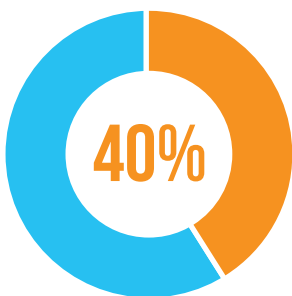


# HOW TO MAKE STUDENT COMMUNICATIONS STICK

Communicating effectively with students is **really hard to do**. It's a crowded, noisy world with everyone vying for attention and time. In fact, **2.6 million emails** are sent every second. **How do you break through?** Persistence and consistent messaging via multiple channels. You need to engage with students **at least 7 times** to get them to act. **Below: Tips** for making your communications stick throughout the student financial services journey.

## EMAIL



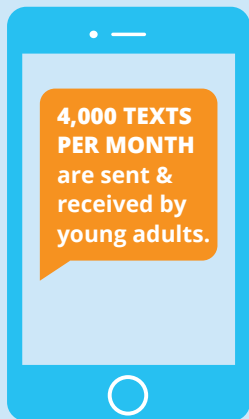
PERCENTAGE OF EMAIL MESSAGES THAT ARE SPAM

**Pay attention to subject lines;** Questions get higher open rates

**Use analytics;** A/B test subject lines, and time and day of send

**Add subheads** to your messages to guide the reader

## TEXTING



Keep them **short and sweet;** Students are more likely to read texts before emails

**Identify yourself** and your reason for texting

**Include a CTA** (call to action)

## FACEBOOK

**Be conversational**—it's called "social" media for a reason

**Use images** to stand out in the crowd

**Link to** relevant resources: FinAid, Enrollment, etc.



88%

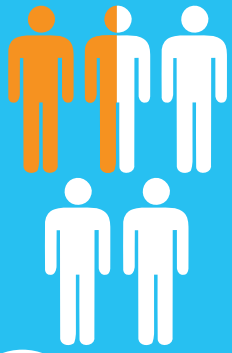
OF STUDENTS ARE ON FACEBOOK

## TWITTER

Use for **immediate messaging**:  
Systems down, office closures,  
deadlines approaching

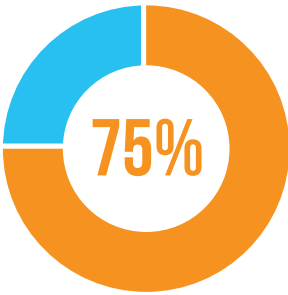
Say something worth paying  
attention to—in **140 characters**

**Research/include relevant  
hashtags** for ideas to post and  
share: #FinancialAid #Fight4Finaid



**36%**

OF STUDENTS  
ARE ON TWITTER



PERCENTAGE OF WEBSITE VISITORS  
WHO **JUDGE YOUR INSTITUTION'S  
CREDIBILITY** BY YOUR SITE'S  
**DESIGN AND USER EXPERIENCE**

## WEBSITE

**Optimize your site for  
mobile**—test yours at  
[go.campuslogic.com/mobile](http://go.campuslogic.com/mobile)

Use other channels (email,  
text, social) to **drive traffic  
to your site**

Organize site so **info is  
easy to find**, scan, navigate

## STUDENT PORTAL

If there's a community stream,  
**monitor it for relevant  
conversations**—and  
engage with students

**Request high-visibility  
space for Financial  
Services messaging**  
(landing pages, right rail,  
banner ads) to pass along  
timely information

## campuslogic / OUR STORY

Easy, mobile, and personalized, our cloud-based software simplifies student financial services—so more students can get through the door and into the classroom. Learn more at [campuslogic.com](http://campuslogic.com).

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