



WEEK 2

**October 8**  
1-3:30 p.m. EDT

# Hook, Line, and Reel:

## Using Short-Form Video to Engage Prospective Students



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Social Media Marketing Manager at





# BOLD MOVES BIG IDEAS

THINKING AHEAD FOR HIGHER ED

# AGENDA

- Define your intentions
- Story delivery channels
- Align your story to the student journey
- Narrative vs. declarative stories
- What's your hook, line, and reel?
- Don't forget about your thumbnails

THINKING AHEAD FOR HIGHER ED



# Content Intentions

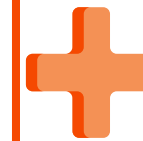
## WHY



## AUDIENCE

What we believe to be true. . . .

- 1) We are responsible for delivering first and lasting impressions.
- 2) Our audience should feel connected, inspired, and engaged with the content we produce.



We want to reach and engage: Gen-Z

- Typically defined as the generation born between the late 1990s and early 2010s
- Career-oriented
- Digital natives
- Short-form Content
- Brand authenticity



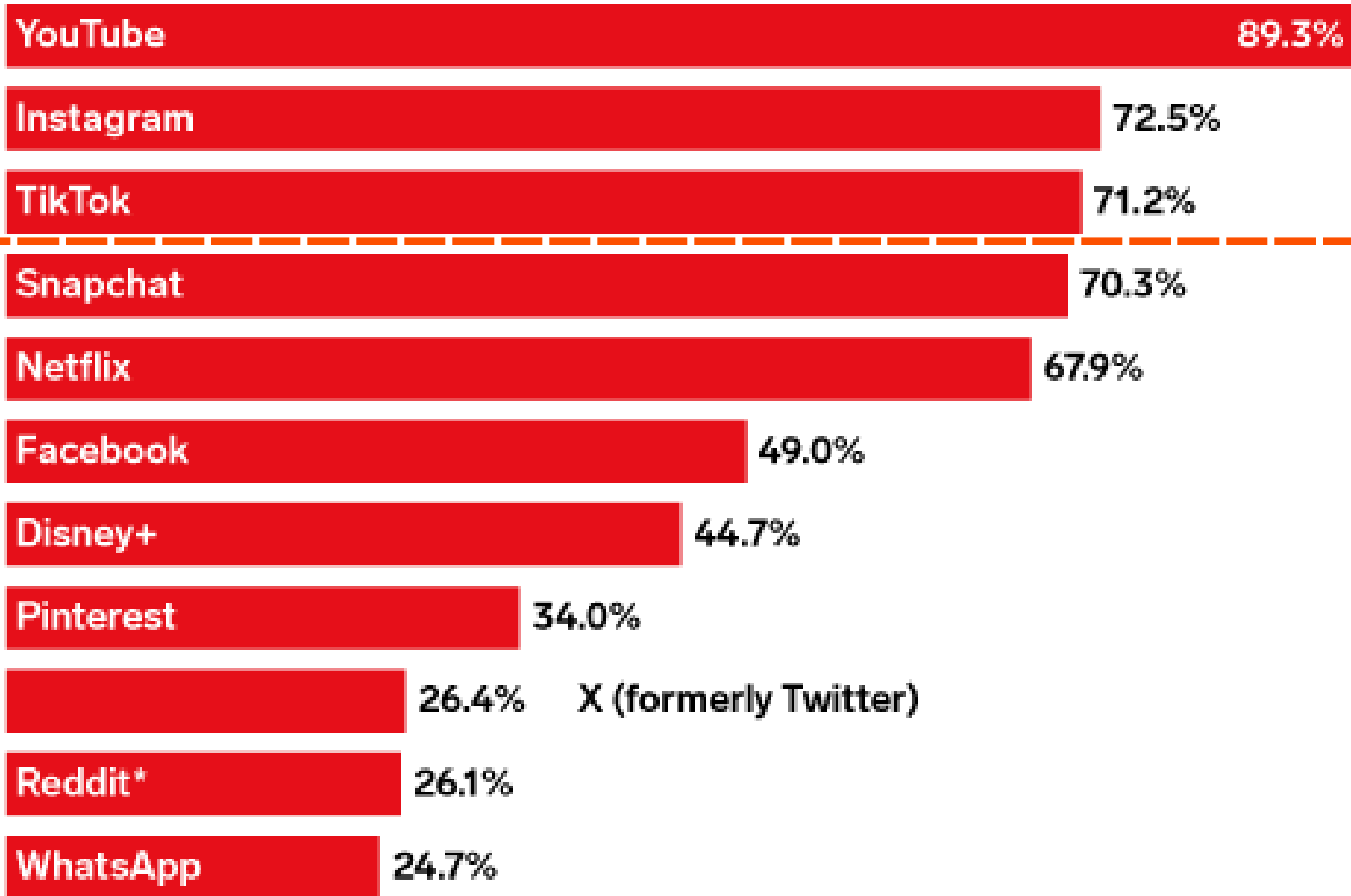
- Engaging content that brings Midwestern to life in social via shareable stories.
- Drive brand awareness among prospective students that leads to discovery, consideration, and increased commitment actions.
- Increase engagement among current social communities.



# Story Delivery Channels

## Penetration of Select Digital Platforms Among US Gen Z, 2024

% of population



Note: Internet users born between 1997 and 2012 who access their account on the referenced social network via any device or watch Disney+, Netflix, or YouTube via app or website at least once per month; Disney+, Netflix, and YouTube forecast from Feb 2024; Facebook, Instagram, Pinterest, Reddit, Snapchat, TikTok, and X forecast from May 2024; \*logged-in users  
Source: EMARKETER Forecast, June 2024



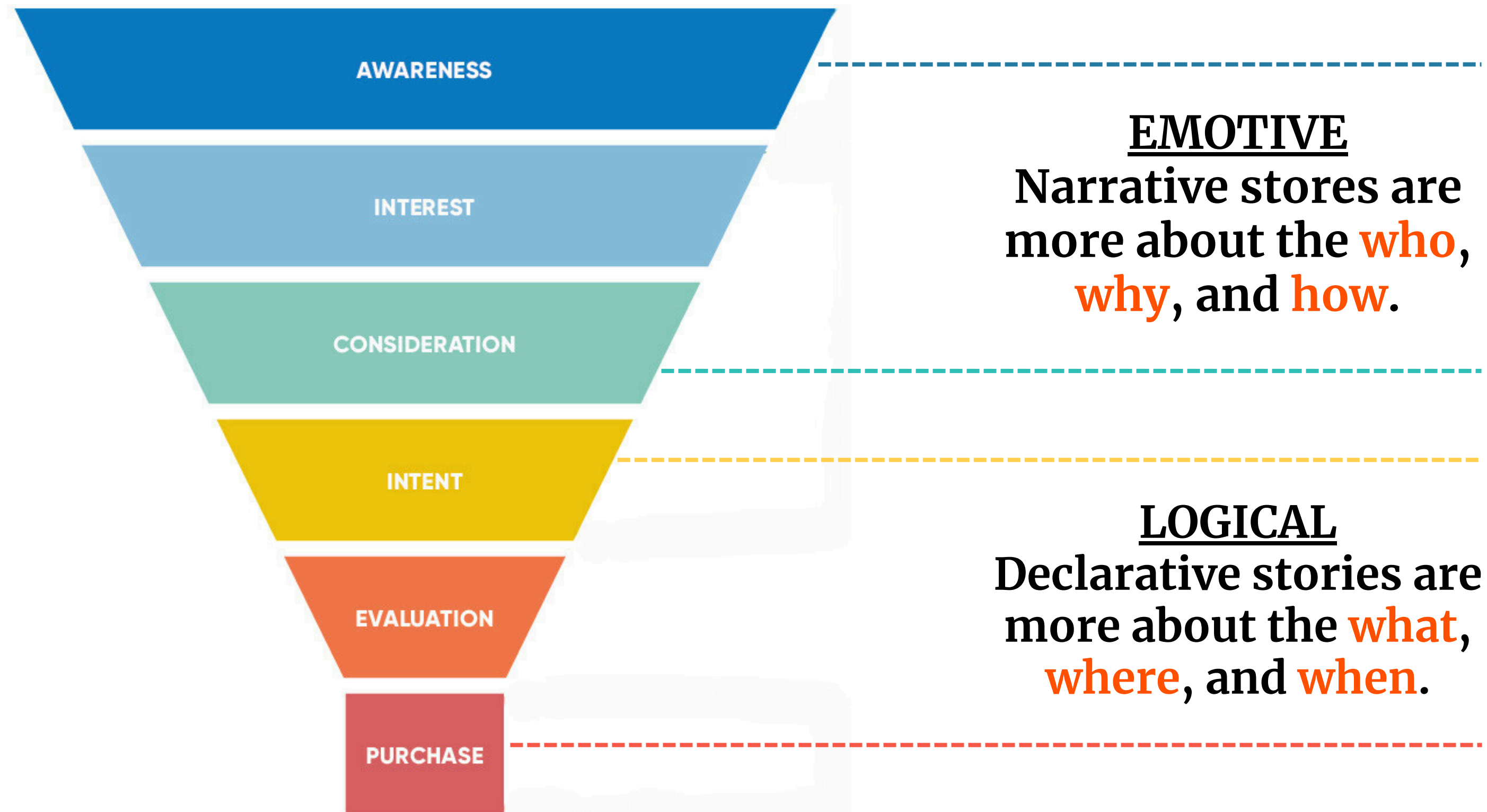
These platforms are designed to deliver short-form content that is easily digestible and attention-grabbing.





# Align Your **Story** to the Student Journey

Each event within a story is a block of knowledge a prospective student requires to move forward in their journey.





# Narrative vs. Declarative Stories

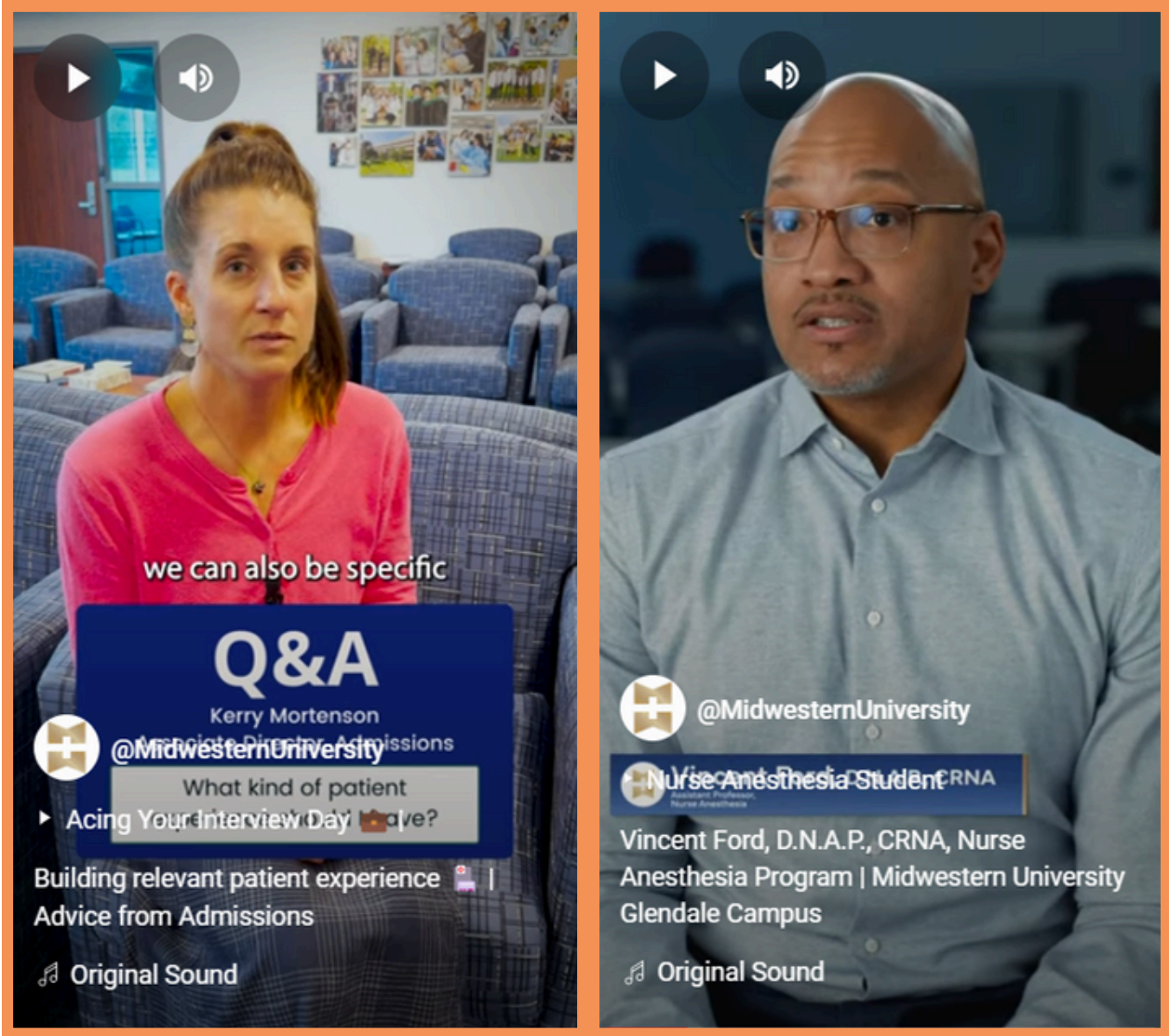
## EMOTIVE

Narrative stores are more about the **who**, **why**, and **how**.



## LOGICAL

Declarative stories are more about the **what**, **where**, and **when**.







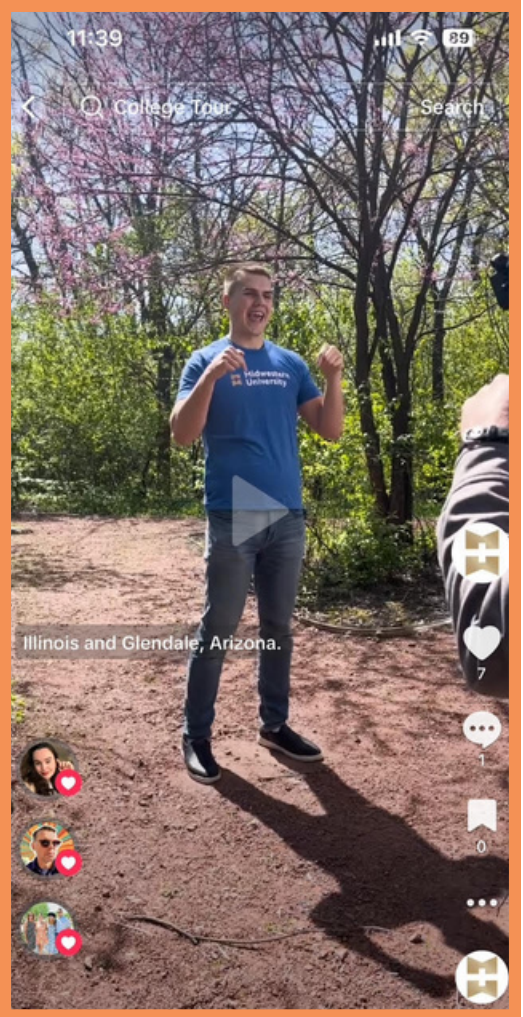
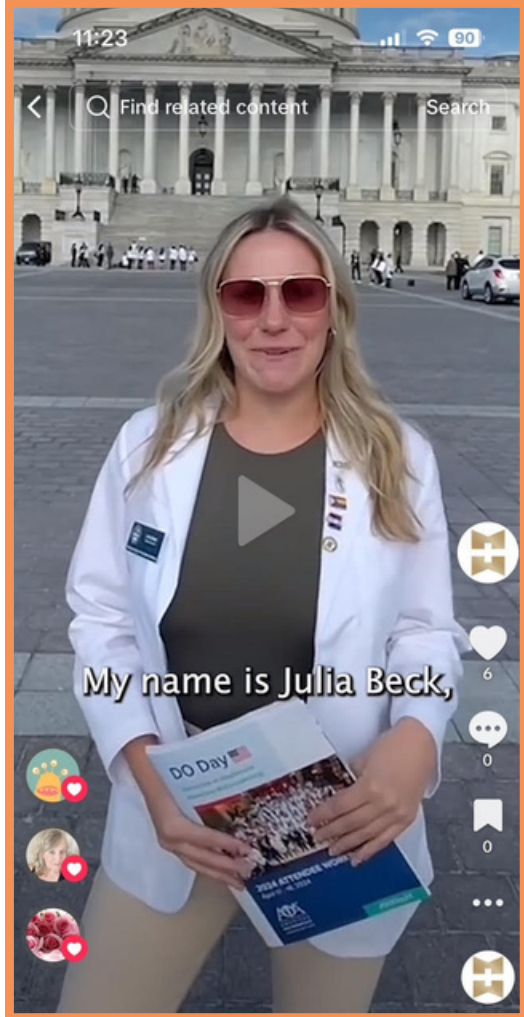
# What's Your (Hook, Line, and Reel) Story?

## Emotive Story Categories That Hook Viewers

Thought  
Leadership

Person on  
the Street

Campus  
Vibes







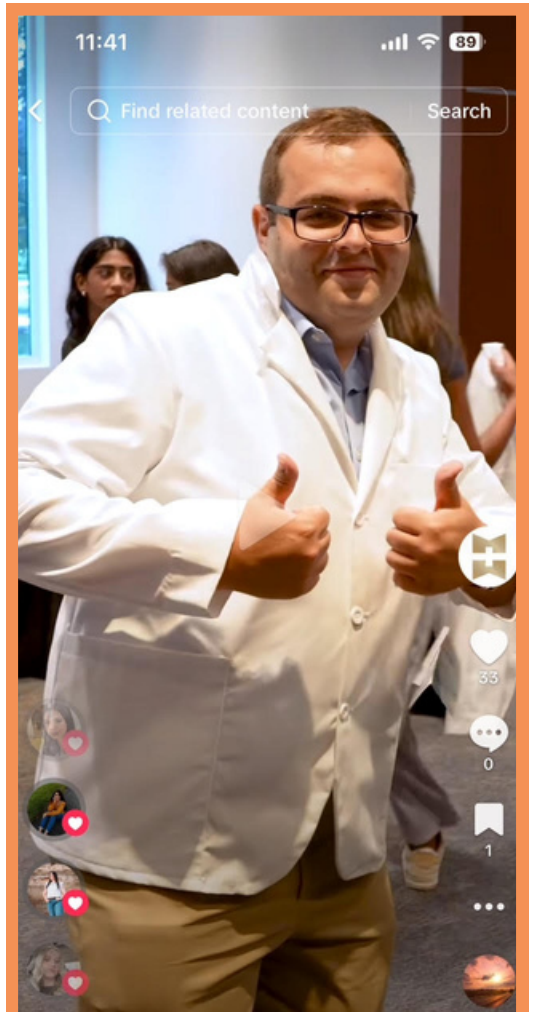
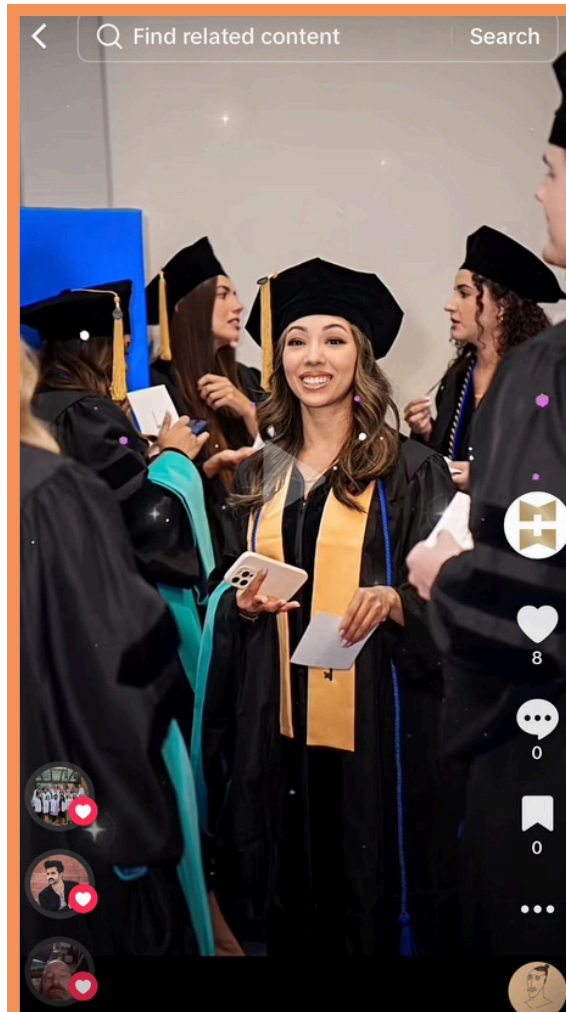
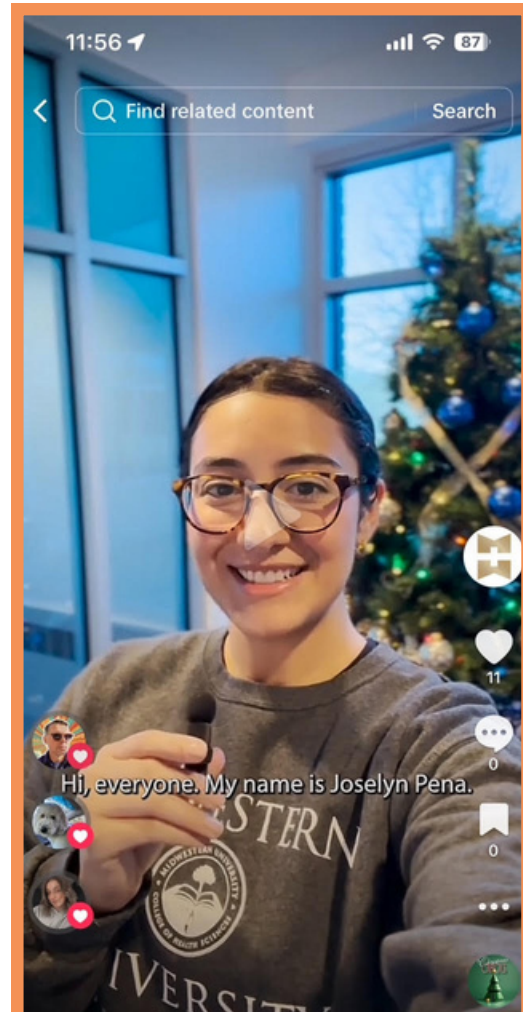
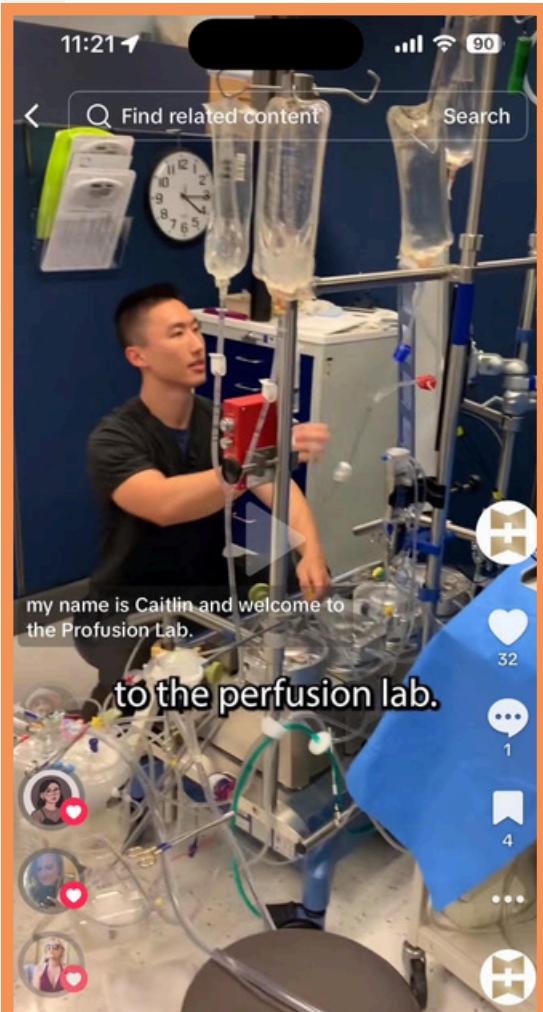
# What's Your (Hook, Line, and Reel) Story?

## Emotive Story Categories That Hook Viewers

Technology & Labs

Day in the Life

Event-Based Reactions








# Hook, Line, and Reel Feel

Don't forget about your thumbnails!




Home Videos Shorts Live Playlists




Welcome to Midwestern University!

37 views · 2 days ago




Tips On Keeping Your Child's Eyes Safe | Midwestern University

27 views · 8 days ago




Veterinary Medicine Program at Midwestern University

38 views · 9 days ago



The College Tour on Amazon Prime Midwestern University


58 views · 10 days ago



Learn About the Top 5 Dental Conditions in Pets


19 views · 2 weeks ago






OCCUPATIONAL THERAPY MONTH

134




Moo!

219




National Pet Day

120




Day in the Life During Ramadan

182




Public Health Week

189




WOMEN'S MONTH

148




Tomorrow's Healthcare Team

913



PA Students Scalpel Skills


973



MATCH DAY 2024


624






PharmAcademy 2024

6,397




THEN and NOW

12.3K




Health Careers Institute

7,640



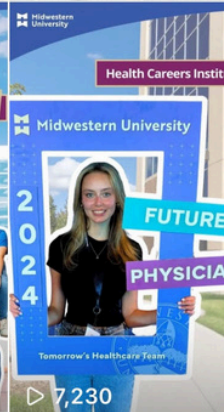
Pride Month 2024

10.7K




Health Careers Institute

11.9K




2024 FUTURE PHYSICIAN

7,230




Mobile Veterinary Clinic

10.1K



Congratulations Class of 2024!

14.3K



Commencement 2024 Glendale, AZ

7,631



# Thank you!



Steve Ziemba  
Social Media Manager

