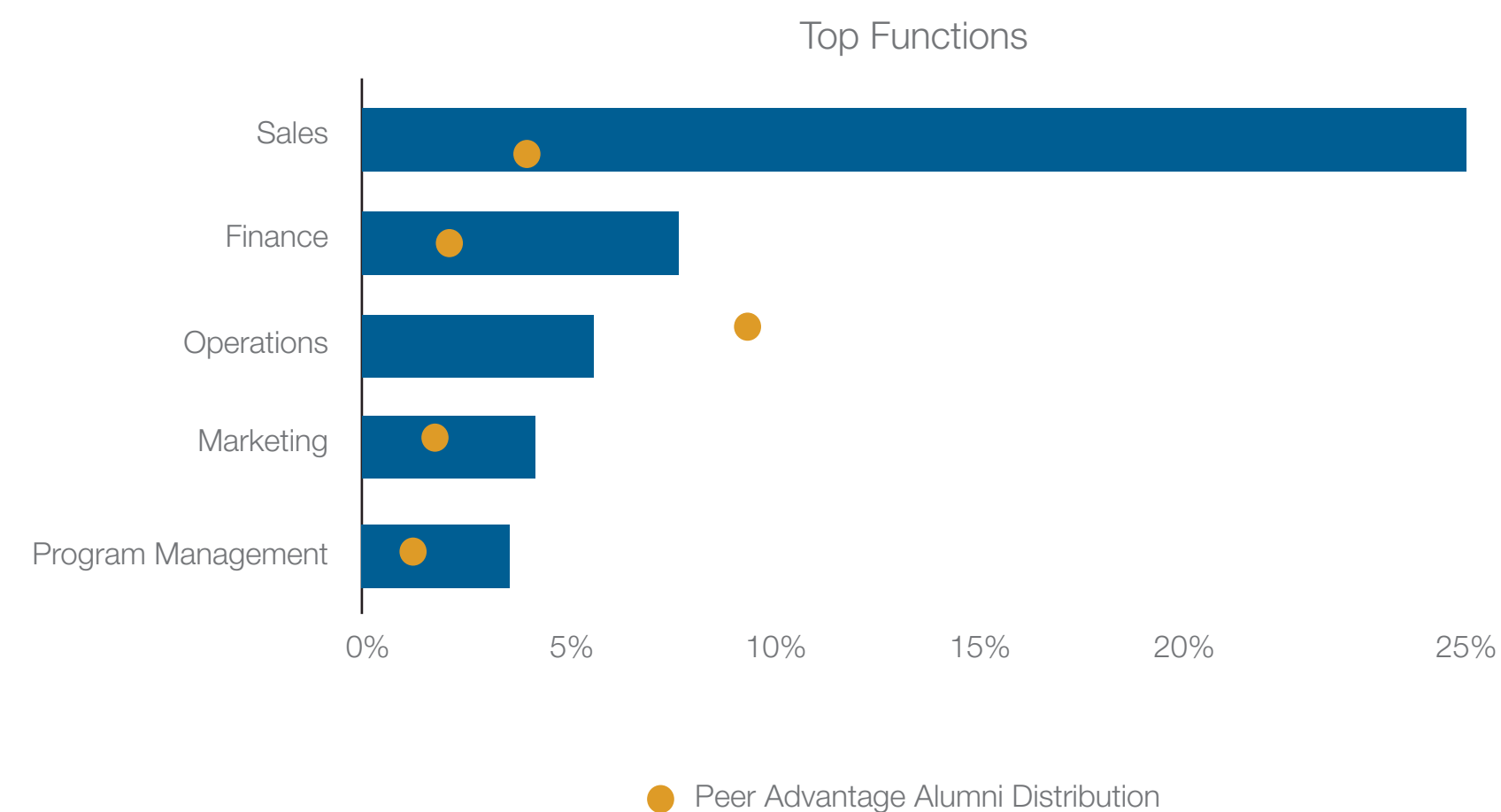
LinkedIn can offer insights into your school's career outcomes and how the skills of your alumni compare to the skills of alumni from other schools in your peer group. Gain a snapshot of the most popular and in-demand skills by industry and geography and assess how your alumni compare. Identify and anticipate trends to develop curriculum and support current students as they prepare for their careers after graduation.

Some of this data can even be used in your marketing material, provided an excellent example of how LinkedIn can help your school leverage data across departments.

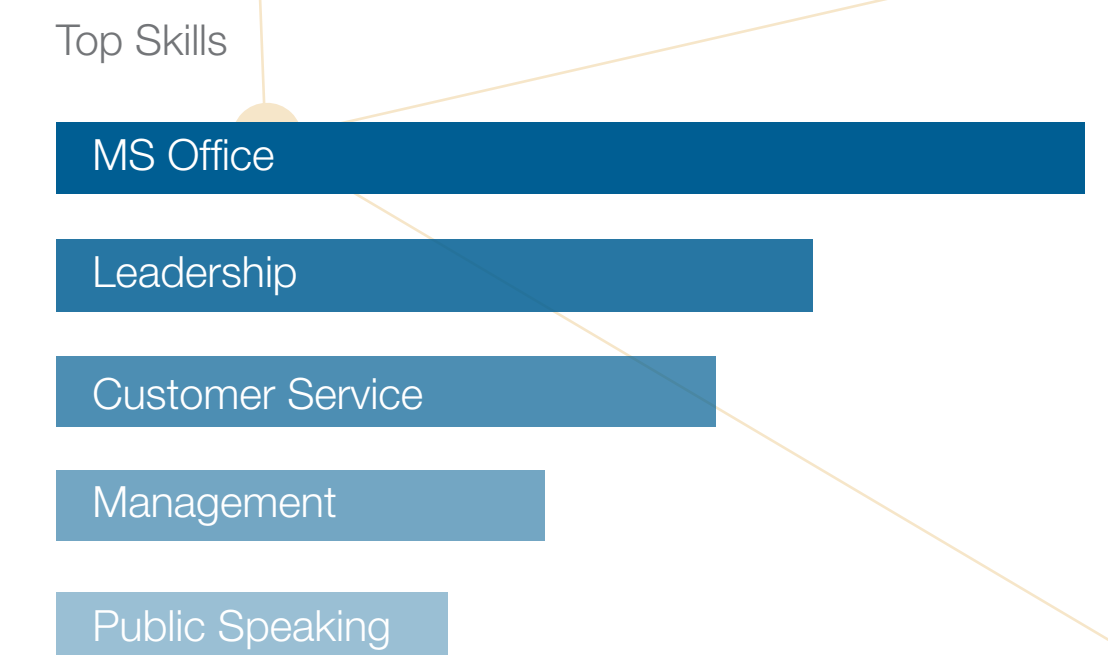
ALUMNI INSIGHTS



Peer Advantage Alumni Distribution



Peer Advantage Alumni Distribution

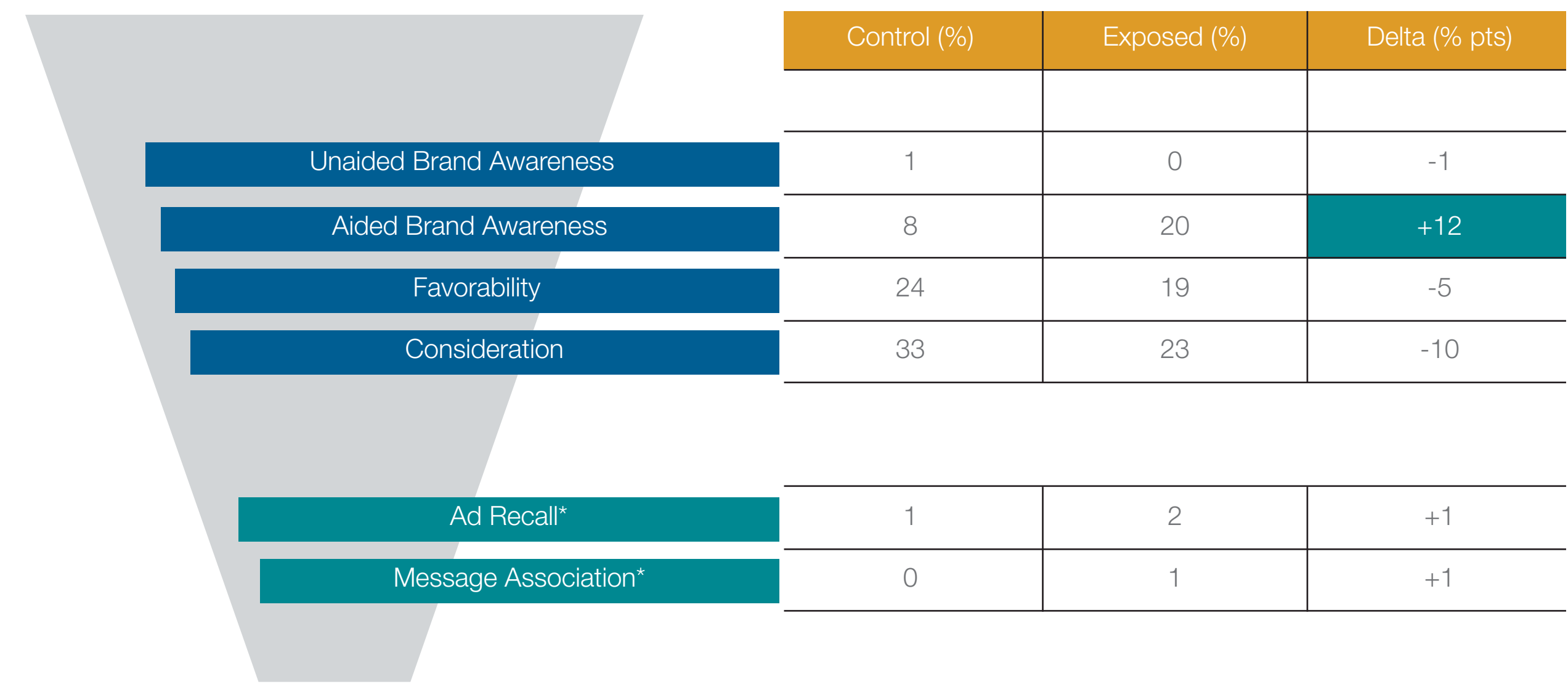




Brand Impact Studies

Based on certain spend levels on LinkedIn, we can run research to track changes in brand perception based on your LinkedIn campaigns. Brand impact studies measure the performance of a client’s LinkedIn Sponsored Content campaigns against key brand metrics to determine the effectiveness of the client’s campaign.

Whether your university has a centralized marketing department or not, sharing campaign data with Admissions and other schools and departments can be challenging. With LinkedIn, you can share insights on how messaging and outreach performed with your target audiences.





TOOLS

Creating a Connected School to Drive Behavior

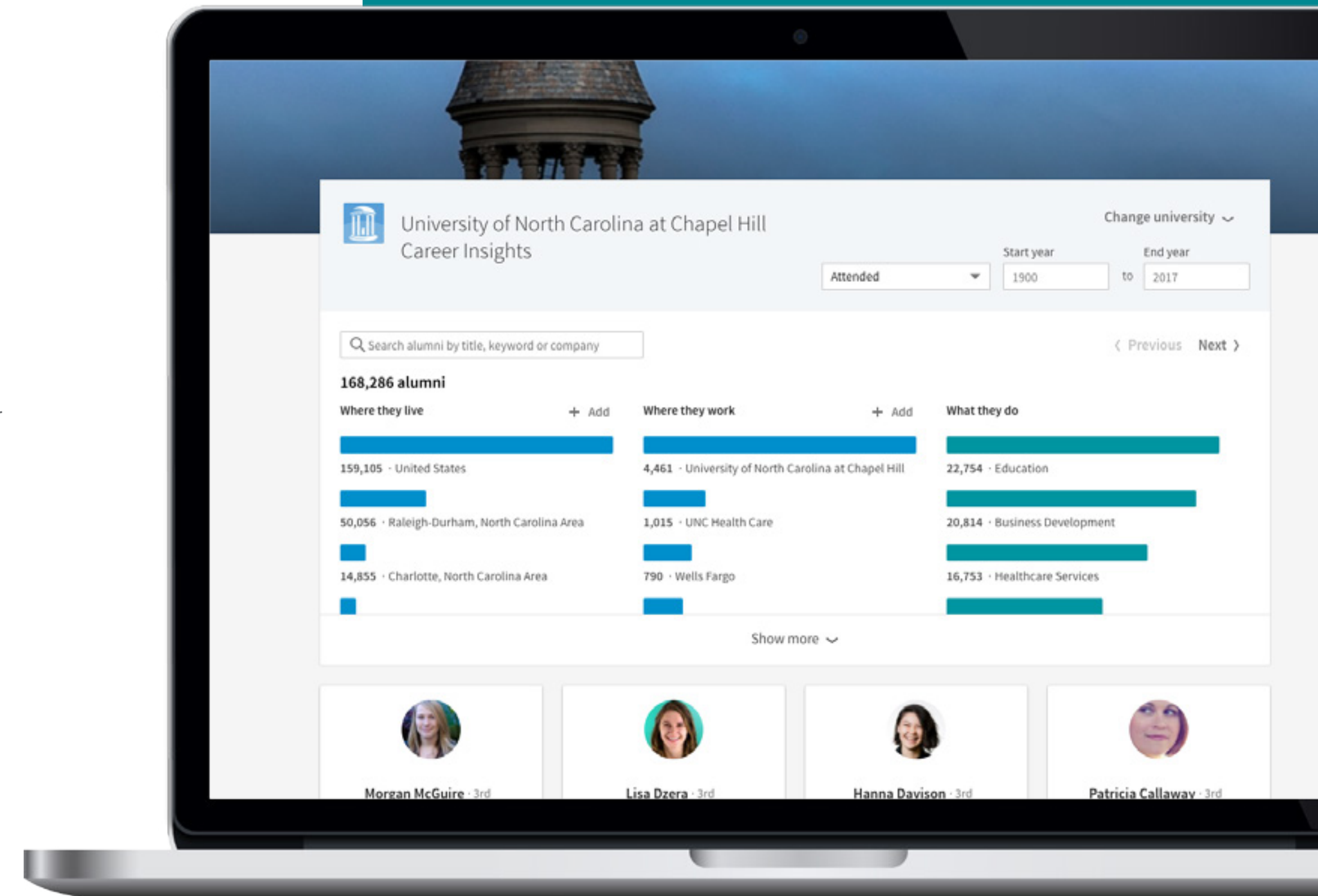


Alumni Tool

Our Alumni Tool, embedded in each University Page, is a powerful way to identify where your alumni are located, where they are working, and in what industries and job functions. **More than 24,000 universities already use our Alumni Tool** to discover, in just one click, aggregated data that includes:

- Top 25 places alumni live
- Top 25 employers of alumni
- Top 25 industries that employ alumni

The Alumni Tool isn't just for Career Services. Alumni Relations can use this information to sort by class year to support class reunions and other event opportunities. University fundraisers can also leverage the Alumni Tool to sort by interest in identifying possible donor opportunities. Even faculty can use career information to evaluate popular career paths of alumni to help enhance and update curriculum.





AutoFill For Applications

Take advantage of LinkedIn's accurate first-party data to help remove barriers for applicants, students, and alumni to share their personal information. For example, we offer an AutoFill function for students applying online. In pilot studies, we saw completion rates **increased 10 times over the standard rate**.

The image displays two overlapping screenshots of an online application form for the 'Advanced Management Program'. The top screenshot shows the 'Personal Data' section, which includes fields for First Name (Simon), Middle Initial, Last Name (Rendall), Prefix (Mr., Ms.), Suffix (Jr., II), Nickname/Familiar Name for Badge, Gender (Male/Female), Country of Citizenship, Date of Birth (MM/DD/YYYY), and Business Email (simon_rendall@hotmail.com). A 'NEXT' button is visible at the bottom. The bottom screenshot shows the 'COMPANY/ORGANIZATION ADDRESS' section, which includes fields for Title or Position, Division (if applicable), Company / Organization Name, Street (P.O. box accepted outside U.S.), City, State, Country, Zip/Postal Code, Telephone (e.g., +1 617-496-1731), Fax, and Company / Organization Website. Both screenshots show a progress bar at the top with steps: Personal Data, Contact Data, Organizational Data, Professional Data, Objectives, Sponsorship & Involvement, and Terms & Conditions. The 'Personal Data' step is currently active.



AutoFill to Populate Alumni Databases

We also offer this AutoFill option for Alumni Services to help build out and update their alumni database. Accurate alumni data is a common problem for Alumni offices. Students and graduates can opt in to use their current LinkedIn profiles to complete fields and commonly asked questions.

Auto-fill alumni
profile entries
at log-in

Students opt in
to link their
LinkedIn profiles
with your
school's CRM
system and
Alumn database

School forever
benefits from
Students'
LinkedIn data
additions

ENABLE SCHOOLS

To reduce friction and repetition in
completing alumni database profiles

EMPOWER SCHOOLS

via individual opt-in, to leverage their
graduate community



PREMIUM SUBSCRIPTIONS for Higher Education

Demonstrate your school's commitment to supporting student success after graduation, and strengthen a key competitive advantage among your peer schools, by providing LinkedIn Premium Subscriptions for students. This provides access to job search tools that can help your students more effectively connect with potential employers, be seen by hiring managers, and foster ties with alumni in their chosen field. LinkedIn Premium also provides its own set of insights to help students tailor their job search.

LinkedIn offers universities a significant student discount for bulk subscriptions, ranging from 50 percent to nearly 80 percent off standard pricing.

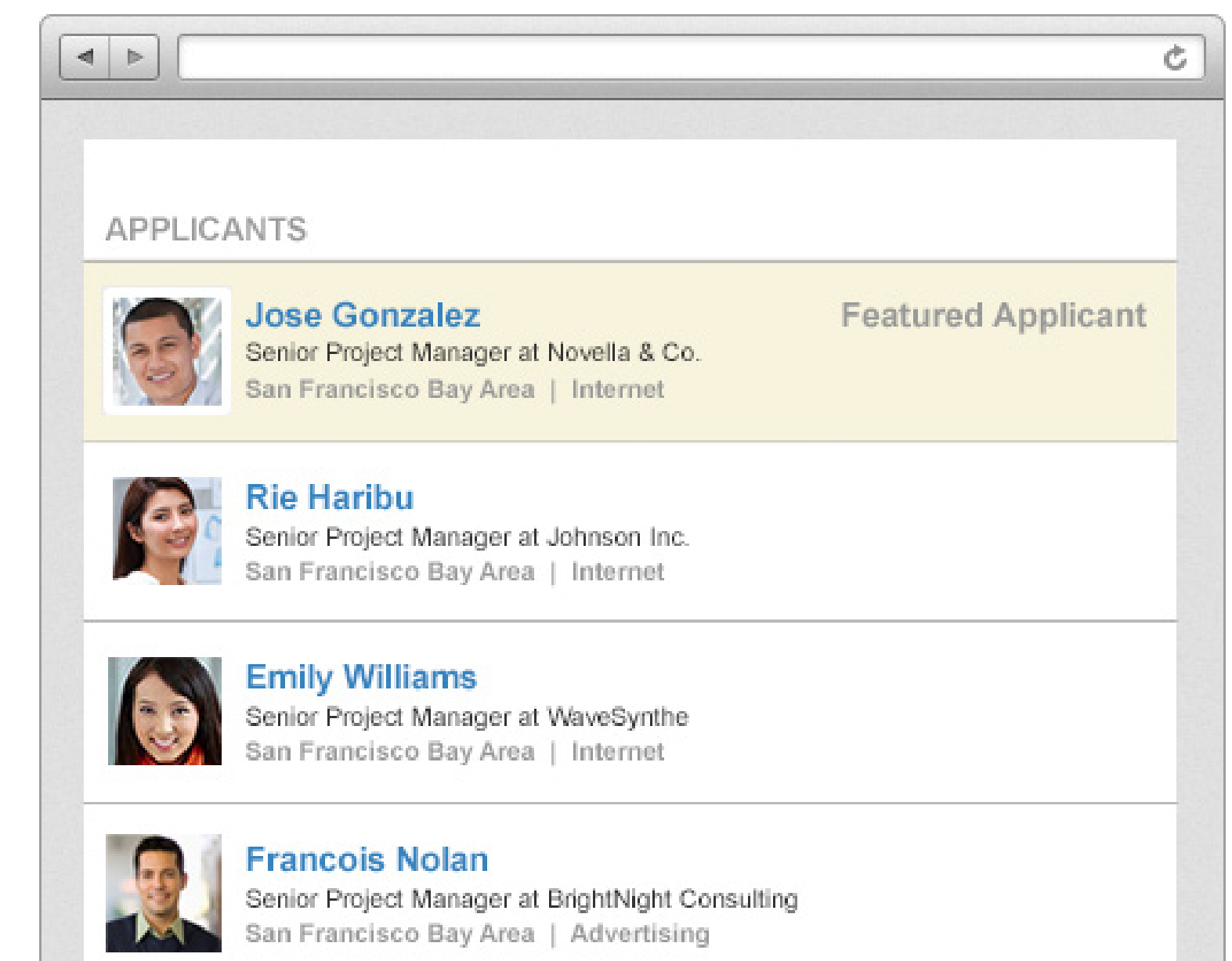
With LinkedIn Premium, students can:

- Browse any LinkedIn member profile
- Reach members on LinkedIn with InMail
- See "Who's Viewed My Profile" over the last 90 days
- Apply to jobs as a Featured Applicant
- Access online courses for business and technical skills with LinkedIn Learning

"With Featured Applicant, I was on top of every hiring manager's list. I started getting interviews and recruiters were visiting my [LinkedIn profile]. I was able to get the attention of companies I wanted to join."



Abhinav Gopalakrishnan
Marketing Analyst, DWG



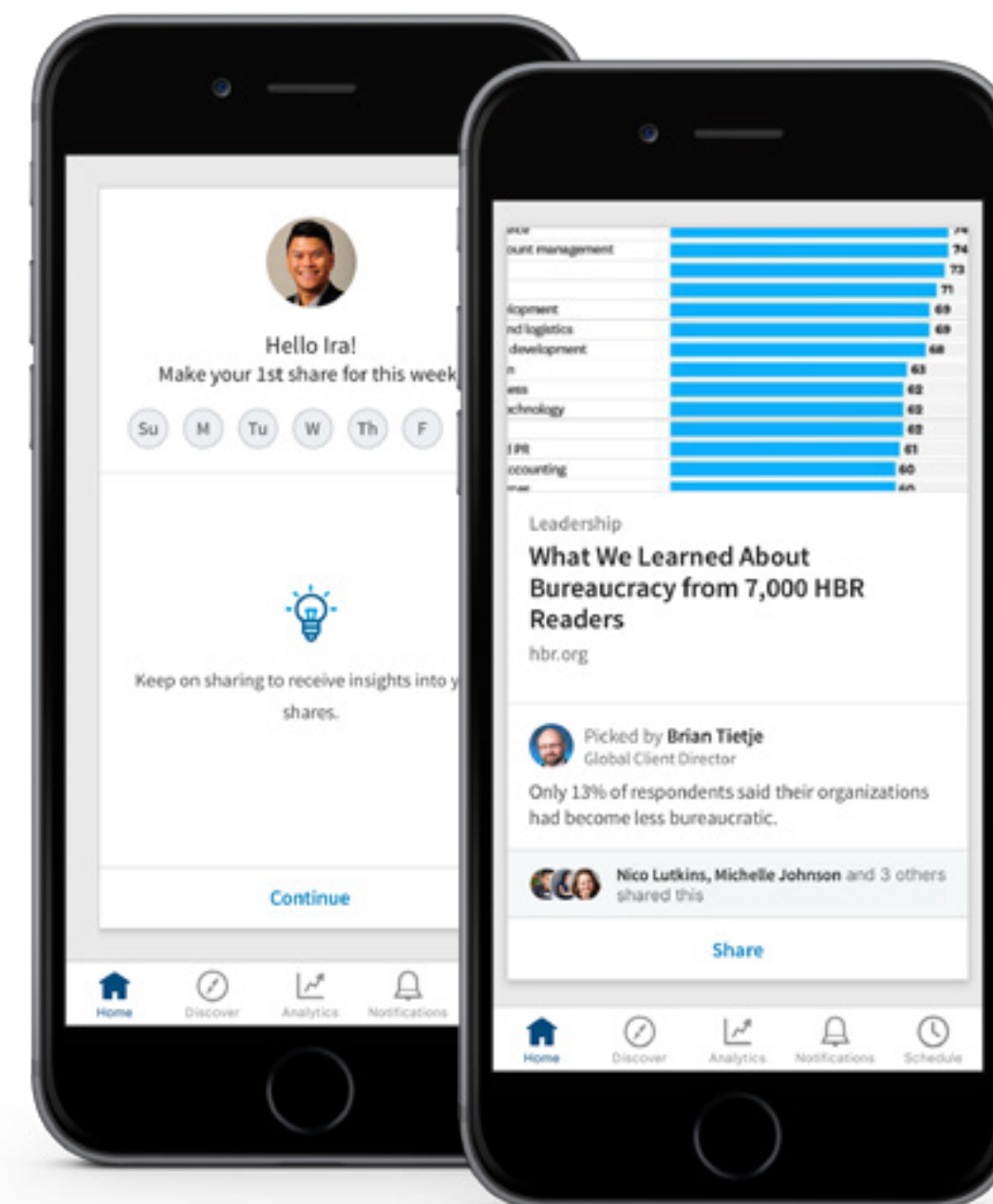


Connecting Staff and Faculty with a Global Community

Students aren't the only ambassadors for your school. With LinkedIn's Elevate social media tool, you can support staff and faculty in connecting with alumni and your greater global community. Receive daily suggestions of content that's resonating with your target audience and make it easy for faculty and staff to share. In fact, our studies show more than 50% of Elevate users today had no sharing activity in the 90 days prior to using our tool.

Through Elevate, you can:

- Make it easy for employees to share quality, company-relevant content
- Leverage user insights to power results and show full-funnel impact
- Increase alumni engagement and support key fundraising goals



Pearson

CASE STUDY

Pearson Education leveraged Elevate to increase brand awareness by engaging a small group of employees across different markets to share Pearson-relevant content with their social networks. “To build a brand from the inside out, we know that equipping employees to act as brand advocates is important. Social media is one way to help employees share their stories and we needed a way to quickly and easily scale the social media efforts that were already taking place,” says Anna Bowen, Director of Employee Communications. After the launch, Pearson employees were sharing seven times more, with three times the standard engagement and double the company page views.

[Click here](#) to read the full case study.



THE LINKEDIN IMPACT



THE LINKEDIN IMPACT

One Platform for Every Step of the Journey

No other platform can connect you with your prospects, students, and alumni, throughout the entire student journey, quite like LinkedIn. That's what makes us the platform of choice to break down silos and create an integrated, connected school that lets you leverage insights more effectively and strategically.

From the moment a prospective student researches your school until they become a committed alumni serving as your advocate, LinkedIn offers more ways to engage, understand, and drive behavior.





THE LINKEDIN IMPACT

More Qualified Leads from the Start

Leveraging LinkedIn across your university can change dramatically your student journey. Multiple research studies have shown that LinkedIn student leads are highly qualified and ultimately become successful alumni. Using LinkedIn's full suite of tools, you can influence quality prospects before they hone in on their top three schools – an important recruitment milestone.

With LinkedIn you'll gain:

MORE ENROLLMENTS

Because LinkedIn is a trusted resource for making educational and professional decisions, the leads that come from LinkedIn are more likely to turn into enrollments.

HIGHER GRADUATION RATES

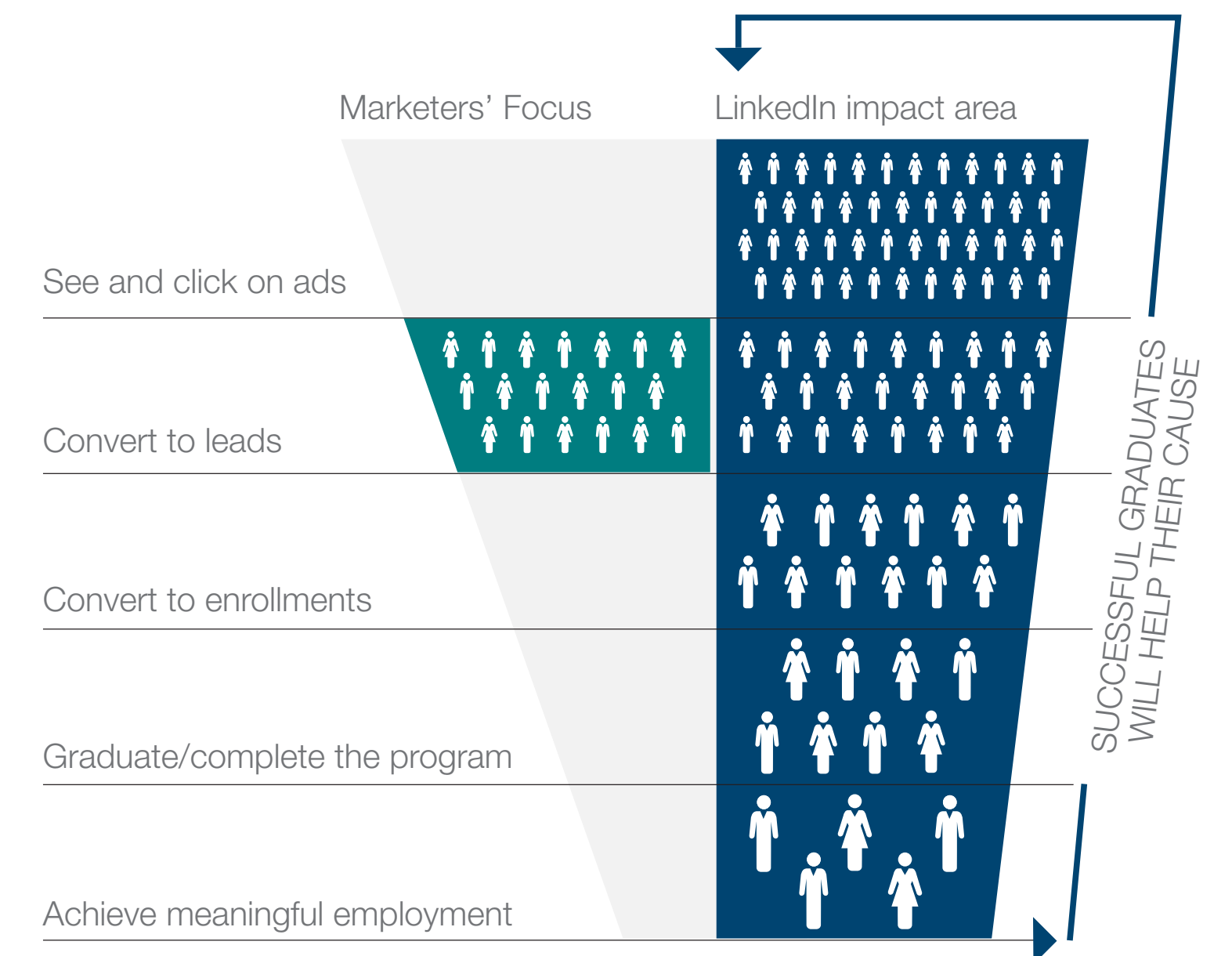
Research has shown that LinkedIn members have higher than average grit and determination to overcome difficult challenges – like a rigorous degree program. They are also more likely to have the financial stability to avoid dropping out of programs, leading to higher graduation rates.

SUCCESSFUL EMPLOYMENT OUTCOMES

As the world's largest professional network, LinkedIn helps graduates connect to more career opportunities – improving career outcomes for your school.

A VIRTUOUS CYCLE

Successful graduates make the best advocates to recruit quality students. These graduates will act as individual ambassadors for your brand, making your marketing increasingly more efficient in the future. As you know, word of mouth is critical in this increasingly connected world. Building a network of successful alumni advocates will help your school accomplish your schools goals across all departments.





About LinkedIn

Today, LinkedIn members number more than 500 million professionals. That's over one-half of the 600 million professionals on the planet, representing the world's largest group of influential, affluent, and educated people.

To learn more about how you can market your school to this audience, visit lnkd.in/highered.

