

May 26th, 2022

How to engage with your students better than TikTok

earnest

How many cups of coffee have you had so far today?



Players, type your answer!

If you were given a choice between these gifts, which one would you take?

17



▲ \$10000 for home improvement

◆ \$20000 vacation fund

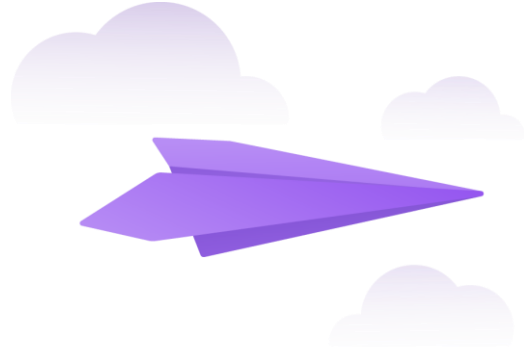
● \$15000 towards a new car

■ \$12000 towards therapy

Houston, we have an attention problem.

With calls, email, texts, letters, and tweets, you might wonder how students still miss your messages.

Students are overstimulated and if you want your message to be heard, **you have to think like a social media company.**



We have the same problem you do

When students do well, we all do well.



**When students do
well, we all do
well.**

Student Loans

Application that is written in a language that students can understand, low rates, flexible payment options, and helpers that can answer questions.

Refinancing

Honesty about the impact of refinancing federal and private loans with a private lender, low rates customized to each client.

Going Merry

Scholarship and financial literacy tools.

On a scale of 1-10, how mobile friendly is the financial aid side of your school's website?



Players, type your answer!



Rosemary Martinez-Kepford

Senior Account Executive, Campus Partnerships



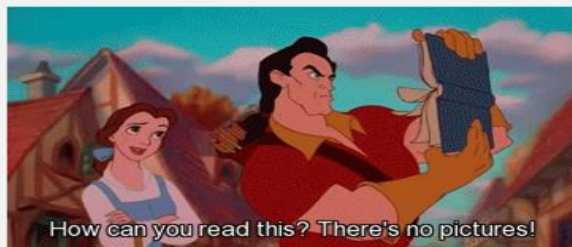
Tim Young

Director, Campus Partnerships

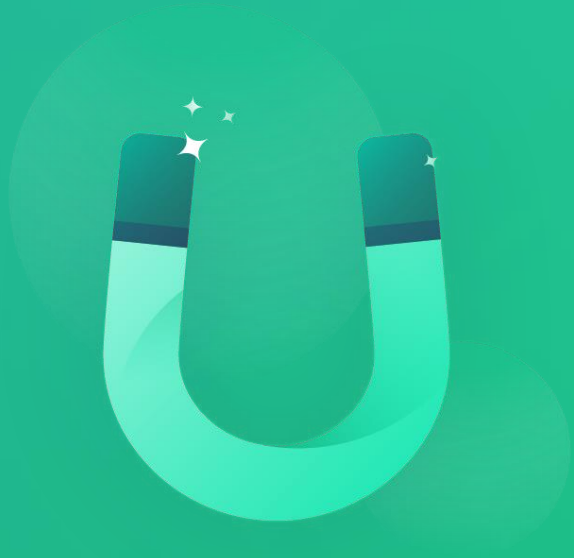
Agenda

- 1 How TikTok captures & holds attention
- 2 TikTok tricks
- 3 Text Tactics
- 4 The power of reviews
- 5 NPS Hacks
- 6 Leveraging Surveys
- 7 Chatbots
- 8 Social Media
- 9 Etiquette

How often do you think 20-34 year old's' read a day?



Players, type your answer!



**Capture their
attention**

Are you familiar with TikTok? Is your school using it?

18



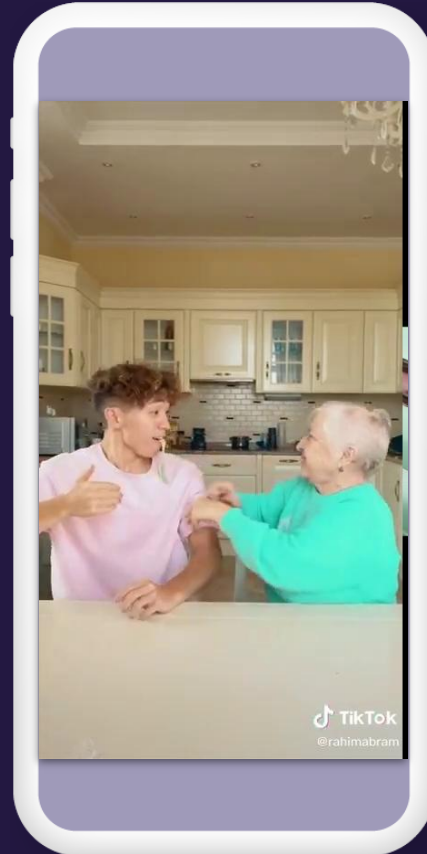
▲ Yes, yes

◆ Yes, no

● No, yes

■ No, no

This, is TikTok.



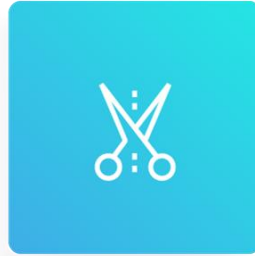
And also this.



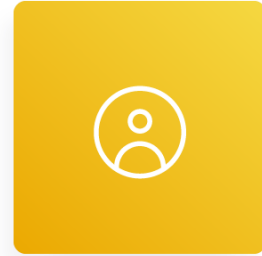
Why is TikTok so successful?



Convenient

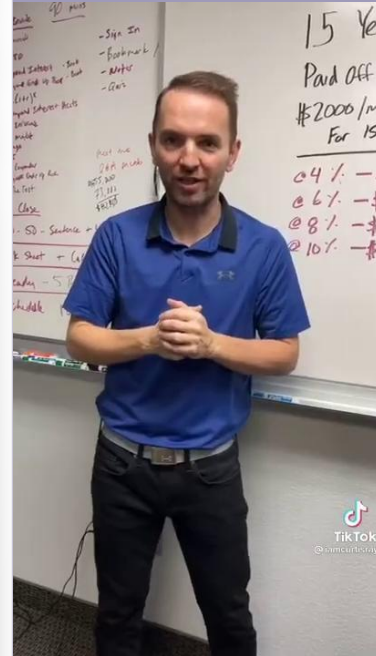


Clipped



Customized

Personal Finance on TikTok



Tik-tricks to Borrow

- Create a FAFSA facts video with 5 most important FAFSA questions
- Put a face to your office. Introduce you and your staff
- Important deadlines to remember in the financial aid process



Texting on autopilot

Is anyone using texting today as a way to talk to students?

17



▲ Yes

◆ No

Texting Tips

- No need to use your personal phone number
- Anyone with access can pick up the conversation if you're not available.
- Set guidelines for texting hours, opt-outs, etc.
- Common text platforms: Mongoose, MessageLaunch, and SlickText
- There is a fee, but it's easy to implement and we've found the results far outweigh the cost



**Harness the
power of reviews**

Do you use any kind of review process to see how you're communicating with students and families?

10



▲ Yes

◆ No

Digital word of mouth

Today, most people don't go to a new restaurant without looking it up first. We see reviews with rideshare, travel and even student loans, and refinancing. At Earnest, we work with an independent platform called Trustpilot for **unbiased reviews.**



Do you read reviews before buying or using a service?

17



▲ Yes

◆ No

Engage with students via NPS

The NPS score stands for Net Promoter Score. It can measure a student's willingness to engage with you.

Resource: <https://delighted.com/nps-calculator>





Have you ever heard of an NPS score?

18



▲ Yes

◆ No

Engage with students via NPS

Resource: <https://delighted.com/nps-calculator>

Gain insight

See what students think of you and if they're getting what they need

Save time

This can also be used to enhance research on vendors and service providers you evaluate

Get scientific results

The NPS is standardized and it's a scientific way to measure satisfaction

Have you ever seen or done a TrustPilot review before?

13



▲ Yes

◆ No



Earnest

Reviews 4,980 • Excellent



[earnest.com](https://www.earnest.com)
Visit this website



Earnest



4.7 ⓘ

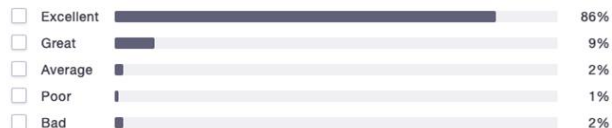


[Write a review](#)



Reviews 4,980

Filter by: [Rating](#) [English](#)



[All reviews](#) [process](#) [rate](#) [student loan](#) [loan](#) [interest rate](#)
[customer service](#) [experience](#) [time](#) [payment](#) [service](#) [application](#)
[company](#) [question](#) [application process](#) [website](#) [year](#) [lender](#)

Business Transparency

Claimed their Trustpilot profile: June 2018. ⓘ

Verified additional company details ⓘ

See how this company has been using Trustpilot for the past 12 months

Asks their customers for reviews — whether positive or negative. ▾

Pays to access extra Trustpilot features. ▾

Typically replies to negative reviews in 1 week or less. ▾

Has replied to 93% of their negative reviews. ▾



NICHOLAS NOCIFORFO

1 review US



Verified

3 days ago

Great Rates!

For once, one of the low rate offers you get in the mail actually came through! I secured a rate that was lower than advertised and I am thrilled to be both lowering my monthly payments AND shortening my loan period!

[Useful](#) [Share](#)



EG

1 review US



Verified

4 days ago

Easy Process

The application was easy to complete and the terms were easy to understand. The school received the funds quickly and I was able to start my semester without concern over payment. I would highly recommend this company.

[Useful](#) [Share](#)



Our NPS Scores for the last 6 Months

Aug	Sept	Oct	Nov	Dec	Jan
74.1	70.6	83.1	73.4	68.3	62.5



**Outsource
the work of
reviews**

Take a survey

Why **work harder** when you can work smarter?

Surveys are a quick way to identify trends, questions, and concerns.



Survey best practices



Simple



Fast



Helpful

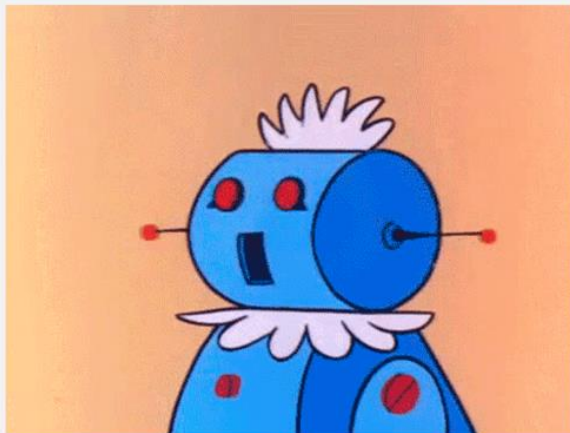
Let the bots handle the little things

- Instant gratification — students get answers quickly, right when they encounter a problem
- No need to navigate off the school website, they stay engaged
- Makes is easier to search dense websites and FAQ sections



Are you familiar with bots? And if so, is your school using them?

17



▲ Yes, yes

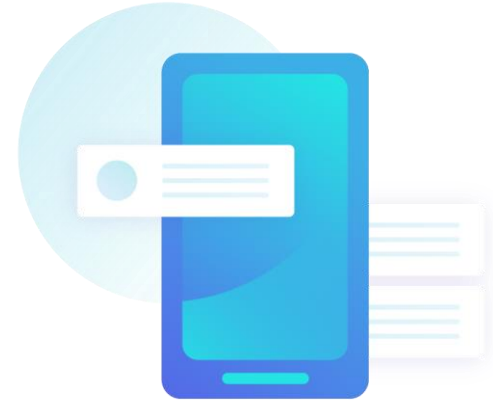
◆ Yes, no

● No, yes

■ No, no

Outsource Twitter Updates

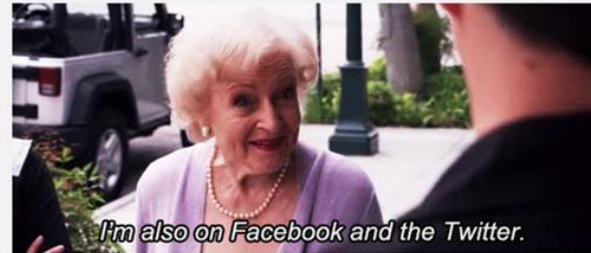
Twitter is **the perfect platform for sharing updates** with the Tiktok generation. It's brief and to the point. In fact, Twitter has the most news-focused users according to the [PEW Research center](#).





Does your school use Twitter?

16



▲ Yes

◆ No

Make Twitter Work for You

- Create a content bank of tweets that include deadlines and important updates
- Use relevant hashtags. Find hashtags using the free: **<https://keywordtool.io/twitter>**
- Schedule the tweets in the Twitter platform

Social Media Etiquette

- Don't overdo it, one update per day is more than enough
- Post regular updates, at least once a week
- Be brief
- Be yourself

That's it!!!!

earnest