

Case Study / Indiana University

THE CHALLENGE

A Big 10 university wants to meet prospective students on their social media channels to boost recruitment

Recruiting and retaining quality students is every university's goal, and Indiana University (IU) had an idea—enable existing IU students to create content about campus life and share credible, real information that high school students can trust. IU wanted to create that content directly to the prospects' own digital social media channels, including Facebook, Twitter, Google+, YouTube and Pinterest. The university needed a platform that was robust enough to aggregate students' stories, allow editors to moderate content before publication, and also enable IU students to share stories through their personal channels to reach prospects in their own social circles.

THE SOLUTION

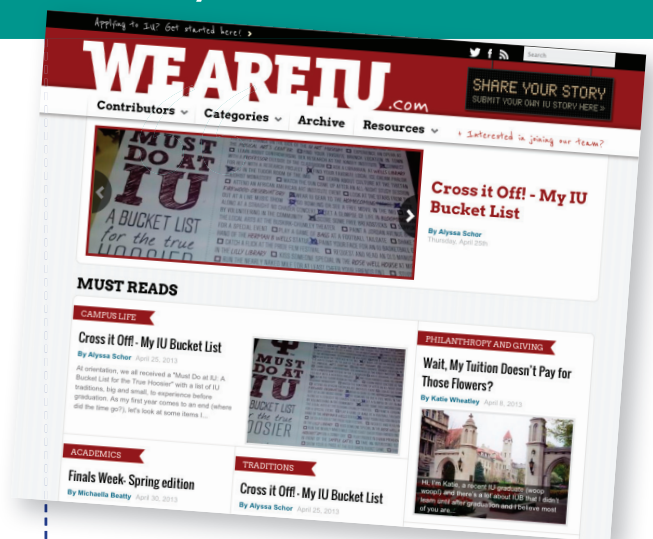
Compendium serves as a platform for gathering a high volume of student-generated content

Compendium delivered a content marketing platform that serves as a marketing hub to collect student-generated articles, videos and photos aligned with 80 categories, including college life, fraternities and sororities, local restaurants and, of course, Indiana Hoosiers basketball. Anywhere from 50 to 100 students—the total varies from semester to semester, according to Jay Steele, assistant director, Office of Enrollment Management—contribute at least one article per month through the easy-to-use, Web-based interface. And the editor usually needs less than one hour a day to moderate the content, copy-edit it, select the proper categories, and format graphic elements before publication.

THE RESULTS

Lots of content by lots of students creates lots of engagement

With about 1,200 articles submitted in the first year—which, by the way, are also repurposed for other marketing materials like email newsletters—IU has seen about 180 visitors a day to the site, with an average visit lasting about 2.5 minutes and 2.5 pages per visit, far above the average. Readers are sharing content on their social media sites: “One article about IU's residence centers, which incoming freshmen are particularly interested in, was shared 1,100 times,” says Steele. “That's the way prospective students want to get their information these days.”



“Prospective students want those interactions with our student contributors.”

— JAY STEELE

assistant director, Office of Enrollment Management, Indiana University

- Average of 2.5 page views and 2.5 minutes per visit
- Less than 1 hour per day to edit, categorize and format about 100 stories per month
- Social media sharing up to 1,100 times per article



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