



MARKETING YOU CAN AFFORD

Stephanie Scott

Director of Digital Marketing & Strategy

**1. PROSPECTIVE STUDENTS ARE ON
FACEBOOK.**

LET'S MEET THEM THERE.



70%
SENIORS



65%
JUNIORS



USE **facebook.** AT LEAST
ONCE A WEEK



65%
SENIORS



44%
JUNIORS



HAVE LOOKED AT AN UNIVERSITY'S
FACEBOOK PAGE

INTERACTION ON FACEBOOK IS GROWING YEAR OVER YEAR FOR PROSPECTIVE STUDENTS



36%



60%

2014
CLICKED "LIKE"

2015
CLICKED "LIKE"

**Source: Ruffalo Noel Levitz E-Expectations Report*

SOCIAL MEDIA GIVES OPPORTUNITY TO PRESENT THE UNIVERSITY AS:

- ▶ **CREDIBLE**
- ▶ **AN AUTHORITY**

2. WHERE DO MY FACEBOOK POSTS GO?

facebook. = **LARGE REACH REQUIRING LIMITED FUNDS**

PAID ENGAGEMENT



PAY FOR VISIBILITY



DRIVES RESULTS

3. EXAMPLE 1

MASTERS IN SCHOOL COUNSELING FACEBOOK POST

Cost: \$10

Paid reach: 792

Organic reach: 5,376

Likes: 75

Shares: 14

Comments: 5

Targeting: 50 miles around Fort Worth

Interests: teaching & teaching ideas



Texas Wesleyan University

Published by
Stephanie Scott

[?] · October 6 at 3:00pm · 🌐

Are you interested in becoming a school counselor? Explore our top 5 reasons to get your masters in school counseling.



Top 5 reasons to get your masters in school counseling - Texas Wesleyan University

Whether or not you spent a lot of time with your high school counselor, you know how much they had on their plate. You can most likely also remember how...

TXWES.EDU

5,168 people reached

View Results

Like Comment Share

Ayaka Murata, Israil Noor, Lorena Ortiz and 72 others like this.

Top Comments

14 shares



Write a comment...



Michele Martinez Rochelle Morris - I can see you as a great counsellor at the high school level...

Like · Reply · Message · 1 · October 9 at 9:00pm



Cristy Jaquez Estela, this is my goal. We should do our masters together

Like · Reply · Message · 1 · October 6 at 3:09pm



Michelle Hartman No, but i'm willing to be subject for their research!

Like · Reply · Message · October 6 at 3:41pm



Scott Olson Erin Champion

Like · Reply · Message · 1 · October 6 at 3:20pm



Karina Olalde Veronica Munoz

Like · Reply · Message · October 6 at 6:01pm

Write a comment...

News Article Page

Clicks to article
from FB post:

▶ **221**

Clicks to landing page
from article:

▶ **28**

TOP FIVE LIST

Top 5 reasons to get your masters in school counseling

10.06.2015



Whether or not you spent a lot of time with your high school counselor, you know how much they had on their plate. You most likely also remember how difficult it was to be a teenager. Bullies, peer pressure, college applications and even teen pregnancy are just a few issues that come up. As if finding a prom date isn't stressful enough.

If you're considering a master's in school counseling, you most likely feel your best when you are helping others. And while being a school counselor can be stressful, it is also the perfect job if you love solving problems and making a difference in your community.

Here are the top five reasons to get your master's in school counseling:

1. To Help Students Discover Their Potential

As a school counselor, one of your tasks will be to help students decide what to do after graduation. This may come in the form of helping them with college applications, arranging campus tours, managing job and college fairs and offering information on college alternatives, like trade school and the military.

Choosing a career path is stressful, and it's your job to help students evaluate their strengths and interests in order to set them up for a successful future. Your master's in school counseling will give you the skills and practice to work effectively with students.

2. To Protect Students From Negative Situations

Unfortunately, not every student comes from a stable and loving home. School counselors are often the only people students feel they can talk to about struggles they may be having with their families. While dealing with issues such as abuse can be sensitive and emotional, you have the opportunity to drastically improve the quality of life for your students.

Students don't just experience trauma at home. Bullying and cyberbullying are serious issues that need to be dealt with, often behind the doors of the school counselor's office.

3. To Help Special Need Students Get the Education They Need

As a counselor with your master's in school counseling, you will evaluate students who are struggling in class, whether they find it too difficult or so easy that it is boring, and help come up with a plan for a more tailored educational experience. This may involve assisting them in the process of moving schools, getting them into classes for students with learning disabilities or helping them find classes that stimulate and inspire them.

4. For Job Security

As technology advances, the need for counselors remains. In fact, technology has created new opportunities for school counselors, who can now communicate with students online via email or video call. And the job outlook for school counselors is only getting better. The Bureau of Labor Statistics expects nearly a 12 percent increase in employment for educational, guidance, school and vocational counselors by 2022.

5. To Feel Like You're Making a Difference

It's not selfish to want a job that makes you feel good. Job satisfaction leads to employees working harder and more efficiently to accomplish their career goals. Happy employees take less time off and remain in their positions longer. So go ahead. Be proud of yourself for wanting to make a difference, and start looking at a master's in school counseling.



**WE HAVE A PLAN FOR YOUR
SCHOOL COUNSELING PROGRAM**

Preview My Future ▶

Share:

4. EXAMPLE 2

UNDERGRADUATE TRANSFER SMALLER. SMARTER. SCHOLARSHIP

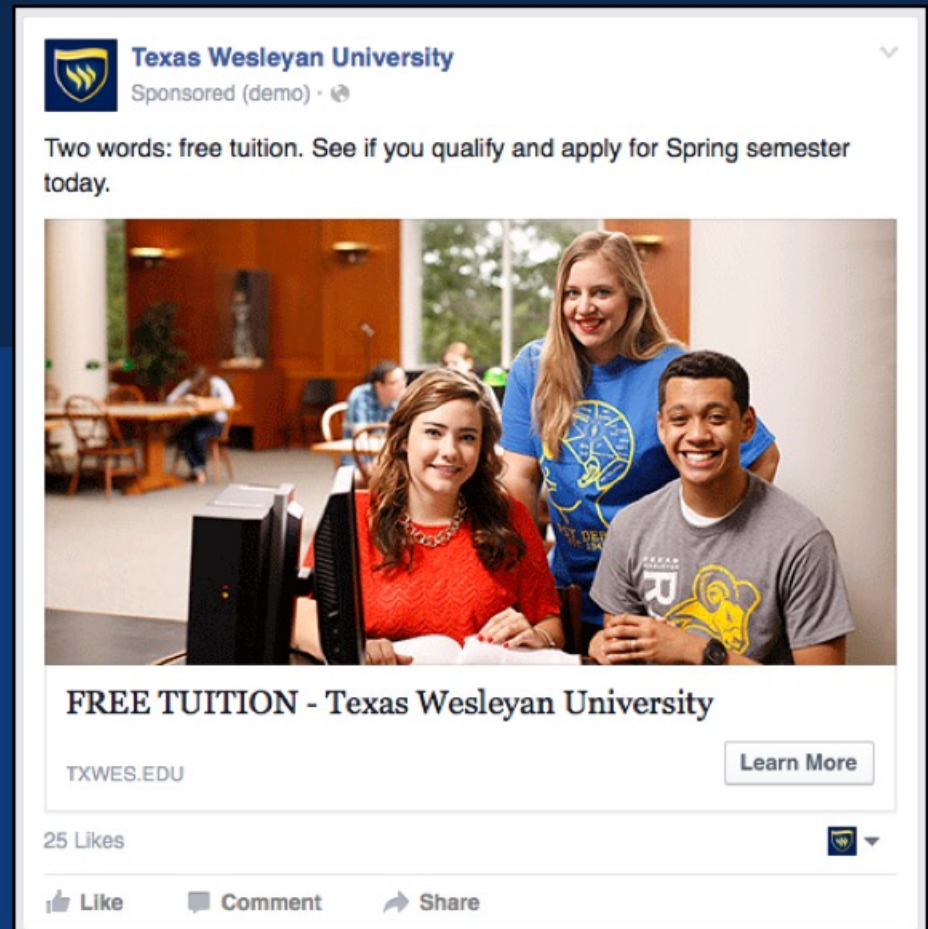
Paid Reach: 7,230
Website Clicks: 114
Cost per click: \$1.57

Targeting: **DFW**

Interests: **College**

Education level: **in college**

School: **Community colleges in our area, ex. Tarrant County College**



Texas Wesleyan University
Sponsored (demo) · 🌐

Two words: free tuition. See if you qualify and apply for Spring semester today.



FREE TUITION - Texas Wesleyan University

TXWES.EDU [Learn More](#)

25 Likes

👍 Like 💬 Comment ➦ Share

Landing Page

**FINISH YOUR BACHELOR'S DEGREE WITHOUT
PAYING FOR TUITION**

CONNECT WITH
AN **ADMISSIONS COUNSELOR**
TO FIND OUT HOW.

Inquiries:

▶ **13**



Transfer to Texas Wesleyan, Get Free Tuition

Yes, you read correctly. We said free tuition.

Thanks to our Smaller. Smarter. Promise Scholarship, students like you can get 100 percent of your tuition paid for when you transfer at least 42 hours and meet a few other requirements. Interested? We thought so.

How Do I Qualify?

Here's what you need to be eligible:

- 42 transferable credit hours
- Cumulative 3.0 GPA or higher
- Be a first-time Texas Wesleyan student
- Full-time student status when you enroll (12-18 hours per semester)
- Qualify the full amount of the Federal Pell Grant

How Does it Work?

You don't have to do anything special to apply for the scholarship — just apply to Texas Wesleyan.

We combine federal, state and institutional scholarships and grants, to pay the cost of your tuition. You keep the award until you graduate, as long as you continue to meet the scholarship requirements. It's that easy.

Send Me Info

* = Required Field

* First Name

* Last Name

* Email

* Date of Birth
(mm/dd/yyyy)

When do you plan to enroll?

Cell/Mobile

Numbers only. No dashes, spaces or parentheses.

Can we text you about important updates?

*No spam - we promise. Standard text message rates apply.

* Type the name of your school, then select from the list.

If your school wasn't listed, type "Other College/University"

[Add Another Response](#)

Send Me Info



IT'S WORKING:

- ▶ **GRADUATE CAMPAIGN**
- ▶ **UNDERGRADUATE CAMPAIGN**
- ▶ **WESLEYAN FUND CAMPAIGN**

5. YOUR NEXT STEPS

MARKETING & COMMUNICATIONS

A PROCESS

1. CONTACT RUEBEN GONZALES **EXT. 7514**
2. REQUEST A NEW PROJECT IN **PROWORKFLOW**

THANKS !