

# LEVERAGE YOUR NETWORK

## for Student Recruitment

- **Make a one-minute video testimonial with your smart phone and post on your website and on your social media channels:** Ask an international student to explain ...
  - + Why they chose your program
  - + What they like best about the program
  - + What they like about the location
  - + What advice would they give to those thinking about studying here
- **Often parents want to hear from other parents** – this is a very overlooked vehicle. Have a few parents of your alumni make a video or write testimonials about how happy they are that their child chose your program.
- **Utilize your alumni to help spread the word about your program** – provide them with a checklist:
  - + Ask them to like and share your posts on social media – provide links
  - + Make sure they list your program on their LinkedIn profile



- **Profile successful alum of your program on your website,** in newsletters and recruitment materials.
- **Your faculty can be leveraged to build your institution's brand** – if faculty are international, have them reach out to their networks. When faculty travel for conferences or research, always try to build in a recruitment aspect to their trip.
- **Utilize your current students to help spread the word about your program** – provide them with a checklist:
  - + Ask them to like and share your posts on social media – provide links
  - + Make sure they list your program on their LinkedIn profile
  - + Ask them to tell their school counselors and friends at home about your program
- **If you are part of an institution that has a business program,** see if you can partner to get marketing interns to help on your projects.
- **Always check your website to make sure you have no broken links** and that your contact info is easy to find.
- **If your school/program makes a newsletter for current students,** send along to your prospects too so they can see what is going on at your program.

Talk to your Study in the USA representative about having one of your students become a student blogger for StudyUSA.com and student interviews that link to your profile.



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