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5 Ways to Attract Prospective Students with Content

And how you can use this to out-recruit your competition

Top 3 most helpful tools when applying

- **21.1%** The school's website
- **14.1%** Social media
- **11.1%** Campus map

Website content they want to see more of

- **33.7%** Interactive content
- **17.6%** Virtual experiences
- **14.6%** Videos

Virtual tours help get applicants on campus

15.6% Not Helpful   19.6% Neutral   64.9% Helpful
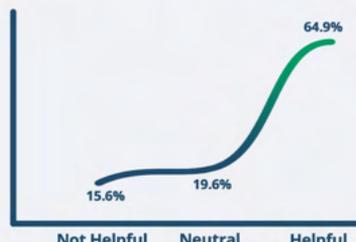
Their go-to social medias

- YouTube **13.6%**
- TikTok **24.6%**
- Instagram **16.1%**
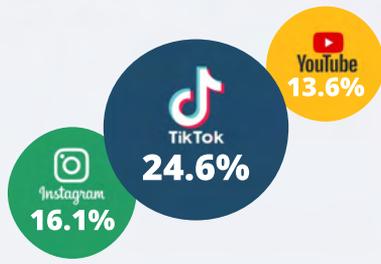
Social content they want to see more of

- **19%** Campus TikToks
- **21%** Day in the life videos
- **17%** Classroom lectures
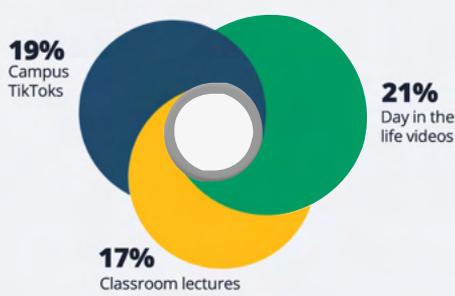
So what does this mean?

## Your applicants want to know what life is like on campus.

And the more content that you can show them, the better. Your applicants want to feel like they will fit in with your university. Supply them with the content that they are looking for and help make them comfortable on your university before they get there.

How do you do that?

1. Request student-generated content

Host a contest where students submit "day in the life" videos and give awards to the best three. You will have a library of user-generated video content for your social media channels.

2. Create a 360° Tour of your campus

360° Virtual Tours are the best way to show off your campus. No amount of static images or videos will come close to the same experience. Virtual tours can help applicants experience campus before actually being there.

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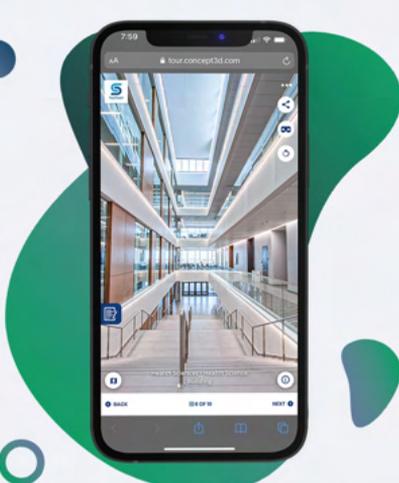
3. Make an Interactive Campus Map

Remember how campus maps were one of the most helpful tools for applicants? It could be because a strong and interactive campus map empowers students to explore on and off campus.

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Want to learn more about how to show off your campus online?

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