

30

BEST

SOCIAL MEDIA CAMPAIGNS IN
HIGHER EDUCATION IN
2018



ASMA is an Initiative by

FMA DIGITAL

■ AN EDU-TECH DIGITAL COMPANY ■

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WELCOME TO ASMA

ASMA (Adoption of Social Media in Academia), is a research initiative by FMA Digital. as one of the pioneers in India, ASMA helps educational institutes and universities harness the power of digital and social media for growth and global reach.

ASMA has received lot of appreciation and endorsements from academic leaders, higher education influencers, industry bodies and associations.

OVER **200**
UNIVERSITIES / INSTITUTIONS

5000+
ACADEMIC STAKEHOLDERS

Have engaged with ASMA through initiatives like Annual India Trend Study, ASMA Portal, Business and Research Conferences, Regional Events, MDPs, Research Publications etc.



WHO DOES ASMA BENEFIT?

INTERNAL COMMUNICATION
FACULTY INTERACTIONS
INDUSTRY INTERACTIONS
STUDENT JOURNEY
EFFECTIVE PROMOTION/ BRANDING
ADMISSION PROCESS
EVENTS AND CONFERENCES
SENIOR ACADEMICIANS

FACETS OF ASMA

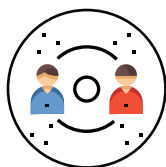


THEMES FOR 30 BEST SOCIAL MEDIA CAMPAIGNS IN HIGHER EDUCATION IN 2018



Admissions

- LEAD GENERATION
- MARKETING
- INTERNATIONAL STUDENTS
- COURSE OR PROGRAM OR CERTIFICATION



Alumni Relations

- CONVOCATION
- ALUMNI MEET
- THEME STRATEGY
- ALUMNI EXPERIENCE OR JOURNEY
- ALUMNI MENTOR SESSIONS



Corporate Relations

- SPEAKER SESSION
- INDUSTRY COLLABORATION
- INTERNSHIP PLACEMENT EXPOSURE
- CORPORATE EVENT AND CONFERENCES



Learning and Pedagogy

- FACULTY RESEARCH
- STUDENT-FACULTY COLLABORATION
- STUDENT ACHIEVEMENTS/AWARDS
- CURRICULUM OR TECHNICAL DEVELOPMENT



Promotion and Branding

- STUDENT BRANDING
- INSTITUTION PROMOTION
- FACULTY BRANDING
- SOCIAL MEDIA PROMOTION
- COMMUNITY INITIATIVE
- COURSE PROMOTION

METHODOLOGY

1

2

3

CONTINUED CREATIVITY

We focused on the creative aspect of the campaigns, it continues to be very effective. We considered the time frame from campaign launch till it ended. The pitch and creative strategy are considered to quantify the overall rate of engagement on social media.

EXCLUSIVE APPROACH

We focused on uniqueness and innovative approach of the campaigns. Campaigns are selected based on a combination of factors such as unique Hashtags used, Theme of the campaign, Strategic approach and how well defined the audience.

DATA-DRIVEN IMPACT

We focused on data driven impact in terms of likes, shares, unique viewers, potential reach, & impact with targeted programmatic display to reach out to new prospects of the campaign.

30 BEST SOCIAL MEDIA CAMPAIGNS IN HIGHER EDUCATION IN 2018

S. No.	Campaign Title	Institution	Hashtags	Category
1	Unleash the Power of Social Media	Leeds University, United Kingdom	#ToBeLeeds	Admission
2	Beyond Lectures and Case Studies	Management Development Institute, Gurugram	#ExperienceMDI	Admission
3	Be Like Engineering Girls	Sharda University, Greater Noida	#EngineeringGirls	Admission
4	Build the Brand	Institute of Management Technology Ghaziabad	#IMTExEdFootPrints	Admission
5	Capitalising the Multi-Channel Digital Marketing	Vishwakarma University, Pune	#Vishwakarmauniversity #admission2018_2019	Admission
6	Social Media Connect	Mody University, Lakshmangarh	#ModyUniversityAdmission #Admission2018	Admission
7	Video Marketing for Alumni Connect	University of Chicago, Chicago	#InquiryImpact	Alumni Relations
8	We Follow Your Footprints	Institute of Management Technology, Ghaziabad	#IMTiansForLife	Alumni Relations
9	Leaders of Future	Indian Institute of Management, Udaipur	#MYgrateU	Alumni Relations
10	Tell Us About Your Friendship	Great Lakes Institute, Chennai	#GLFriendsforLife	Alumni Relations
11	Reliving Memories	Indian Institute of Heath Management Research, Jaipur	#Knowyourseniors #Eminentsseniors	Alumni Relations
12	Experience the Art of Storytelling	Indian School of Business, Hyderabad	#ISBFaculty	Learning and Pedagogy
13	Give Light to Innovation and Research	Baylor University, Texas	#GiveLightBU	Learning and Pedagogy
14	Support the Flood Cause	Amrita Vishwa Vidyapeetham, Coimbatore	#KeralaFlood2018 #KeralaFloodRelief	Learning and Pedagogy

Disclaimer: These campaigns are not according to their ranking but are the best ones to be shortlisted for ASMA 30 Best Social Media Campaigns in Higher Education in 2018

S. No.	Campaign Title	Institution	Hashtags	Category
15	Build The Future With 4.0	Institute of Finance and International Management, Bangalore	#CurriculaForTheFuture	Learning and Pedagogy
16	Social Media For Faculties	Indian Institute of Management, Amritsar	#FacultyinMedia	Learning and Pedagogy
17	Know Your Rights	REVA University, Bangalore	#Jagruti	Learning and Pedagogy
18	Discover Something New	Bennett University, Greater, Noida	#ResearchatBennett	Learning and Pedagogy
19	Create Leaders for Tomorrow	Vivekanand Institute of Management, Mumbai	#VBxTalks #LeadershipSeries	Corporate Relations
20	Digital Disruption for Corporate Exposure	BIMTECH, Greater Noida	#InterneesSpeaks	Corporate Relations
21	Make the Right Choice	Pune Institute of Business Management, Pune	#MasterWithPIBM	Corporate Relations
22	Shaping Your Future	Myra B School, Mysuru	#CXO_Power	Corporate Relations
23	Sharp Minds Shine Brightest Here	MICA, Ahmedabad	#MICAnEdge	Corporate Relations
24	Bravo and Humility for SPJIMR	SPJIMR, Mumbai	#IamSPJIMR	Promotion and Branding
25	Be the Change for Society	XLRI Jamshedpur	#XLforChange #XLforHumanity	Promotion and Branding
26	Choose the Right Institute	Symbiosis Institute of Business Management, Hyderabad	#LifeatSIBMHyd	Promotion and Branding
27	Stay Healthy, Stay Fit	Jain University, Bangalore	#FitnessChallenge	Promotion and Branding
28	Inspiration is Everywhere	University of California, Los Angeles	#SceneatUCLA	Promotion and Branding
29	Share, Like and Tag to Win	BML Munjal University, Gurugram	#BMUTales	Promotion and Branding
30	Virtual Route to Learn	TA Pai Institute of Management, Manipal	#MyTAPMI #TapmiVirtual	Promotion and Branding

Disclaimer: These campaigns are not according to their ranking but are the best ones to be shortlisted for ASMA 30 Best Social Media Campaigns in Higher Education in 2018



ADMISSION

LEEDS UNIVERSITY: UNLEASH THE POWER OF SOCIAL MEDIA

OBJECTIVE:

- To drive up student enrolment at national as well as international level.

STRATEGIC APPROACH:

- Launched the campaign **#ToBeLeeds** and capitalized on YouTube.
- Videos focused on communicating an unique idea to share & engage audience.

HASHTAGS: #ToBeLeeds

TARGET AUDIENCE:

National and International Applicants for Post-Graduation

SOCIAL MEDIA PLATFORMS USED:



OVERVIEW:

Institutes and Universities have accepted and adopted the notion of video marketing for brand building, engaging students, alumni networking, placement drives, course details, student life, chairman's leadership and Vision etc.

Leeds University have followed the same approach with a different perspective. These videos were created to generate curiosity among applicants about what is so unique about Leeds University?

The music, and picturization of the series of video **"Student Life at Leeds"** not only exhibits the stories of existing students and potential students but also gives exposure to other students who visualise themselves being a part of Leeds university

UNIQUE DIGITAL PROPOSITION:

- Share Story at the University Festival**

Asked Students, Staffs, Faculties to share *"What makes them proud to work at the University of Leeds?"* and are then given 15 seconds to respond to camera.

The experience of being a part of Leeds University was shown in short videos in University Festival at the Video Booth.

- Social Media Buzz**

Instagram: Students have shared their first experience to be a part of Leeds University, share what they have

learned out of well-established culture of Leeds

YouTube: Creative storytelling video on YouTube about #ToBeLeeds was covered. A Self-Promoting video featuring different aspects of University of Leeds student's life.



Twitter: They have shared the video *"What it means #ToBeLeeds"*, promoting audience to know precisely what it means. It not only glorifies the Institute's brand but also provides hands on experience about the campus life at Leeds University. Read full case to Know about results.



Being an International Students at the University of Leeds #ToBeLeeds

READ FULL CASE

MANAGEMENT DEVELOPMENT INSTITUTE, GURUGRAM: BEYOND LECTURES AND CASE STUDIES

OBJECTIVE:

- To drive up quality student applications for MDI Gurgaon. It is vital for any institute to get large number of quality applications, so that best can be chosen.
- To resolve the queries of students and provide ease of admissions.

STRATEGIC APPROACH:

Run campaigns to enhance ease of admissions and increase number of applicants

- MDI Gurgaon Admissions" to solve all queries of students related to admissions
- Collect Student Testimonial about the experience in MDI Gurgaon

HASHTAGS: #ExperienceMDI

TARGET AUDIENCE: MBA Aspirants

SOCIAL MEDIA PLATFORMS USED:



OVERVIEW:

When it comes to investing two crucial years of their lives, in addition to investment of dedicated resources, students look beyond the conventional parameters. They look forward to something more, something they want to be associated with.

For Gen Z, this has become more relevant and to create a difference is the need of the hour. From institution's side, it is important to look for the right candidate, and this pool of aspirants can be rightly traced and reached via Facebook, This is exactly what MDI had done.

UNIQUE DIGITAL PROPOSITION:

- **Experience Beyond Classroom: Pre-Launch strategy**

Created Social Media buzz through compelling posts and including countdown to launch the query sessions. Cross linked application forms on social media post.

- **Social Media Buzz**

Facebook: It has created a Facebook Page "MDI Gurgaon Admissions" to solve any queries related to admissions. They have also mentioned the link

verification post and other queries related to admissions. This actually helps the candidates to go with easy admission process at MDI.



Twitter: The focus was to inform the aspirants about what the two years at MDI would look like and how does MDI differentiate itself from the league.



Look beyond the conventional parameters
#ExperienceMDI

READ FULL CASE

SHARDA UNIVERSITY, GREATER NOIDA: BE LIKE ENGINEERING GIRLS

OBJECTIVE:

- Creating a brand image for Sharda university to a global audience.
- Promoting the events and activities at University.
- Create an engaging video stories to promote the diversified culture, unique learning methods, campus life, hostel life etc.
- Promotion of scholarship program specially for female candidate.

STRATEGIC APPROACH:

- Created social media buzz about new web series over Facebook and Twitter.
- Created a web series "Engineering Girls" and share it over YouTube in association with Timeliner.
- Post about the launch of teaser on twitter handling, engaging audience with retweets and comments.
- Influencing Marketing strategy to reach large number of aspirants.

HASHTAGS: #EngineeringGirls

TARGET AUDIENCE:

- Prospective candidates
- Evangelizers

SOCIAL MEDIA PLATFORMS USED:



OVERVIEW:

In the digital age, with the advancement in telecommunication, internet and improvement in video technology, people have started consuming and sharing the video content at a very large scale. The most popular forms of online video content are: entertainment, inspirational and news.

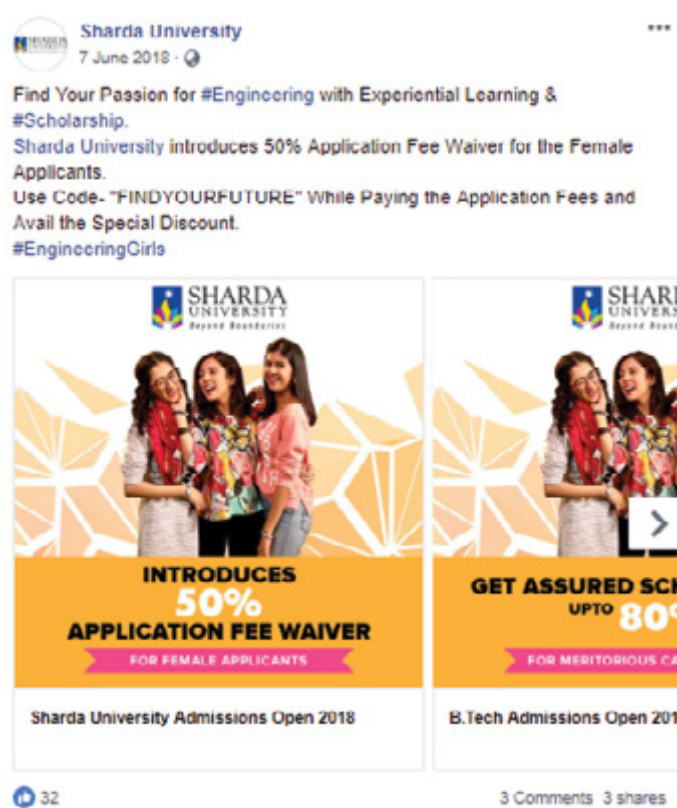
Sharda University adopted the video marketing strategy in profound manner to Promote and increase the brand awareness about the university and make presence globally. The series was based on student journey from getting admission, celebrating joyful time at campus, focusing on career, learning rich knowledge, facing day to day challenges, getting administrative supports to creating unforgettable memories.

UNIQUE DIGITAL PROPOSITION:

- **Pre -Launch Strategy**
- Social media buzz about the engineering with experimental learning & Scholarship
- Created social media waves about web series teaser, experiencing the life of engineering girl.
- **Post Launch Strategy**

Facebook:

- Post related to 50% Fee waiver for Female candidate.
- Post related to assured up to 80% scholarships, thereby increase the overall number of applications.



YouTube: Web-series were promoted by YouTube Channel Timeliners, series was top trending stories over YouTube.

- Promoting the Sharda Launchpad, and scholarship facility provided by university for bright students.

What girls do in engineering college #EngineeringGirls

READ FULL CASE

IMT GHAZIABAD: BUILD THE BRAND

OBJECTIVE:

- Creating a separate brand image of PGDM Executive to a global audience.
- Create an engaging social media page substantiated with knowledge resources adapted in the course.

STRATEGIC APPROACH:

Run campaigns highlighting the benefits of the One-year MBA program at IMT Ghaziabad.

- Collect testimonials from Alumni and post in social media.
- Post about events in Pagalguy, Quora, OneYear MBA educational sites redirecting to IMT PGDM Executive page.
- Monthly newsletter with summary of all events and activities, mailed to HR professionals and Alumni.

HASHTAGS: #IMTExEdFootPrints

TARGET AUDIENCE:

- Prospective candidates
- Recruiters
- Evangelizers

SOCIAL MEDIA PLATFORMS USED:



OVERVIEW:

To Promote and increase IMT PGDM Executive brand value by organizing various industry connect series like Expanding Horizons, Leader Speak Series and Contemporary issues in Management, attended by eminent Industry stalwarts.

UNIQUE DIGITAL PROPOSITION:

• Pre – Event Strategy

Introduced Industry Speaker to the social media by posters and tweets.

Described the industry experience of the speaker, such that people from diverse sectors are targeted for the event.

• Post Event Day Strategy

Send a “Thank You” Email to the Industry Speakers highlighting the importance of the speech and

requesting to follow the Social media pages

• Social Media Waves

Facebook: Facebook posts were flooded with learnings in classroom. Inviting various eminent personality for guest lectures and post event day photos, showcase the achievements and learnings of the class.



Twitter: Increase the engagement of the class by tweeting about the event and invoking queries about the topic.

- Tweet important quotes, liners elaborated by the speaker. Create an engaging question and attract more tweets.

Learn beyond the classroom horizon
#IMTExEdFootPrints

READ FULL CASE

VISHWAKARMA UNIVERSITY, PUNE: CAPITALISING THE MULTI-CHANNEL DIGITAL MARKETING

OBJECTIVE:

- Increase admissions over 2017 intake.
- Build awareness of the University pan-India.
- Promote holistic education commitment towards the sciences, arts and humanities and an inter-disciplinary way of study.

STRATEGIC APPROACH:

- Phase 1- Commenced on 1st March 2018
- Phase 2- Commenced from 1st April 2018

HASHTAGS: #Vishwakarmauniversity
#admission2018_2019

TARGET AUDIENCE:

- Higher Secondary Students
- Engineering Aspirants
- Other Aspirants

SOCIAL MEDIA PLATFORMS USED:



OVERVIEW:

Digital transformation through Social Media for the entire Group started a good two and half years ago. Employees are the best advocates of a company and Vishwakarma has 1500+ advocates.

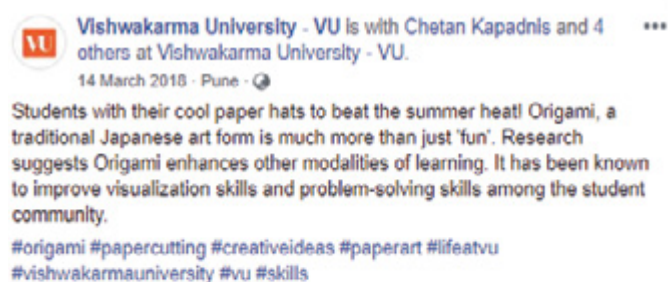
A well-structured plan was put in place and a process to cascade the message of the importance of Social Media and its use, was rolled out over the next two years to our 1500+ employees.

UNIQUE DIGITAL PROPOSITION:

- Told Through Stories

Throughout our campaign for Admissions there was a focus on relevant content/SEO for courses, website, landing pages and all social media assets. As content would be continuous, strategy and tactics were looked at for the quarter. They studied competition and other practices in the academic circle.

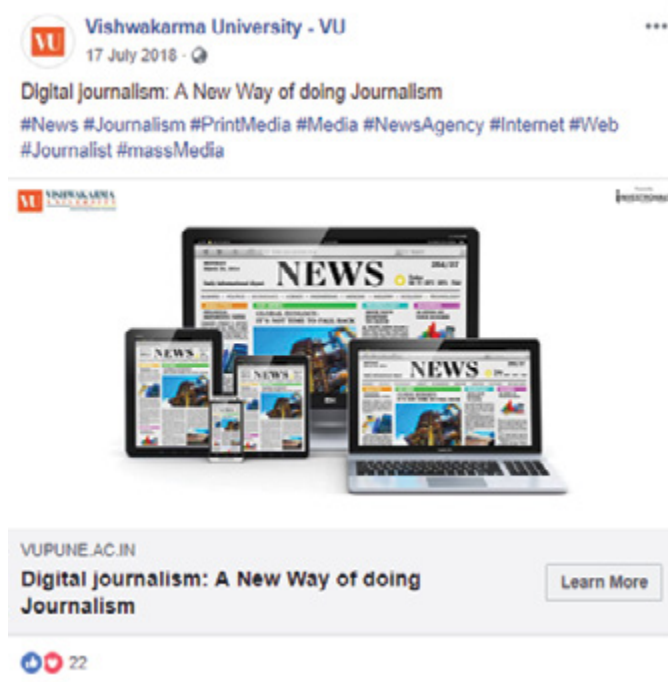
Phase 1- (Priority for Brand Awareness)



- **Social Media Presence**

The existing Vishwakarma Educational Institutes have an un-matched presence in the field of engineering education

Facebook:



Learn beyond the classroom horizon
#IMTEdFootPrints

READ FULL CASE

MODY UNIVERSITY, LAKSHMANGARH: SOCIAL MEDIA CONNECT

OBJECTIVE:

- To increase number of applications.
- To increase overall reach and connect with potential candidates.

STRATEGIC APPROACH:

- Social Media buzz created by course promotional post.
- Highlighting the benefits of course offered.
- Highlight the various courses offered and why one should join or take the course.

TARGET AUDIENCE:

- MBA Aspirants
- Potential undergraduate students
- Potential Higher Secondary Students

HASHTAGS: #ModyUniversityAdmissions
#Admissions2018

SOCIAL MEDIA PLATFORMS USED:



OVERVIEW:

Institute needs to get insights into conversations, engagement, revenue and cost saving campaigns, and half of the battle is won. Social Media campaigns are among the best cost saving way to reach right audience.

The campaign was aimed to connect with aspirants over social media, creating an awareness about course offered by university and how any query related can be solved to course can be solved. The approach was clear with regard to sharing post on social media and time of posting.

UNIQUE DIGITAL PROPOSITION:

- **Pre-Planning for course division**

It is always important to understand your target audience and offered what they are willing to take in consideration.

- Created a social media buzz and posting on comments thereby engaging more people.

Digital Plans

Facebook: The Facebook page is active to engage audience and inform the aspirants about the new course offered and date and time of applying.

- The post contains the registration link, application submission, and banner that depicts the objective of post.
- The buzz was created and resulted in larger participation and engagement over the post.



Do you have an eye for the eyes?
#ModyUniversityAdmission #Admission2018

READ FULL CASE

BEST PRACTICES - ADMISSION



STUDENT ENGAGEMENT	ADVANCES IN RESEARCH	BUILD COMMUNITY ON SOCIAL MEDIA	LEVERAGE VIDEO MARKETING
<ul style="list-style-type: none"> • Social media platforms for institutional branding, showcasing culture, talent and faculty. • Apply more creativity and a more sophisticated approach to attract more students towards institutes. 	<ul style="list-style-type: none"> • Expert researchers drive up the research to the next level. • Canada's University of British Columbia is capitalizing on social media to demonstrate its leadership in hard and soft sciences. 	<ul style="list-style-type: none"> • IIT Bombay has created a dedicated Facebook page for International Relations Office. • University of Prince Edward Island has a whopping 19,000+ Twitter followers, and has a very active Twitter presence. 	<ul style="list-style-type: none"> • Keio University had created high quality videos showcasing the campus life. • National University of Singapore has YouTube page, where existing students share information, campus tours, making videos more authentic.





INDIA'S BEST DIGITAL MARKETING COMPANY FOR UNIVERSITIES / INSTITUTIONS.

ARE YOU WORRIED ABOUT

- Your University / Institution's online presence or brand positioning?
- Improving your digital strategy for admissions and increase the quality lead flow?
- Strong International Collaborations and Student Recruitment footprints
- Improving response and attendance at your conference or convention or events?
- Better corporate engagement to improve student internships & placements?
- Establishing your leadership team's online reputation management?
- Establishing thought leadership and unique identity of your University / Institution?
- Are you looking to improve your digital campaign's ROI?

If any of the above questions is crossing your mind

wait no further, contact FMA Digital – India's Best Digital Marketing Strategy Consulting Company.

HELPING 20+ UNIVERSITIES 50+ INSTITUTIONS NATIONALLY

To know more how can we help you transform your brand online, visit us at www.fmadigital.com or please write to us at hello@fmadigital.com. You can also reach us at following numbers:

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Websites | Social Media | Lead Generation | Online Advertising | Event Promotions
Content Marketing | Video Development | Creative



ALUMNI RELATIONS

UNIVERSITY OF CHICAGO: VIDEO MARKETING FOR ALUMNI CONNECT

OBJECTIVE:

- To raise \$5 billion and engage 125,000 alumni to support UChicago faculty and students.
- To increase the members of alumni community.

STRATEGIC APPROACH:

- Pre-Launch Strategy:
 - Created microsite to increase and monitor traffic.
 - Video promotion of institute
 - Collected alumni and student testimonial and post on social media
- Created a video, not an obvious promotional video but to have a unique idea to share & engage audience.
 - Recognised and rewarded the donors under different societies.
 - A token of thanks for contributing in development of university.

HASHTAGS: #InquiryImpact

TARGET AUDIENCE: Alumni and donors

SOCIAL MEDIA PLATFORMS USED:



OVERVIEW:

Chicago is also well known for its professional schools, which is Pritzker School of Medicine, Business School, the Law School and Social Administration schools.

They are more into research and innovation and to keep it unique and continue, they needed alumni support in form of gifts and others.

UNIQUE DIGITAL PROPOSITION:

• A Microsite to Kick Start

Firstly, they have started with creative microsite for campaigns where all the traffic will be directed. That contains a brief overview of the campaign.

Secondly, they have decided upon the division of priorities as to which areas need to be focused.

• Social Media Sharing

YouTube: They have recorded a creative video featuring one idea, one person and a university made in the world

Facebook: They have recognised and rewarded the donors under different societies including Chicago society, Harper society etc. for their contributions and posted over Facebook Page.



Twitter: On Twitter they have created hashtag #InquiryImpact. Where queries related to donation were resolved. The donors were getting updated about recent development and about how far the university could raise funds.

What difference can one idea, one person, one university make? #InquiryImpact.

READ FULL CASE



IMT GHAZIABAD: WE FOLLOW YOUR FOOTPRINTS

OBJECTIVE:

- To leverage social media for building alumni relations and community.
- To build strong alumni bonding with Institution for placements, internships etc.
- To leverage alumni network for inspiration and motivation to existing students.

STRATEGIC APPROACH:

- Conduct Alumni Speaker Session for students and post it on social media
- Highlights the Alumni achievement on social media
- Short video promotion talking about the best and memorable moments alumni have at campus, their favourite faculty etc.

HASHTAGS: #IMTiansForLife

TARGET AUDIENCE: Alumni

SOCIAL MEDIA PLATFORMS USED:



OVERVIEW:

The objective behind the campaign was to promote alumni advocacy across social media.

The prominent top personalities and top-level management alumnus were called to conduct sessions of mentoring, speaker series, leadership sessions for students, to highlight the achievements of alumni, inviting them for regular meets

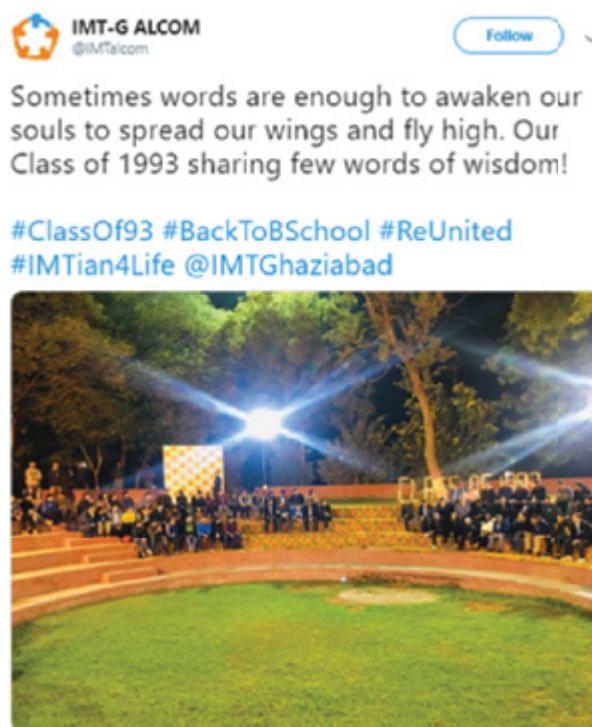
UNIQUE DIGITAL PROPOSITION:

Social Media Prints

Facebook: There are more than 270 million people active on Facebook. Therefore, connecting and engaging with the alumni over Facebook is easier right way. IMT has an official Facebook Page "ALCOM" specially dedicated to manage alumni relationship.



Twitter: An official twitter page is created to manage alumni relationship and engaging alumni. It is important to note that twitter post gives a fair background about the batch the alumni belongs to with a hashtags #classof93 and in the post.



Instagram: The focus was on creating user generated content. Alumni were asked to post or share their pictures, rejuvenating the memories with hashtag #IMTianforLife. Thereby increase the level of engagement though like, and comments.



Thousands dream and each worth living for,
Proud Alumni of IMT #IMTianForLife

READ FULL CASE

IIM UDAIPUR: LEADERS OF FUTURE #MYGRATEU

OBJECTIVE:

- To share alumni experience during summer school leadership program.
- To promote Summer School Leadership Program
- Highlighting the key concepts taught in program.

STRATEGIC APPROACH:

- Collect testimonials of Alumni and post in social media.
- To share student's journey from being a consultant or a part of top management to working for social initiative and projects during leadership program.

HASHTAGS: #MYgrateU

TARGET AUDIENCE: Alumni and MBA aspirants For Summer Schools Leadership Program

SOCIAL MEDIA PLATFORMS USED:



OVERVIEW:

The objective behind the #MYgrateU is to showcase and share what the alumnus of IIM Udaipur are doing apart from being a successful business management head.

What they have earned and leaned from Institute are giving back to society by helping and fighting for social cause.

UNIQUE DIGITAL PROPOSITION:

• Social Cause Initiatives

Firstly this campaign helps them stay connected to the alumni activity on constant basis by sharing the initiative taken by the alumni for the betterment of society.

Secondly, the new aspirants get a glimpse of what life at IIM Udaipur is, in terms of the culture and value addition.

• Social Media Stories

Facebook: Facebook posts are aimed at highlighting the overall experience of alumni at campus, how the embedded values of IIM Udaipur have transformed

their overall lives. In each post, the experience covers the reason for choosing such a challenging path, prompt the audience to read an entire post.



Twitter: Twitter post is same as Facebook, post, the messaging is further sharpened.

Instagram: Instagram stories are about their projects, covering the leadership aspect of alumni working closely with the projects. And how successfully they have completed the projects, their learning out comes and how grateful they are for getting this opportunity from the institute.



Jump from laboratory field to real field,
an amazing experience #MYgrateU

READ FULL CASE

GREAT LAKES INSTITUTE, CHENNAI: TELL US ABOUT YOUR FRIENDSHIP

OBJECTIVE:

- To increase alumni, connect and build alumni relations
- To relive and create nostalgia about what they have learnt, celebrated, enjoyed during campus life.

STRATEGIC APPROACH:

- User Generated Content promotion over social media, leveraging the power of social media to celebrate the joyful friendship day through twitter.
- Created a google sheet, explaining alumni as to how and what to share, along with link description in the doc
- Theme-based strategy “Friendship Day”, a virtual journey

HASHTAGS: #GLFriendsforLife

TARGET AUDIENCE: Alumni

SOCIAL MEDIA PLATFORMS USED:



OVERVIEW:

The objective was to generate alumni created content to share, likes such that they can create their own theme posts. The campaign focuses on keeping a special day a crucial factor to connect students in terms of friendship. The campaign was all about sharing pictures of celebrations, unforgettable moments with college friends, creating an aura for hashtag #GLFriendsforLife.

UNIQUE DIGITAL PROPOSITION:

• User Generated Post

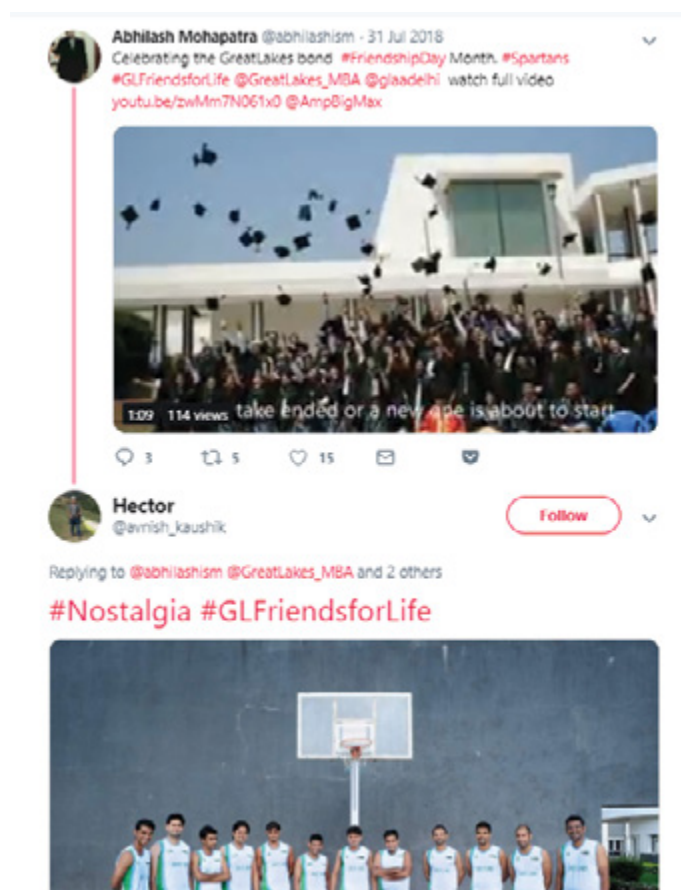
The campaign is self-initiated by the alumni of Great lakes Institute on specific “Friendship Day”. They leverage the social media to cherish the memories, sharing their nostalgic moments, group dinners and games they had at campus, and tell us about your friendship.

“User Generated posts shared to social channels see a 28% higher engagement rate than standard brand post”

• Social Media Start

Twitter: They mainly focused on sharing tweets full of nostalgic pictures from campus, and inviting alumni to share those celebrated or cherished memories.

The videos in form of short storytelling covering best of the pictures they had, tagging other colleagues in the post.



It's time to celebrate joyful “Friendship Day”
#GLFreindsforLife

READ FULL CASE



INDIAN INSTITUTE OF HEALTH MANAGEMENT RESEARCH, JAIPUR: RELIVING MEMORIES

OBJECTIVE:

- To promote Alumni Achievements on social media.
- To leverage alumni advocacy for brand building.
- To build strong alumni relations and connect with alumni.
- Motivating the exiting students to work in progressive direction.

STRATEGIC APPROACH:

- Promoting alumni achievements on twitter, Facebook, and Instagram.
- Collection of alumni testimonials in short video and share it over twitter.
- Promoting alumni awards and honors being received, share a short shout out for senior videos on Facebook and Twitter.

TARGET AUDIENCE:

- Alumni
- Potential aspirants
- Recruiters

HASHTAGS: #EminentSeniors
#Knowyourseniors

SOCIAL MEDIA PLATFORMS USED:



OVERVIEW:

The objective is to build strong alumni bond by sharing the sense of belongingness of college. That sense can be built by connecting the dots between institute and alumni, giving the alumni due importance, feeling proud on their accomplishments, highlighting and sharing how well their alumni are doing in corporate.

UNIQUE DIGITAL PROPOSITION:

• Shout Out to Our Alumni

Created a social media buzz about the alumni promotion campaign over twitter and Facebook, poster & banner have been shared over social media.

- Introduced alumni, their professional work exposure in form of short video over Twitter.

- Described the highlights of the projects undertaken and positions they are holding currently on Facebook.
- Highlights the career progression of alumni since starting to current handling.

• Digital Media

Facebook: Facebook posts were flooded with all alumni associated work exposure, rich experience gained by them.

- Post related to alumni raising the bar in health care and management.
- Post related to highlights of career progressions of alumni in different companies.
- Created social media buzz with hashtags #EminentSeniors to increase reach and impression.



Shout out to IIHMR University's Alumni
#KnowyourSeniors #EminentSeniors

READ FULL CASE

BEST PRACTICES - ALUMNI



BRAND ADVOCATES	ALUMNI SURVEYS	FOCUSED EMAIL DRIVES	ALUMNI STORIES ON BLOG
<ul style="list-style-type: none"> In 2012's Giving Day campaign, Columbia University launched a fundraising website and initiated a social media campaign targeting large alumni base, new and existing donors. And within 24 hours, Columbia pulled in \$7.8 million in funding from across the United States as well as 53 countries. 	<ul style="list-style-type: none"> Conduct survey to connect with alumni, take their opinion, views and make them feel important for Institutes. It can be a great way to collect important information and insights about various campaigns that run throughout the year, while gauging the interest-levels of the alumni. 	<ul style="list-style-type: none"> Email to stay connected with alumni as part of engagement strategy, and also a great solution to support your marketing campaigns. For example, did you know that email subscribers are three times more likely to share the content they receive on social media? 	<ul style="list-style-type: none"> Sharing stories created by alumni on a blog not only drives traffic to higher education institute's website, Offers a massive value in terms of SEO to the alumni. Moiria Gentry from UMASS Amherst encourages alumni to share their stories on their website to boost their SEO rankings.





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LEARNING & PEDAGOGY

ISB HYDERABAD: EXPERIENCE THE ART OF STORYTELLING

OBJECTIVE:

- The objective of the campaign #ISBfaculty is to engage with the students,
- To create an experience of learning beyond classroom. It is important not to restrict the faculty interaction within the four walls of the classroom, but to explore outside classroom.
- To apprise the people about the innovative and unique culture, experiences, and learnings at ISB.

STRATEGIC APPROACH:

- Art of Storytelling about the faculty's, Research, Ideas, Opinions, Views, Insights and Achievements.
- Teachers' Day theme celebration over social media and engaging the students with cross promotional activities.

HASHTAGS: #ISBfaculty

TARGET AUDIENCE:

- Existing Students,
- Potential Aspirants

SOCIAL MEDIA PLATFORMS USED:



OVERVIEW:

It's an ongoing interaction process at ISB on the social media platform, where it follows the art of storytelling about faculty's inspirational stories. Students are asked to mention their favourite faculty and how they've been inspired by them. It unleashes the barriers of communication and brings out unique interaction opportunities.

a) Faculty Storytelling:

It appends Interests, Research, Ideas, Opinions, Views, Insights and Achievements of the faculty through an art of storytelling which is then shared across social media platforms like Facebook and Twitter.

UNIQUE DIGITAL PROPOSITION:

• Students Involvement:

The engagement of students is at a very high level. They post and share inspirational stories with the hashtag #ISBfaculty of their favourite faculty which and it builds a strong learning culture at ISB.

• Social Media Buzz

Facebook: Faculty is the pillar of an institute and university. Their vast experience and knowledge should be shared and capitalized on for learnings. Such brand identities can be leveraged via social media handles. There is a plethora of posts of ISB engaging audience via opinions, ideas, achievements etc. shared by the esteemed faculty



Share your views, opinions, facts and knowledge
#ISBFaculty

READ FULL CASE

BAYLOR UNIVERSITY: GIVE LIGHT TO INNOVATION AND RESEARCH

OBJECTIVE:

- To raise Give Light as a \$1.1 billion comprehensive campaign for the future of Baylor University.
- The campaign undergirds Illuminate, the University's Academic Strategic Plan.
- To impact every aspect of campus life, from academics and athletics to student life and global engagement.

STRATEGIC APPROACH:

- Create a compelling portal of information.
- Set campaign funding projects and priorities and architectural 3D render of upcoming capital projects.
- To leverage social media platforms to connect with the donors.
- Showcase Donors on the social media handles as well as on website.

HASHTAGS: #ISBfaculty

TARGET AUDIENCE: Industrialist and Corporate Houses

SOCIAL MEDIA PLATFORMS USED:



OVERVIEW:

The objective of the campaign was to raise fund of \$1.1. billion that will impact every aspect of campus life including academics and athletics to student life and service learning.

They were able to generate very huge sum of money approximately \$600 million and still going on.

UNIQUE DIGITAL PROPOSITION:

• Campaign Launch Pad:

The engagement of students is at a very high level. They post and share inspirational stories #ISBfaculty of their favourite faculties and it builds a strong learning culture at ISB.

• Set Campaign Priorities for Funding:

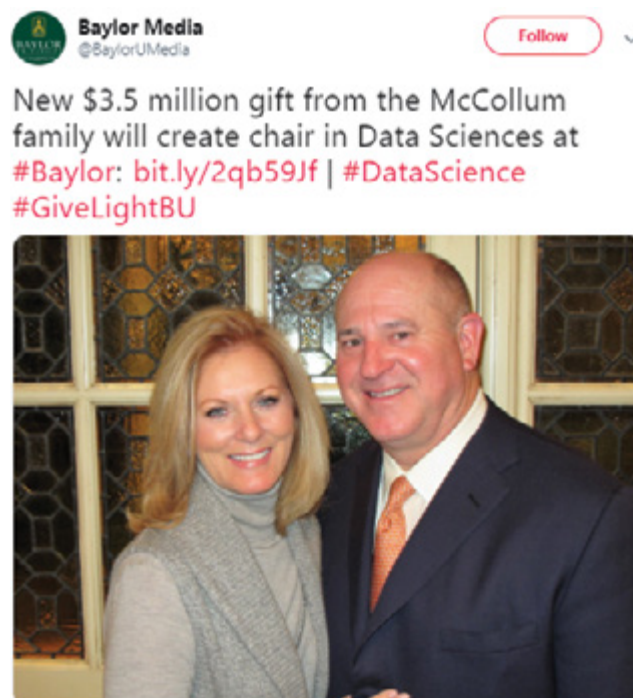
They have pre-decided the projects for which the funding is needed. These projects are self-explanatory

and provide relevant information to the donor to understand the objective behind such projects

Facebook: The posts have been flooded with beautiful architectural 3D render, presenting overview of projects and these short videos offer a look at what this new facility could look like following a successful campaign.



Twitter: The post contains the launch of the campaign, objective of campaign including the link to understand the full context of the campaign.



It makes a proud feeling for donor to support
#GivelightBU

READ FULL CASE

AMRITA VISHWA VIDYAPEETHAM, COIMBATORE: SUPPORT FOR FLOOD CAUSE

OBJECTIVE:

- To promote the Kerala flood relief and support campaign on social media.
- To increase financial support from the donors for the flood victims.
- To promote the involvement of the Institute's students in the relief campaign

STRATEGIC APPROACH:

- Student community club's (AYUDH) involvement in the relief campaign.
- Create a social media awareness about the support campaign.
- Launch a Mobile app to donate money directly and provide other updates about the progress.
- Video stories about the relief camp at Amrita University.

HASHTAGS: #Keralaflood2018 #keralafloodrelief

TARGET AUDIENCE:

- Students
- Volunteers
- Individual and Corporate

SOCIAL MEDIA PLATFORMS USED:



OVERVIEW:

The approach was straight and simple to reach out to the audience over YouTube, Twitter, Facebook. Twitter has been chosen to reach the corporate and professional audience. YouTube and Facebook have been chosen to reach out to the students, volunteers. This unique initiative was aimed to bring the best of pedagogical development in higher education. where students support initiatives helped save hundreds of lives.

UNIQUE DIGITAL PROPOSITION:

• Support Stories

The buzz has been created for increasing the number of volunteers and support for the campaigns. The campaign was launched complementing the CMO Kerala's initiative. The post was shared on Twitter tagging CMO Kerala.



• Social Media Wave

Twitter: A post highlighting the volunteering efforts of the students of Amrita. This contributed in increasing the reach over social media platforms.

- Post about students involvement in the campaigns.
- Post related to awareness about the mobile app "AmitraKripa"



Save and support the flood victims #keralafloodrelief

READ FULL CASE

IFIM BANGALORE: BUILD THE FUTURE WITH 4.0

OBJECTIVE:

- To promote IFIM-NHRDN survey.
- To increase industry participation to build Curriculum 4.0 for the future

STRATEGIC APPROACH:

- Share the survey with the link over social media platforms.
- Create a social media buzz about Curriculum 4.0
- Give certificate for curating Curriculum 4.0.

HASHTAGS: #CurriculaForTheFuture

TARGET AUDIENCE:

- Industry Experts
- Academic Professionals

SOCIAL MEDIA PLATFORMS USED:



OVERVIEW:

The strategic approach was clear with an objective to promote IFIM-NHRDN survey, increase industry participation to build curricula 4.0 for the future. The approach was straight and simple to reach out to the audience over LinkedIn, Twitter, Facebook, provide certification for curating the Curriculum 4.0. This unique initiative was aimed to bring the best of pedagogical development in higher education.

UNIQUE DIGITAL PROPOSITION:

• Pre-Survey launch

IFIM and NHRDN comes together to create future ready professionals with Business Education Curricula 4.0.

- Invite the industry experts to contribute towards building the curriculum.
- Certification for curating and contributing the survey

• Post Survey

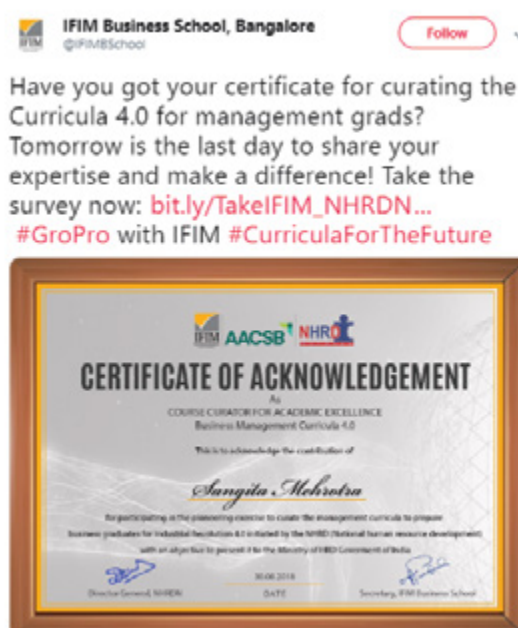
A post highlighting the success of the survey and a thank you note for the participants of the survey. This contributed in increasing the reach over social media platforms.



• Social Media Buzz

Twitter: The Twitter posts created a great buzz in the industry regarding curriculum 4.0 and that initiative was unique in itself.

- Post regarding Curriculum 4.0 with the reasons for this post.
- Cross Linking of the survey link for an easy access for the audience
- Clearly defined Target Audience as in the industry experts.
- Certification post was shared to boost the number of participants.



Share Your Expertise and Make a difference
#CurriculaForTheFuture

READ FULL CASE

IIM AMRITSAR: SOCIAL MEDIA FOR FACULTIES

OBJECTIVE:

- To promote and share the views and opinion pieces of the faculty in different print and digital media on latest topics.
- To leverage the faculty's brand image to build the institution's repute and establish corporate connect.

STRATEGIC APPROACH:

- Posting high quality content pieces of faculty **published in news media report over social media platform.**
- Cross promotional strategies to share the social media posts.

HASHTAGS: #FacultyinMedia

TARGET AUDIENCE:

- Academicians
- Corporates or Recruiters
- Existing Students
- MBA aspirants

SOCIAL MEDIA PLATFORMS USED:



OVERVIEW:

#FacultyinMedia is a unique campaign run by IIM Amritsar to publicize the articles and views expressed by the faculty in the national dailies. This helped in providing a peek into the minds of the eminent leaders who in-turn mould and build the leaders of the future.

IIM Amritsar uses this as a starting point to spark conversations around the views expressed by the eminent faculty members. Plugging the fact that the author is a faculty at IIM Amritsar helps in branding of the institute.

UNIQUE DIGITAL PROPOSITION:

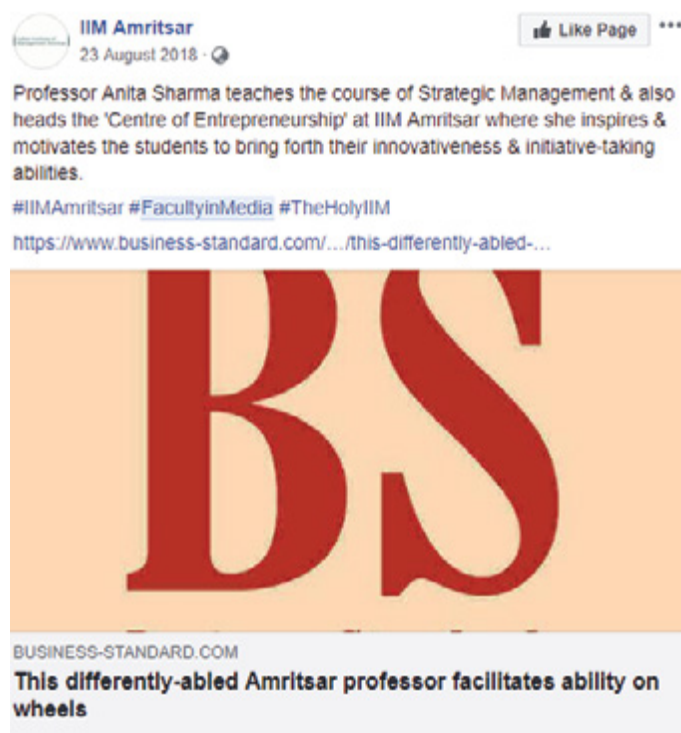
• Faculty in Media

Social media now connects people with the happenings and current affairs across the world and is soon becoming a critical place, to not just express opinions, but also a platform for getting your daily dose of news.

- In regard to corporate connect this helps to highlight the quality of pedagogy to the industry experts thereby promoting the value addition that the classroom learning provides.
- For the students aspiring to join the top B-schools this serves as a glimpse of the different branches of thinking they will come across and varied facets of learning that await them at IIM Amritsar.

• Social Media Buzz

Facebook: The idea to showcase the articles by the professors is an innovative approach in itself to project the quality of the faculty, the learning experience & give them a peek into the kind of thought transformation that the students will undergo during their time at IIM Amritsar. Posts cover the media coverage of faculty's opinion, views, articles in any newspaper or journal.



Learning experience and thought transformation
#FacultyinMedia

READ FULL CASE

REVA UNIVERSITY: KNOW YOUR RIGHTS

OBJECTIVE:

- Creating brand awareness about REVA University.
- Promoting the voting awareness campaign.
- Capturing the energy and enthusiasm of the students.

STRATEGIC APPROACH:

- Collect the testimonials of the director and eminent personalities and post them on social media.
- Posts about campaigns on social media and blog.
- Publication of campaign reviews in the newspapers.
- Short video of “Natak” on voting rights of students published on social media.
- Students volunteering in cities and campaigning about voting issues.

HASHTAGS: #Jagruti

TARGET AUDIENCE:

- Prospective candidates
- Aspirants

SOCIAL MEDIA PLATFORMS USED:



OVERVIEW:

The campaign was aimed at building brand equity for REVA through a unique approach towards social issues. The strategic move to explore the idea of adult franchise of students, and how important it for the students to know about their right to elect the right candidate.

The social media footsteps have been followed to reach the target audience, transforming the academic learning beyond the traditional methods.

UNIQUE DIGITAL PROPOSITION:

• Social Initiative

Universities and educational institutes are the most prominent institutions in our society to spur change. This is exactly what REVA understood and went on to make the students aware about their voting rights.

• Social Media Buzz

Twitter: The campaign strategy was very clear- to leverage Twitter and start posting about the campaign on that platform. The retweets received on the posts were praiseworthy. And this led to an increase in the number of participants.

- Posts about the campaign conclusion were shared.
- Promotion of REVA Electoral Literacy Association on Twitter.



Blog: Blogs weret published using the following touchpoints of the campaign

- How the idea was initiated and executed?
- How the faculty and the students vowed a pledge along with the Chancellor?
- What was the message conveyed during the events?

Long live the Indian democracy #Jagruti

READ FULL CASE

BENNETT UNIVERSITY, GREATER NOIDA: DISCOVER SOMETHING NEW

OBJECTIVES

- To promote Faculty research projects on highly important topics.
- To promote brand awareness of Bannette University.
- To build strong learning and research environment at campus.
- Motivating the researchers to work on qualitative projects.

STRATEGIC APPROACH:

- Promotion about faculty research, share it over social media platform.
- Collection of faculty testimonial about the highlights of research and its importance.
- Highlights the Institution support for research projects.

TARGET AUDIENCE

- Potential aspirants
- Recruiters
- Academicians

HASHTAGS: #ResearchatBennett

SOCIAL MEDIA PLATFORM USED:



OVERVIEW

Majority of Institute support research projects either done by faculty or students or in collaboration between faculty -students. But this phenomenal works needs to be showcase to world, thereby build brand, create strong academic culture, supportive environment and credibility of an Institute.

Bennette University has followed a practice of promoting the outstanding works of faculties over social media platform.

UNIQUE DIGITAL PROPOSITION

Research Support

Created a social media buzz about the research campaign over twitter and Facebook, poster & banner have been shared over social media.

- Introduced the faculty-based research projects, with reason to pursue research.
- Described the highlights of the research projects on Facebook.
- **Digital Media**

Facebook: Facebook posts were flooded with all research-based projects conducted by faculty, supporting the cause and how impactful these projects will be in future.

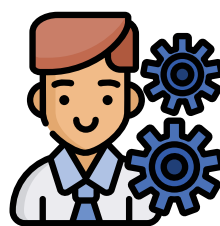
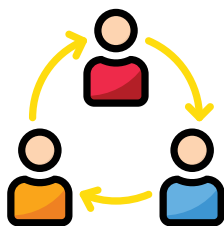
- Post related to research in the filed of biotechnology.
- Post related to surveillance projects taken by faculty to support national security.
- Highlight the specific projects among several projects done by the faculties in different domains.



Innovation and Research are key to success
#ResearchatBennette

READ FULL CASE

BEST PRACTICES - LEARNING



BLENDED LEARNING

- Blended or Hybrid learning are terms used to describe a form of teaching in which classroom and online methodologies are integrated.
- Niagara College in Ontario, Canada has created a blended course for students to become independent tech-literate.

COLLABORATIVE LEARNING

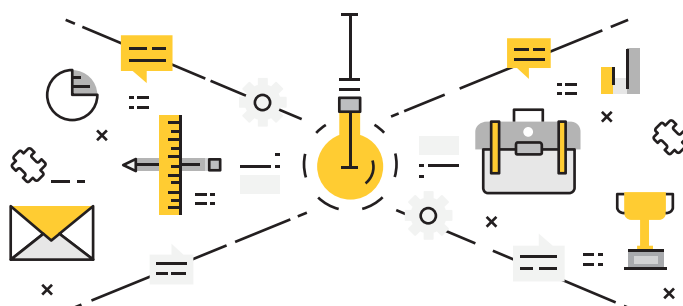
- Social media encourages the development of community practice, learning through questioning
- Discussing theories and experimenting with notions, and learning among themselves.
- Deliver all the knowledge and learning points online.

MULTIMEDIA AND OPEN RESOURCES

- YouTube (TED Talks and Khan Academy) short lecture series, animations, virtual worlds and many others accessible to thousands of students online.
- Western University in Ontario features collaborative learning, student researches, writes, illustrates, and self-assesses the online module.

EVENTS, AND WORKSHOPS

- Active on Social media platforms for showcasing events, conference highlights and creating buzz.
- Narsee Monjee Institute of Management Studies (NMIMS) has active Corporate Relations Facebook page covers the latest conferences, events, workshops and alumni success.





ENSURE SUCCESS OF YOUR **EVENTS AND CONFERENCES**

ASMA Activation (an arm of FMA Digital) ensures success of your events and conferences via all the digital marketing and outreach support. We drive a strategic combination of digital outreach, social media coverage, live coverage, event broadcasting, video storytelling and more to contribute to your institute's bottom-line.

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- ◆ Event coverage
- ◆ Attracting the right audience
- ◆ Strengthening your brand
- ◆ Professional interviews of dignitaries and guests
- ◆ Video storytelling

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CORPORATE PLACEMENTS

VIVEKANAND INSTITUTE, MUMBAI : CREATE LEADERS FOR TOMORROW

OBJECTIVE:

- Creating a brand awareness about Vivekanand Institute.
- Promoting student learnings and activities on campus.
- Build a strong corporate relationship and reach out to potential recruiters.

STRATEGIC APPROACH:

- Conduct leadership talks and knowledge sharing sessions by top level management of corporate houses and academicians.
- Social Media buzz (session speaker post) to increase the number of participants.
- Student reviews about the session which were shared on social media.
- Updates regarding the success of the events on social media.

HASHTAGS: #VBxTalks #Leadershipseries

TARGET AUDIENCE:

- Prospective candidates
- Recruiters
- Academicians

SOCIAL MEDIA PLATFORMS USED:



OVERVIEW:

To Promote and increase Institute's brand value by organizing various industry connect series like Leadership Sessions, VBxTalks- independent talks on the lines of TEDx and Contemporary issues in Management, attended by eminent Industry stalwarts and academicians.

UNIQUE DIGITAL PROPOSITION:

- **Pre-Campaign**
- Introduced the Speakers on social media by the way of posters and Facebook post
- Described the industry experience of the speaker so that the people from diverse sectors are targeted for the event.



- **Post Campaign:** Social Media handlings

Twitter: Twitter posts were shared highlighting the guest speaker felicitation and the enriching topics on which they spoke.

- Increase the engagement by tweeting about the event and thus inviting queries about the topic.
- Tweet important quotes, excerpts from the speaker's talk. Create engaging questions and facilitate more engagement.
- Top level and senior level management from corporate houses to handle the sessions.



Breaking the Rule to Pursue what you believe
#VBxTalks

READ FULL CASE

BIMTECH, GREATER NOIDA: DIGITAL DISRUPTION FOR CORPORATE EXPOSURE

OBJECTIVE:

- To build a strong brand image of Institute and provided an excellent corporate exposure to the students.
- Promote student testimonials related to summer internship experience.
- Highlight the importance of application of classroom learning to corporate projects.

STRATEGIC APPROACH:

- Collect testimonials from students and post them on social media.
- Share and promote students' learnings & experiences during Summer Internships.

HASHTAGS: #InterneesSpeak

TARGET AUDIENCE:

- Prospective candidates
- Recruiters

SOCIAL MEDIA PLATFORMS USED:



OVERVIEW:

The hashtag #Interneespeaks aims to share students' experiences during SIP and how they have been able to successfully contribute to the organisation. It gives a strong impression among the recruiters about the quality of students and their learnings at the organisation.

This builds a strong brand image of the Institute in providing an excellent corporate exposure to the students.

UNIQUE DIGITAL PROPOSITION:

- **Experience the corporate**
 - Introduced students to summer internship projects with top companies
 - Highlights the learnings and exposure gained with the top brands in India.

Social Media Buzz

Facebook : With more than 2 Lakh likes over the official page of BIMTECH, leveraging Facebook as a platform to highlight students' summer internship projects, we perfectly met all the objectives of the campaign.

- Posts were shared just after the completion of internship projects.
- All of the posts had similar theme and representation which made identification of the posts easy for the audience.



Let's share what we have learnt
#InterneesSpeak

READ FULL CASE

PIBM, PUNE: MAKE THE RIGHT CHOICE

OBJECTIVE:

- Creating a brand image for PIBM Pune.
- Connecting to the potential recruiters and building a long-term corporate relationship for placements and summer internships.
- Promoting the events and student activities on the campus.
- To update and engage the students about current management topics and economics.

STRATEGIC APPROACH:

- Conduct corporate speaker sessions by inviting speakers from diversified working areas.
- Collect testimonials from students and post them on social media.
- Create social media buzz about the events and sessions, inclusive of pre- & post launch strategy.
- Social Media posts featuring articles and mentoring advices for students by the members from the corporate and business community.

HASHTAGS: #MasterWithPIBM

TARGET AUDIENCE:

- Prospective candidates
- Recruiters
- Evangelizers

SOCIAL MEDIA PLATFORMS USED:



OVERVIEW:

Corporate relationship building is not a one-off task but a long-term process which involves nurturing the top management of the companies, inviting them to events, sessions, and other knowledge sharing programs. Digital Media has made it easier for the Institutions to connect with the corporate community for placements, summer internships etc. PIBM, with the hashtag #MasterwithPIBM, leverages the power of social media to connect and engage the potential recruiters.

UNIQUE DIGITAL PROPOSITION:

• Content Promotion

It involved creating social media buzz about the events, pre and post-launch posts, students' testimonials to talk about their internship experiences and more.

- Share posts about the sessions by the industry mentors and the events on social media through posters and tweets.
- Students' testimonials about their experiences at PIBM like SIP, Placements, Learnings etc.
- Cross-promotion of blogs and articles about corporate exposure.

• Social Media Buzz

Twitter:

- Twitter posts related to event launch, speaker introduction and leadership talks.
- Increase the engagement with the audience by tweeting about the event and thus inviting queries about the topic.
- Tweet important quotes, liners elaborated by the speaker.



Share your knowledge and wisdom #MasterwithPIBM

READ FULL CASE

MAYRA B SCHOOL, MYSURU: SHAPING YOUR FUTURE

OBJECTIVE:

- To promote student-corporate relationship.
- Build a strong connect with the corporate and reach out to the potential recruiters.
- To develop motivation and provide career guidance to the students.

STRATEGIC APPROACH:

- Conduct corporate consulting session by Deloitte Consulting Pvt. Ltd.
- Create social media buzz with the speaker session posts to increase the number of participants.
- Collection of corporate testimonials about the opportunities in the consulting business.
- Updates regarding the success of the events on social media.

HASHTAGS: #CXO_Power

TARGET AUDIENCE:

- Students
- Recruiters

SOCIAL MEDIA PLATFORMS USED:



OVERVIEW:

Choosing the right career choice is always a difficult question to answer. Students are always keen on seeking the right advice from the experts. The consulting campaign has been started by Myra to help students and build strong corporate relations with Deloitte.

It not only helped to promote and increase Institute's brand value but also imparted knowledge about the career opportunities in the business of consulting. The career counselling session was conducted by Deloitte.

UNIQUE DIGITAL PROPOSITION:

• Pre-Campaign

Created social media buzz about the consulting campaign over Twitter and Facebook. Posters & banners were shared over social media.

- Introduced the Top consultants from Deloitte on Facebook and Twitter.

- Described the industry experience of the speakers and shared it on Social Media.
- Round-table career counselling sessions for Students and the buzz of which was created on Facebook.



• Post-Campaign: Social Media handling

Twitter: Facebook posts centered around the counselling sessions, presentations and student participation in the event.

- Increase engagement with the audience by posting about the event and inviting queries about the topic.
- Post related to the theme of the topics and learnings gained from the sessions.
- Posts related to various consulting opportunities in India.
- Video testimonials were shared through Facebook Live to engage with the audience.

Building the Future of Business #CXO_Power

READ FULL CASE

MICA, AHMEDABAD: SHARP MINDS SHINE BRIGHTEST HERE

OBJECTIVE:

- To build strong corporate relationships.
- To promote Student's achievement and recognition to attract potential recruiter.
- To promote advanced and industry aligned academic learnings at Campus.
- To build student identity and personification, highlight the intellectuals of students.

STRATEGIC APPROACH:

- Collection of Students achievements testimonial and share it over social media.
- Highlights the competitions won by the students and share it over social media.
- User generated content over social media, by retweet, tweet, and share.

HASHTAGS: #MICAnEdge

TARGET AUDIENCE:

- Recruiters
- Potential Aspirants

SOCIAL MEDIA PLATFORMS USED:



OVERVIEW:

Most of companies do use social media recruitment or campus hiring, in that scenario Institute with strong social media influence can leverage the opportunities in better manner.

MICA capitalise the power of social media for building strong corporate relations and advocating students' achievement. The pro activeness towards social media influences the corporate, showcasing what is so best about MICA, ultimately talent matters for any company and that's what highlighted through social media.

UNIQUE DIGITAL PROPOSITION:

- **Student Branding**
- MICA advocated the student branding, showcasing their extra miles of efforts, portrayed the hard work and dedication of students,

- Explore more opportunities to build corporate relations, showcasing the industry aligned learnings and intellectual levels of students at MICA.

Social Media

Twitter:

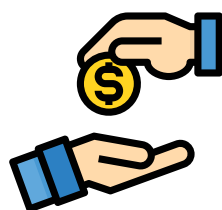
- Post related to Top B Schools competition and achievement of students.
- Post related to enthusiasm and motivation of students to be proactive towards such extracurricular activities.
- Post Related to competition organized by Corporate and student's recognition in these events and competitions.



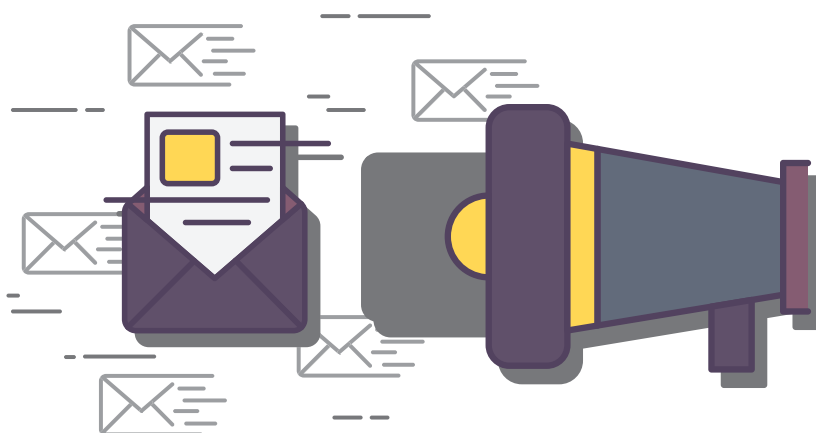
This is what raises the bar for everyone #MICAnEdge

READ FULL CASE

BEST PRACTICES - CORPORATE



STUDENT ENGAGEMENT	BRANDING AND SPONSORSHIPS	RESEARCH AND SOLUTIONS	PROFESSIONAL EDUCATION
<ul style="list-style-type: none"> • Social Media to attract interested students for a variety of purposes, including internships, mentoring sessions, • Highlights leadership development, training and learning opportunities, job fairs, and sponsorship of student programs. 	<ul style="list-style-type: none"> • Use powerful content marketing and email campaigns to strengthen organizational brands on campus • Nurture ties further with the University, covering naming rights, donations and other philanthropy on digital media. 	<ul style="list-style-type: none"> • Increases collaboration opportunities between corporates and universities for research programs, technologists or particular equipment, • Social media catering to the specific needs of the businesses. 	<ul style="list-style-type: none"> • Run Social media campaigns on Facebook, Twitter, LinkedIn and other popular channels that best suited to Professional Education • Create bespoke programs based on organizational needs on digital media.





PROMOTION & BRANDING

SPJIMR MUMBAI: BRAVADO AND HUMILITY FOR “IAMSPJIMR”

OBJECTIVE:

- To promote institute's unique academic culture.
- To promote student diversity and the best parts about being a part of SPJIMR.

STRATEGIC APPROACH:

- Collect testimonials from Faculty and post them on social media.
- Video Promotion of the Institute on Twitter and Facebook
- Post related to events, fests, ceremonies and faculty's adventure on social media

HASHTAGS: #IamSPJIMR

TARGET AUDIENCE:

- MBA Aspirants
- Recruiters

SOCIAL MEDIA PLATFORMS USED:



OVERVIEW:

The Objective of the campaign was to establish a unique identity of the institute- a place where students learn to dream, build courage to turn their dreams into reality and carve their own path to achieve that dream. The strategic approach was crystal clear with very vibrant execution of compelling videos over social media handlings, not only this the adventures and self-motivated posts were shared over social media to apprise what is the best being a part of SPJIMR.

UNIQUE DIGITAL PROPOSITION:

• Content buzz

They have started with creating a unique hashtag that itself has an identity, a proud factor. They have leveraged the brand identity in creating the post related to faculty experience, student testimonial, events and other ceremonies.



• Social Media Buzz

Twitter: Posts on twitter handlings are somehow unique stating the innovative learning mechanism of SPJIMR makes it different among other B schools.

- Faculty testimonial short videos for academic learnings.
- Cross-linking the post to Institute's website.



Be a part of one of India's Top B School #IamSPJIMR

READ FULL CASE

XLRI JAMSHEDPUR: BE THE CHANGE FOR SOCIETY

OBJECTIVE:

- To engage with the audience via community-based initiatives.
- Promoting the student events and activities of the program.
- Highlighting the learnings beyond classroom.
- Capturing the energy and enthusiasm of the students.

STRATEGIC APPROACH:

- To promote student's social initiatives over social media platforms.
- Creating a brand identity with unique change in approach

HASHTAGS: #XLforChange #XLforHumanity

TARGET AUDIENCE:

- Prospective candidates
- Students

SOCIAL MEDIA PLATFORMS USED:



OVERVIEW:

The objective of the campaign was to engage with the audience via community-based initiatives. The strategic approach was to go with #XLforHumanity, #XLforChange addressing the social cause and trying to adopt changes to resolve these causes. The posts and videos were shared on Twitter and Facebook. A small step towards the betterment of society, makes a huge impact in higher education.

UNIQUE DIGITAL PROPOSITION:

• Be the change

The concept has been denoted to run a campaign presenting the need of B-schools beyond the academic learning. The social cause initiative driven by content marketing actually brought the new waves in the entire social media platform of XLRI. The student centric approach to provide helpful hands to needy one makes the XLRI a brand with versatile learning exposure, where students not only driven by books and but something that can be helpful for society.

• Social Media Channels

Twitter: The campaign was promoted over Facebook with a post stating kick-starts of its Basic Computer Learning Program (BCLP) for the students of class eight from ADL Society High School, Jamshedpur today.

- Highlighting the new programme for schools
- Capitalise Facebook for community-based learnings
- Student driven initiative for captive learning, guiding school mentor to engage students with unique practices.
- Alumni driven session over the current topics and its impact on society.



Be the change, live the change #XLforChange
#XLforHumanity

READ FULL CASE

SIBM HYDERABAD: CHOOSE THE RIGHT INSTITUTE

OBJECTIVE:

- To promote unique and innovative learning methods at SIBM.
- To build the institution's brand and increase the number of potential aspirants.
- To promote cultural diversity at the institution and build long-term relationship with the audience.

STRATEGIC APPROACH:

- Promoted the integrity of SIBM-H campus culture on social media.
- Shared short video stories to convey reasons to choose SIBM-H.
- Created social media buzz about campus life at SIBM Hyderabad
- Collect Testimonial of Corporate Heads and Top-level management to display corporate relationships process and structure at SIBM.

HASHTAGS: #LifeatSIBMHyd

TARGET AUDIENCE:

- Potential candidates
- Recruiters

SOCIAL MEDIA PLATFORMS USED:



OVERVIEW:

It is vital to understand the need of digital media to reach out to the potential audience. In the stipe competition, institution needs to put forward differentiating factors to stand out against the competitors. The diversified approach has been taken to tell reasons to choose SIBH-H, with increase industry participation to attract the audience.

UNIQUE DIGITAL PROPOSITION:

• Art of Stories

The reasons for such failure are content and its placement. SIBM-H has been able to share qualitative content over social media, engaging audience in Q&A strategy. The reasons to choose SIBM-H have been placed in each post on social media.

- Posts related to strengthen diversity and inclusive culture at SIBM-H.
- Posts related to vibrant residential campus facility.
- Posts related to mixed industry- aligned academic curriculum.



YouTube: YouTube has been selected to share testimonials of the faculty, students and institution's promotional content. The overall engagement for the videos was good.

- Faculty Testimonials: To address the importance of diversified and technical learnings for MBA students.
- Student Testimonials: To share the experience at SIBM-H and how these learnings help them to grow in a 360-degree manner.
- Institution Promotion: To promote the pedagogical development at campus including case study centre, seminar centre at SIBM-H

Fostering the culture of Inclusiveness and Diversity
#LifeatSIBMHyd

READ FULL CASE

JAIN UNIVERSITY, BANGALORE: STAY HEALTHY, STAY FIT

OBJECTIVE:

- To promote health awareness campaign of Stay Healthy, Stay Fit.
- To promote fitness challenge in support of National Campaign "Hum Fit Toh Indian Fit".
- To increase the brand awareness among audience.

STRATEGIC APPROACH:

- Created a fitness challenge task for the audience, faculty, students, and others.
- Ask them to share short videos of fitness training, yoga, pranayam performed at the campus or gym or any other places.
- Short video testimonials of director and top management, telling the importance of yoga in their day to day life.

HASHTAGS: #FitnessChallenge

TARGET AUDIENCE:

- Academicians (Faculty, professors etc.)
- Students

SOCIAL MEDIA PLATFORMS USED:



OVERVIEW:

The Jain University fitness challenge highlighted the issues of stressful environment and how Yoga or Pranayam can help us to stay fit and healthy.

The 30 minutes' exercise at home, campus or park is very fruitful for an individual to stay calm and managing personality. The approach was to share the yoga experience of the faculty, students and top-level management, and how impactful these exercise are for them in terms of body, mind, personality.

UNIQUE DIGITAL PROPOSITION:

• Art of Fitness Stories

Faculty and students were asked to share short video stories, where they are performing yoga or pranayama in campus, home, park etc.

- Posts related to promotion of health and fitness outside the campus.

- Posts related to inculcating human values and mind management.
- Posts related to advice by the seniors to stay healthy and fit.

• Social Media wave

Facebook: Facebook posts have been unique in nature in a way that apart from the regular theme to perform Yoga at the campus and park, the faculty have gone way beyond conveying the sport as a part of fitness.

- Fitness testimonials of eminent personalities have been shared on Facebook.
- Director's fitness promotion videos on Facebook, that led to high engagement rate via likes, shares and comments.



Fitness is the most important assets in life
#FitnessChallenge

READ FULL CASE

UNIVERSITY OF CALIFORNIA, LOS ANGELES: INSPIRATION IS EVERYWHERE

OBJECTIVE:

- To promote the brand and create value for aspirants.
- To increase audience participation in terms of engagement over social media.
- To promote the joyful culture and peaceful environment at UCLA.

STRATEGIC APPROACH:

- Created a social media buzz about #SceneatUCLA via reminder posts.
- Ask for special and memorable pictures of campus, share it over social media
- Share sketches and doodles of campus sites on social media.

HASHTAGS: #SceneatUCLA

TARGET AUDIENCE:

- Potential Aspirants
- Existing Students
- Alumni

SOCIAL MEDIA PLATFORM USED:



OVERVIEW

Trends of enjoying beautiful ambiance has been shifted to traditional methods to digital front. Institute using the social media, inflicting the influence marketing tactics on social media, brings good results.

The objective of the campaign was to promote the brand, and create value for aspirants who wish to join top management institute. The social media strategy to promote and share post or publish anything and everything about the prestige that UCLA holds and ensuring the same continues to reach newer audiences in terms of aspirants and corporates. And that's where the Hashtag suits the best #SceneatUCLA

UNIQUE DIGITAL PROPOSITION

• Scenic Beauty at Campus

The unified approach of using a creative hashtag along with the college name hashtag, leads to an increase in

popularity of the campaign among both internal and external audience in terms of tying the students, alumni as well the outside world.

- Post related to sharing memorable and beautiful moments at Campus.
- Engagement post in form of sharing sketches and doodles of campus sites.
- **Social Media**

Instagram: The posts were flooded with lots of memorable and offsite scene at campus. Starting from morning sunrise to golden hours at campus.

- Description about the memorable and inspiration moment at campus.
- Each post has thematic presentation, with usual graphics and color combination to relate the post to audience.
- Perfect summer, shining golden hours and lot more on the way to Instagram.



The Inspiration is everywhere at UCLA
#SceneatUCLA

READ FULL CASE

BML MUNJAL UNIVERSITY, GURUGRAM: SHARE, LIKE AND TAG TO WIN

OBJECTIVE:

- To increase the organic growth of the social media page, especially Facebook and Twitter.
- To increase the traffic over the social media pages.
- To increase brand awareness and reach amongst the audience.

STRATEGIC APPROACH:

- Launch the contest on Twitter and Facebook, follow, post and participate.
- Ask the audience to like and tag their friends in the comments.
- An amazing prize for the winner of the contest. That will be, in turn, shared over social media.
- Share the stories of Christmas eve on social media.

HASHTAGS: #BMUTales

TARGET AUDIENCE:

- Potential aspirants
- Students

SOCIAL MEDIA PLATFORMS USED:



OVERVIEW:

Strategic move has been made to increase the overall organic growth of the social media pages. It not only attracted the audience but also engaged them for a long period of time, increasing their anticipation for the new contest to come up soon.

It's important for an institute to be active on social media, rather than merely having a presence over social media, thereby keeping your audience engaged through these tactics, thus bringing more likes, more engagement. And as a result, you are able to generate the required lead and promote the brand.

UNIQUE DIGITAL PROPOSITION:

• Pre-launch: Contest Alert

The proposition for engaging the audience has been started with launching the contest on Twitter and Facebook.

- Posts related to the rules of the contest "Follow, Post and Participate".
- Social media buzz created via inclusion of sponsored carousel post.
- The post involving finding the santa near you struck a sentimental chord with the audience.



• Post launch: Thank You Note

The post-launch notes of the contest were loaded with thank you of the participants, highlighting the overall success of the contest and the winners.

Tag Your Friend and Win the game
#BMUTales

READ FULL CASE

TA PAI INSTITUTE OF MANAGEMENT, MANIPAL: VIRTUAL ROUTE TO LEARN

OBJECTIVE:

- To create brand awareness about TAPMI virtual learnings.
- To promote advanced courses offered by TAPMI on social media.
- To increase applicants for advanced courses and certification.
- Highlighting the key concepts taught in various subjects.

STRATEGIC APPROACH:

- Collect faculty testimonial about the course and post it on YouTube
- Course promotion post over social media (Facebook and Twitter).

HASHTAGS: #MyTAPMI #TapmiVirtual

TARGET AUDIENCE:

- Post Graduate Aspirants,
- PGPEX, and Graduate with experience looking for special and advanced certification

SOCIAL MEDIA PLATFORMS USED:



OVERVIEW:

Virtual learning is the next big way in higher education, and that's what is going to make difference in the future. Digital technologies are adding up to these significant transformations. TAPMI started with these advanced certificate courses at executive level.

Majority of the institutes in India have started these certification courses, including edu-tech companies, but what is more important is that whether your target audience knows about courses offered by you? More importantly, your presence over the digital media is vital to bump up the applications for these courses. TAPMI makes it more vibrant over social media to reach to right audience.

UNIQUE DIGITAL PROPOSITION:

• Content Marketing

The popular practice of content marketing has been adopted. The brand equity has been leveraged with such solid content in forms of post and videos.

- Faculty testimonials talking about the best of the courses and for whom these courses are relevant.

• Social Media Wave

YouTube: Video marketing is growing at a very high rate and according to a research 80% of web traffic will come from video only. YouTube is the second largest search website after Facebook. The video promotion strategy has been adopted by TAPMI, Faculty monologue videos are uploaded on YouTube which give insights about the background of faculty.

Their rich experience, major opportunities for students opting for the course, challenges in industry and how these courses will help the candidates to have a solid understanding to leverage the opportunities and cope with the challenges.

The series of videos are being uploaded on the TAPMI official channels.

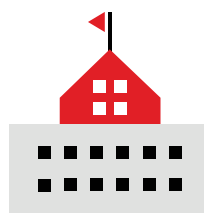
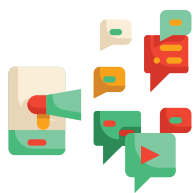


TAPMI Executive Learning – BIFM program - Prof. Surya Mahadevan

Learning just got a new face #VirtualTAPMI

[READ FULL CASE](#)

BEST PRACTICES - PROMOTION



FACEBOOK LIVE SESSION

- Broadcasting live video content through Facebook, organizing live sessions with audience because.
- People like to attend live sessions with an expert since their doubts can be cleared then and there. Advantage of connecting with similar interest groups.

RADIO JINGLES AND BLOGS

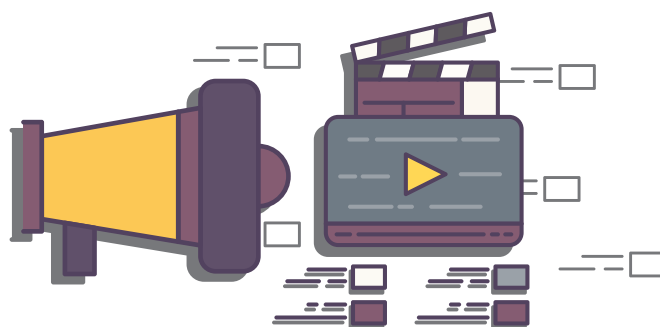
- Use university radio station to engage audience like South Africa, LATAM used radio jingles to advertise about their colleges.
- University of Bath has a focused blog which specializes on various topics pertinent to the international student community.

ON-CAMPUS ENGAGEMENT

- YouTube (TED Talks and Khan Academy) short lecture series, animations, virtual worlds and many others accessible to thousands of students online.
- Western University in Ontario features collaborative learning, student researches, writes, illustrates, and self-assesses the online module.

VIDEO STRATEGY

- Use videos to tell compelling stories covering different facets of a student's life in campus.
- Interview sessions with key officials in Admissions, Student Welfare etc. can guide them on the admissions process and how to adjust to life in your university.





September 20-21, 2019



Mumbai

DIGITAL TRANSFORMATION OF ACADEMIA: EMERGING ROLE OF SOCIAL MEDIA

About The Event

The upcoming 3rd ASMA Annual Convention & Awards 2019 aims to bring together some of the brightest minds from Government, Academia, EduTech and Corporate. We're talking about Thought Leaders and Opinion Makers who are taking academia to the next level.

ASMA 2019 will be packed with highly focused panel discussions, expert-led workshops by industry power houses, enlightening keynote addresses, awards and recognitions and much more that will act as a trigger of academic growth.

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networking and growth opportunities!

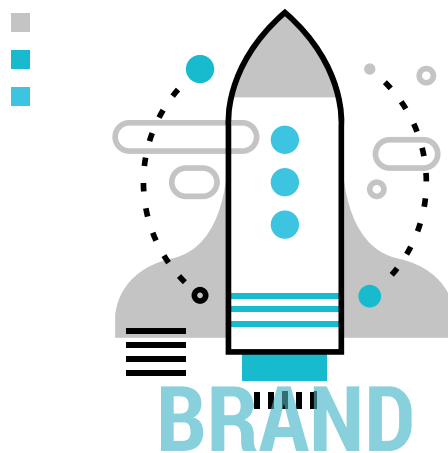


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