

Social Media Checklist for a Successful College Move-in Day



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As college or university administrators, one of your main goals is to ensure a seamless move-in day experience for new students. Social media offers an excellent platform to communicate, engage, and create a sense of community. Here's a checklist to help you leverage social media effectively for a successful move-in day:



1. Pre-Move-In Announcements

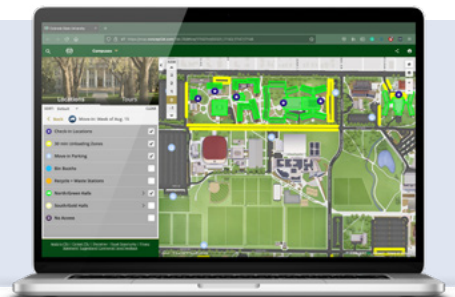


1.1 Post Regular Updates:

Start by sharing regular updates about move-in day procedures, including check-in times, locations, and what to bring. Use engaging visuals and infographics to make these posts more attractive and digestible.

1.2 Share Move-in Guides or Maps:

Simplify the move-in process by sharing digital guides or maps of the campus. Tag the posts with relevant locations to help students and parents navigate more easily.



2. During Move-In Day



2.1 Live Updates:

Live-tweet or live-post on Instagram Stories throughout move-in day. This can include sharing photos or videos of the day's events, answering FAQs, or showcasing behind-the-scenes efforts from staff.

2.2 Encourage Student Generated Content:

Motivate students and parents to share their move-in experiences using a custom hashtag. Feature this user-generated content on your institution's social media channels.



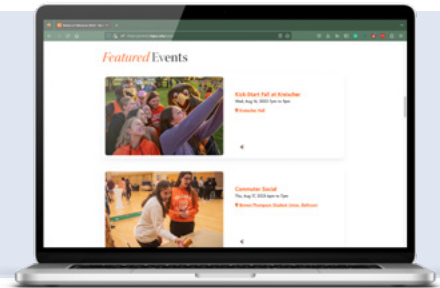


2.3 Showcase Campus Facilities:

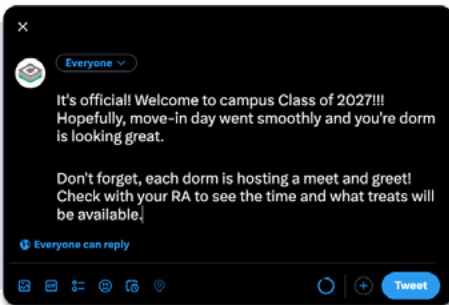
Highlight the various amenities and services your campus has to offer. This helps new students familiarize themselves with the campus and also builds excitement.

2.4 Promote Welcome Week Events:

Showcase all of the exciting events happening on campus. This provides new students with a way to find and connect with other students that share similar interests.



3. Post Move-In Engagement



3.1 Welcome Messages:

Post a welcome message to all new students once move-in is complete. This could be a simple text post or a video message from a notable faculty member or student.

3.2 Share Highlights:

Create a video or share photos highlighting the best moments from move-in day. This not only serves as a memento for students and families, but it also showcases your institution's community spirit.



3.3 Ongoing Engagement:

Continue to use social media for ongoing communication and engagement, keeping students informed and involved in campus activities and events.

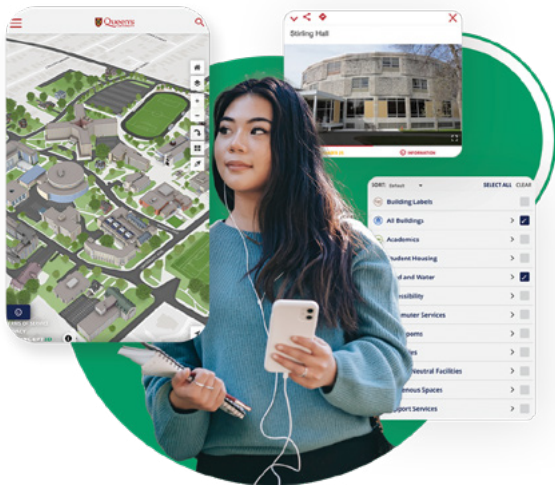
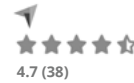
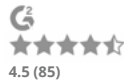
Remember, successful social media engagement involves consistent communication, authentic interaction, and responsiveness. Make the most of these platforms to create a welcoming, informative, and engaging move-in experience for your new students.



About Concept3D

Concept3D transforms your campus online through an elevated, university-branded experience for student events, interactive mapping and virtual tours all on one, centralized platform. Concept3D empowers over 700 universities and colleges with a digital-first approach to campus communications, navigation and recruitment. Higher ed professionals have trusted Concept3D for over a decade to help captivate audiences and deliver an enhanced student experience.

We Serve 700+ Clients



Interactive Maps

Our market-leading mapping solution is designed to showcase your campus and exhibit your on-site experience through immersive, interactive, visual communication.

[Learn more](#)

Localist Events

Centralize your campus events into one fully-branded calendar, making it easier for your campus community to organize and promote events.

[Learn more](#)


360° Tours

Our immersive virtual tour will engage your audience, showcase your location and better tell your story. Now, future students can feel what it's like on campus from wherever they are!

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