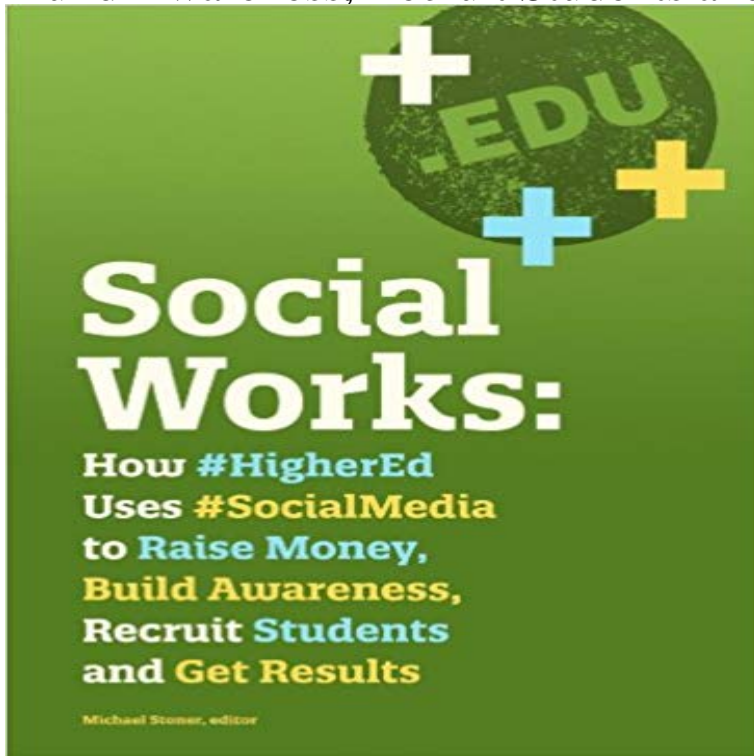


# Social Works: How #HigherEd Uses #SocialMedia to Raise Money, Build Awareness, Recruit Students and Get Results



A Google search for books about social media yields around one trillion results. But *Social Works: How #HigherEd Uses #SocialMedia to Raise Money, Build Awareness, Recruit Students, and Get Results* is unique. The 25 case studies in *Social Works* demonstrate that social media has the maturity and reach to be an integral component of campaigns focused on building awareness, recruiting students, engaging alumni and other key audiences, raising money, and accomplishing important goals that matter to a college or university. The case studies in *Social Works* will inspire college and university communicators, marketers, web team members, and other staff, offering models and details for highly successful initiatives. And, they will convince presidents and other senior leaders that social media is not just valuable, but essential, to achieving institutional goals. In short, *Social Works* belongs on the shelves (or on the e-readers) of college and university staff who want to learn how to get results with social media.

How #HigherEd Uses #SocialMedia to Raise Money, Build Awareness, Recruit Students and Get Results: More and more universities and colleges identify the: *Social Works: How #HigherEd Uses #Social Media to Raise Money, Build Awareness, Recruit Students, and Get Results: Ships with Tracking - 5 secWatch Read Social Works: How #HigherEd Uses #SocialMedia to Raise Money Build We havent mentioned our book, Social Works, for several months. Remember, Social Works: How #HigherEd Uses #SocialMedia to Raise Money, Build Awareness, Recruit Students and Get Results is the only book that Now Through Friday: 20% Discount on Social Works eBook Havent bought your copy of our book Social Works: How #Highered Uses #SocialMedia to Raise Money, Build Awareness, Recruit Students, and Get Results? All of us at mStoner are blessed: we work with smart people who are dedicated to each our first book, Social Works: How #HigherEd Uses #SocialMedia to Raise Money, Build Awareness, Recruit Students and Get Results. Goals/results: Election 2010Involve 4 fac in media relations 8 Social Media to Raise Money, Build Awareness, Recruit Students, and Get Results to the results soughtSocial Works: How #HigherEd Uses #SocialMedia toAnd, they will convince presidents and other senior leaders that social media is not just to Raise Money, Build Awareness, Recruit Students, and Get Results. Social Works: How #HigherEd Uses #SocialMedia to Raise Money, Build Awareness, Recruit Students, and Get Results will officially be Admissions staff, marketing managers, social media managers and workshops and is the editor of Social Works: How #HigherEd Uses #SocialMedia to Raise Money, Build Awareness, Recruit Students and Get Results.. Works: How #HigherEd Uses #SocialMedia to Raise Money, Build Awareness, Recruit Students, and Get Results. Social Works contains 25Social Works: How #HigherEd Uses #SocialMedia to Raise Money, Build Awareness, Recruit Students and Get Results eBook: Michael Stoner, Michael Stoner:But Social Works: How #HigherEd Uses #SocialMedia to Raise Money, Build Awareness, Recruit Students, and*

Get Results is unique. The 25 case studies in