



WISR VIRTUAL COMMUNITIES

Ongoing Engagement Strategy

May 9, 2023

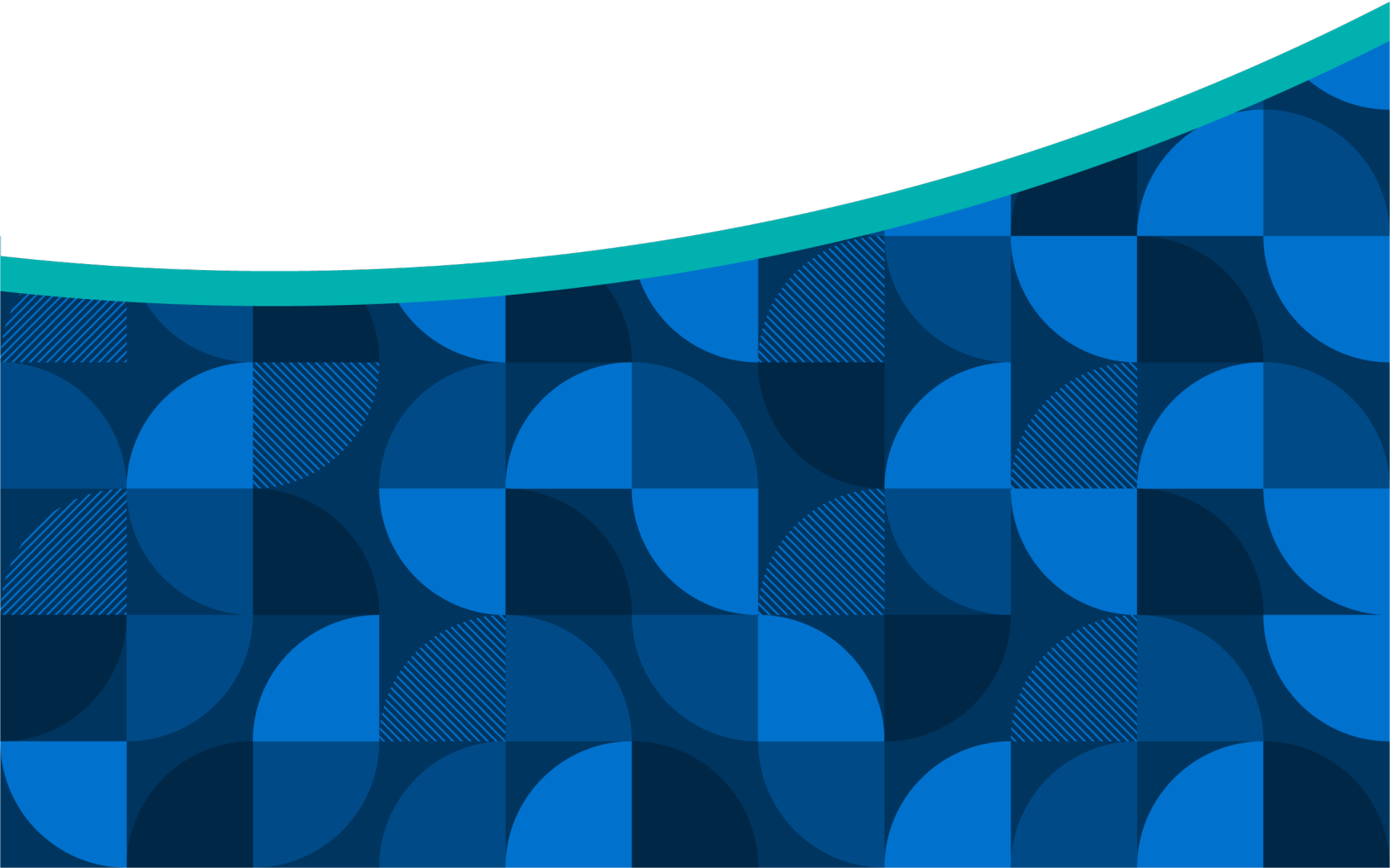


Table of Contents

The following guide provides strategies for engagement to support the Wisr virtual communities you have established. Once your site launches, students will spend their time getting acclimated to your institution’s virtual space. The important next steps for a successful launch and ongoing success focus on the ability to warmly welcome prospective or admitted students and provide a steady and timely flow of engaging content and posts.

Note: Don’t be shy about experimenting with the cadence, content, and community topics!

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Before you begin:

Please note the recommendations in this guide can apply to your various student leaders, including:

1. Student ambassadors
2. Student mentors
3. Orientation leaders



Core Components

Whether you are just launching your Wisr Virtual Communities or are mid-cycle, ensure that you are always implementing core best practices.

Foundational Checkpoints:



Download the Mobile App

Encourage student ambassadors/mentors and prospective students to download the iOS [Wisr Communities mobile app](#) to receive push notifications and message in real time.



Manage Expectations

Set the tone that Wisr is a place to get important updates, connect with peers, ask questions, access upcoming events, and truly find a space where they belong.



Secure Trust

Remind students that this is a safe space and that all are welcome. Keep it peer-focused to help students feel like the “adults aren’t watching.”



Complete Profiles

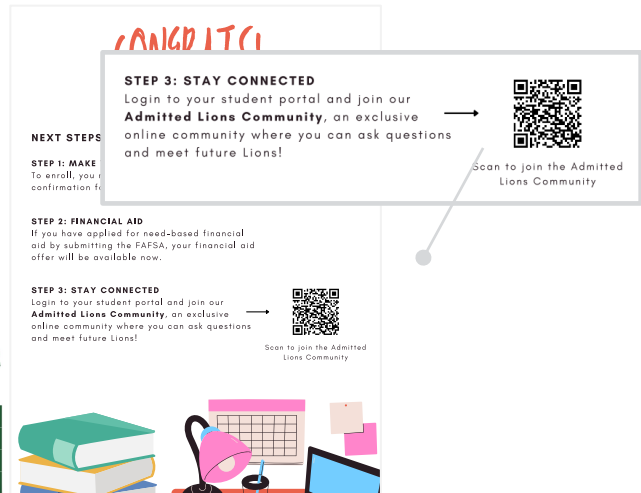
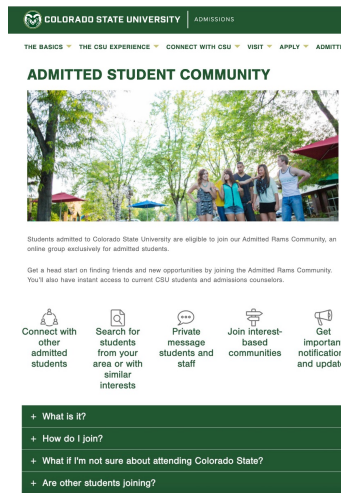
Ensure your (1) student ambassadors/mentors have completed their profiles to share interests, involvement in clubs, organizations, jobs/internships, and/or anything else they want to include and (2) prospective students check off their goals.



Maximize Visibility

Prominently display on your .edu, add to flyers/admitted student brochures (we recommend using a QR code), send invitations on an ongoing basis, encourage students to “join” communities to stay up to date on trending topics via digest emails. Send invites as early as you can and as often as you can.

Tip: Let us help support your invite strategy with Wisr-Hosted invites. Contact your Partner Success Manager to learn more!



Track Success

[Keep communities exciting](#) and don't be afraid to pivot or take risks.



Connections

The opportunity for prospective and admitted students to build 1x1 peer relationships is a powerful and effective feature of Wisr. Welcome new students to your Wisr Virtual Communities and build peer relationships through *Connections*.

Connection Messages Should:



Welcome students to the virtual community and inform them of all the great resources they can find there.

Example: "Welcome to Bear University! We're glad you joined so you can meet future classmates, join groups that interest you, and register for upcoming events!"



Encourage students to join relevant communities.

Specify at least one community to join by using the [Bulk Invite to Communities tool](#) and [Dynamic Landing Pages](#).



Form a direct connection (leverage what you know about a student).

- Explore Their Goals—"Looks like you were wondering about getting registered for classes. What questions do you have about course registration?"
- Identify Their Interests—"I saw you play soccer currently—I'm on the soccer team here at Wisr U! Are you thinking about joining the team?"
- Engage in Communities—"I saw you are going to be living in Smith Hall next year! I lived there my first year and can answer any questions you have about the dorm."



Ongoing Follow-Up. Life gets busy, so check back on a student who hasn't responded.

Example: "I noticed you didn't join that community I suggested, and I want to make sure I'm helping you..."

Tip: Be sure to use the @ Mentions feature to tag specific community members in relevant posts and discussions.

10-15

Strive for **10–15 direct connections per student ambassador/mentor in week 1** to ensure prospective students receive direct outreach.



Pull a list of "members without a connection" and **assign specific students for ambassadors/mentors to connect with directly** on an ongoing basis or **remind ambassadors to do this on their own** using the [Ambassador Dashboard](#).



Content and Execution

There are many factors that go into building engaging content and sharing it on a consistent basis. Student ambassadors/mentors will be the main content creators, especially in the early days of your virtual communities, and it is important to keep them excited about being a part of your program. Help them succeed by sharing guidance around activity and examples of what's worked, the ways Wisr is here to help gain visibility, and real-life topics/themes to help with a consistent flow of content.

Keep Student Ambassadors/Mentors on Track:

Think of different ways to keep student ambassadors/mentors engaged:



Spark creativity with themes and topics to consider (more on [pages 10–16](#)).



Offer giveaways to inspire certain actions (student with the most connections will receive a T-shirt, gift card, etc.).



Add recurring weekly calendar reminders for your student ambassadors/mentors' tasks for setting time to make connections, answer posts, and participate in events (e.g., live chats).

Note: This should be based on a defined content distribution/assignment calendar.



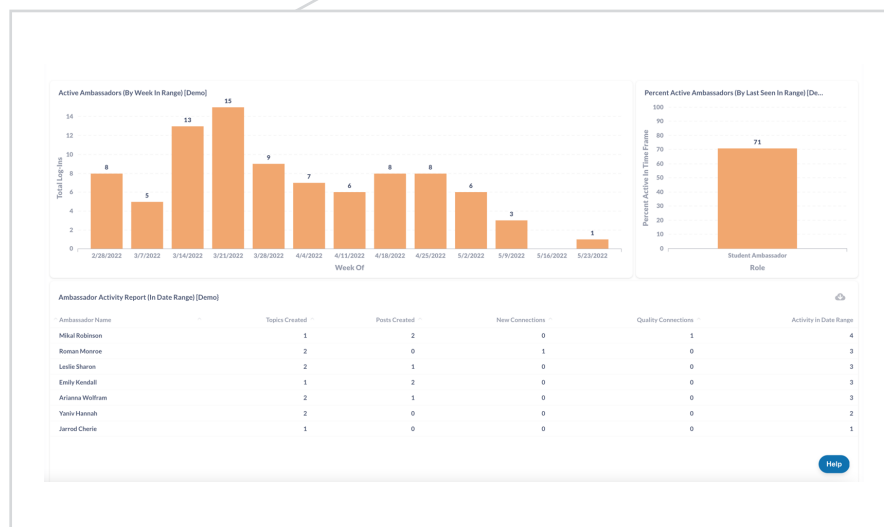
Help students feel empowered to take risks and get creative! Provide them with enough context and content to seed topics and themes —but let them take it from there!



Use your Student Ambassador Leaderboard to foster friendly competition.



If not doing so already, consider making student ambassador/mentors part of a paid program.



Give Student Ambassadors/Mentors Content Guidelines:

We recommend giving your student ambassadors/mentors guidelines to provide direction and manage expectations. While the number of connections and posts is completely dependent on your institutional goals, student ambassador/mentor bandwidth, and your available content—we can recommend a starting point:

4-6

Challenge student ambassadors/mentors to take 4–6 self-guided actions per week (post/reply to discussions/topic creation/1x1 connection)



Share a defined minimum time commitment per week/month based on your student ambassador/mentor-to-prospective student ratios.
For example: Level 1: 2–3 hours per week and 1 one-hour event a month

Actions to Take:



[Create a content calendar](#), and if possible, assign student ambassador/mentors to a theme/week/piece of content Get started with this [EAB content calendar template](#).



Build and share a list of approved .edu pages/existing content/upcoming events for quick access on hot topics (such as due dates, specific programs, etc.) that student ambassadors/mentors can drive prospective students to

Note: We recommend building Excel document(s)/Google sheet(s) and linking to them in your Student Ambassador community.



Assign student ambassadors/mentors to be a Community Leader in specific communities so that there is at least one person to manage posts and activity

Note: We recommend doing this on an ongoing basis such as biweekly on a specific day so that student ambassador/mentors can anticipate and plan for this on their to-do list.



Share popular post types that result in the highest engagement. Posts that...

- ▶ End with a question to prompt reactions
Example: How are you feeling about going away to college? What are you looking to explore when coming to or looking at school?
- ▶ Allow students to react/respond with just an emoji
- ▶ Have video (hosted on YouTube) and photos to diversify media
- ▶ Include topics from 1x1 discussions into larger communities. If one student has the question, it's likely others do as well!
- ▶ Ask members to simply reply with topics they want to hear more about
- ▶ Drive to communities and events

Note: With all the information available in Wisr, it could be overwhelming for prospective students to know where to start. Have student ambassadors/mentors guide prospective students on where they should go based on what they know about them.



Encourage student ambassadors/mentors to partake in dialogue with each other through discussion replies. Don't forget to use the [@ Mentions feature](#) to tag specific people!



Include hosting events, such as "Ask me Anything" drop-ins as part of their schedule

Email Digests

Wizr will automatically send nudges (via email digests) to onboarded students based on their engagement.



51%

Open rate for email digests from Wizr

Positive Nudges

- ✓ Congrats on joining
- ✓ Celebrate joining communities
- ✓ Email Digests and trending topics
- ✓ Event Digest email

Reinforcing Nudges

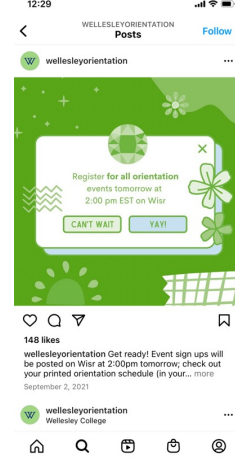
- ✓ No connections
- ✓ No posts
- ✓ No log-ins for a while

Keep Content Coming

- Determine the [types of content](#) to include in posts, discussions, and events

Note: Admins can schedule discussion topics to post later. See how [here!](#)

- Ensure you're consistently driving to Wizr in other channels (social media, your .edu, etc.)
- Leverage the content that exists from across your institution and align it to promote in your communities, e.g., YouTube, social media, your .edu campus partners and programs, etc.



- Consider a weekly theme based on where you are in your cycle. What topics are most relevant for that week?
 - Deposits due? What are the next steps for students?
 - Upcoming webinar on housing selection? What are some FAQs about housing?

Note: We have included topics and themes to consider throughout the year on [pages 10–16](#). We've also built a [content calendar template](#) for you to use.

Bear Beginnings: What to expect!



Bear Beginnings has officially launched! Each week we'll cover a new theme with daily content.

Monday: Membership Monday (Highlighting student organizations that folks can join on campus)

Tuesday: Talk to us Tuesdays (Show your Bear pride)

Wednesday: What's for Dinner Wednesdays (Participate in the prompt to for a chance to win Bear Bucks, sponsored by Bear University Dining Services)

Thursday: Together Thursday (Highlighting campus partners & success resources for incoming students)

Friday: First-Year Friday (Highlighting the First-Year experience)

Week One theme: Find Your Place



Calendar of Events

Driving to your events from within Wisr is a great way to keep them centralized and top of mind. Add upcoming activities and important dates to the “Events” tab for the entire network, or create specific events for relevant communities.

Notes on Events:

- ✓ You can [bulk upload](#) your events into Wisr
- ✓ You can leverage Wisr to support a live feed during events and for real-time engagement

This discussion is part of 30 Bear Days of June, join below:

Master Class with Amy Denza:
Writing from the Inside Out and the Outside In



Welcome to our first live event of the 30 Bear Days of June!
 What a great session! Thank you for tuning in and asking excellent questions. We can't wait to see you again.

84 Replies

Hannah Treeseater Admitted Student Apr '20
 What is the format of creative English classes? How does the classroom work and function?
 0 Replies

Alyssa Barten Admitted Student Apr '20
 What are the different concentrations in the English major?
 0 Replies

Brendan Cores Admitted Student Apr '20
 Is it possible to do the Writing Concentration as a second major?
 0 Replies

Mary Porta Admitted Student Apr '20
 I have a passion for creative writing, but as of right now, I am not planning on majoring in it. Is there still a chance that I will be able to get into these very selective creative writing classes? Also, I know that your specialty is nonfiction, but are there any classes that you would recommend for an incoming first-year interested in creative writing? Thank you!
 0 Replies

Ezra Noel Admitted Student Apr '20
 How do you handle or advise students who struggle with your courses?
 0 Replies

- ✓ Wisr users will automatically receive event email digests to remind them of the events you have added to your Wisr site

Hello Bailey,

Check out these events from your communities in Admitted Bears Community.

Happening Soon

Master Class with Amy Denza: Writing from the Inside Out and the Outside In

Thursday, June 30 from 10:00AM – 11:45AM EDT

Location: Bear Network

Registration: <https://your.edu.com>

Description: Hear from Professor Amy Denza, our resident creative writing expert, to learn more on English at Bear University. This session will include a live feed where you may ask her any questions in real time.

[View these events and more in Admitted Bear Community](#)



Themes and Topics to Consider



Based on Time of Year

A Warm Welcome:

Students need a space to access all materials necessary to stay on track and learn more about each other.

My Experience Post: How did you choose this school? What made you feel at home on campus? What was your first week like?

Information Share: How to officially deposit and join your school's community, welcome event dates/deadlines.

CTA: Ask students to introduce themselves via post, share why they chose your school, what they hope to get involved with their first year.

Fun Fact Share: Share info about your first-year experience, famous alums who attended (they are joining the ranks of...).

Emoji Post: Where is your first stop going to be on campus?

☕ Coffee Shop 📖 Library 🏠 Dorms 🏛️ Academic Quad 🍴 Dining Hall

Event: Drive to any upcoming welcome events.

Financial Aid:

For many, cost of tuition is a main factor in college choice.

My Experience Post: Talk about your journey on selecting the school you enrolled at and if tuition was a concern. How did you navigate costs and where did you start? Are there any lessons you learned that you'd like to share?

Information Share: Where to go for financial assistance and how to find a work study job.

CTA: What was the most helpful piece of advice you received when applying for financial aid? Share the wealth!

Fun Fact Share: Did you know there is an appeals process?

Emoji Post: Who filled out their FAFSA? Respond with a 👍 thumbs up (yes) or 👎 thumbs down (no/not yet).

Event: Drive to any upcoming Financial Aid events big (general info shares) or small (intimate group sessions to help with specific situations).

Roommate Search:

It is likely that students will be looking for someone new to live with.

My Experience Post: How you found your roommate/what was your experience living with a roommate? Any tips you can share on living with someone?

Information Share: When roommate requests are due, housing assignments/notifications.

CTA: Post if you're looking for a roommate!

Fun Fact Share: How many first-years live in singles/doubles/triples etc.?

Emoji Post: Who has shared a room before? 👍 Yes 👎 No. Are you a night owl 🦉 or early bird 🐦?

Event: Drive to any upcoming socializing events.

Based on Time of Year (Cont.)

Registering for Classes/Academic Advising:

It can be overwhelming to know where to begin and where to find help when registering for classes or deciding what classes you should take.

My Experience Post: What was your experience registering for classes? Where did you start and where did you get help to register for classes—set the scene for what students can expect. Did you add/drop any classes?

Information Share: How to contact advisors, pick majors and add/change classes, what does it mean to *drop* a class?, "withdraw vs. drop."

CTA: What are you most nervous and excited about during your high school-to-college transition? What classes are you most excited about in your area of study?

Fun Fact Share: You don't need an academic advising appointment; you can just pop in! Did you know Math 140 goes to "X" for the final exam? If you need help or guidance, make sure you check out the peer advising side of the library. They can help prep you for tests and give you some awesome advice. Best part? Some professors give you extra credit/participation points for stopping by.

Emoji Post: Are you an early morning student 🌅 or do you prefer night classes 🌙? Throw your emoji below or post a ? if you are unsure!

Event: Schools may have a section of orientation dedicated to course registration. If so, this is a great event to drive students to, as well as any academic advising fairs or events.

Create Excitement Around Orientation/Welcome Week:

Students want to know what to expect as they begin their college experience.

My Experience Post: Talk about your experience at orientation and any friendships/connections made. Why it was so important to go, and what was your most exciting takeaway? Talk about your favorite orientation experience.

Information Share: What students can expect during orientation and how to prepare. Share where to find all information/schedules for orientation. Remind students to do "X/Y/Z" before orientation and welcome week.

CTA: Which events are you most excited about during welcome week? Has anyone ever done "this specific orientation activity" in the past? What's your favorite concert you've ever been to (highlighting a musical act during welcome week).

Fun Fact Share: Share what cool activities are available to incoming first-year students. Highlight any extra special events, e.g., concert, foam party, silent disco, pool games/activities, sports tournaments, etc.

Emoji Post: You're about to come to college and meet some lifelong friends. Which emoji best describes your feelings/excitement, coming to campus for the first time as a student?

Event: Drive to events around what you want to highlight for first-year students.

Residential Life/Living on Campus

Residence Life:

Students want to know about where they will be living.

My Experience Post: Where did you live your first year? What was doing laundry like? What was it like to be in coed dorms? What was having an RA like, and how did they help you? What item can't you live without in your dorm?

Information Share: How to apply for housing, how to request a specific hall, move-in dates, move-in checklists.

CTA: Post if you're looking for a roommate!

Fun Fact Share: Give a tour of the dorm and share tidbits on what you know about it. Interesting history to any of the dorms (famous alums who lived there)?

Emoji Post: Living on 🏫 campus, at 🏠 home, or ? other?

Event: Drive to any upcoming socializing events, ResLife Webinars.

Living on Campus:

Students want to know what to expect when it comes to living on campus.

My Experience Post: What is it like living on campus? Is there a must-have item you brought to college? What is it like to be there in winter vs. spring? What's the safety like?

Information Share: Provide information on living and learning communities, drive to safety information (such as security measures and entry cards).

CTA: What questions do you have about living on campus and what it's like?

Fun Fact Share: Our school offers free self-defense classes!

Emoji Post: I became a microwave expert! What's your favorite microwavable meal or snack that you can make in the dorms? Respond with an emoji! 🍱 🍕

Event: Drive to relevant events around campus life.

Dining:

Students want to know what to expect when it comes to dining on campus.

My Experience Post: How is dining on campus? What's your favorite dinner? What meal plan do you have? Are there certain dining halls that cater to certain dietary needs?

Information Share: Meal plan options, late night food options, where to get the best ____ on campus, how to choose a meal plan.

CTA: What's your favorite go-to breakfast order?

Fun Fact Share: XX Meal plan comes with extra points that you can use in the Union!

Emoji Post: What's your favorite go to breakfast order (respond with emoji)? 🍳 🥞

Event: Drive to relevant events/information shares around dining on campus such as dining hall tours and unique food options (e.g., a look into the local farm that dining hall vegetables come from).

Residential Life/Living on Campus (Con't)

Getting Around:

Knowing the campus and general insight into where things are/transportation options is important.

My Experience Post: When you first arrived on campus, were you anxious about getting from class to class in time? Did you struggle to find classrooms or the right bus to get you there? What did you do? How was it adjusting to driving vs. walking to places?

Information Share: First-year parking options, where to find bus schedules, transportation options both on and off campus.

CTA: Ask students to share their classes and provide inside tips on getting from point A to B (maybe a walkway that's not on the formal campus map gets you there quicker or a bus route that will get you there faster).

Fun Fact Share: Are there ride share options like Uber/Lyft or perhaps students who drive on campus for a small fee?

Emoji Post: How do you plan to primarily get around campus? 🚌 bus 🚶 walking 🚗 car

Event: Drive to events such as a virtual campus tour.

Budgeting Money:

For many, this is the first time they will be overseeing their own budget.

My Experience Post: Talk about the transition to financial independence and how that was for you. Was this your first time getting a credit or debit card? Were there any lessons you learned that you'd like to share?

Information Share: Where to get student discounts near campus, tips on saving money on books (e.g., waiting to buy until you confirm you're staying in a class), budget template.

CTA: What do you think will be the easiest and hardest part of budgeting at college?

Fun Fact Share: Did you know {School Name} offers a budget worksheet template and that you can make your own? Here is a downloadable sheet to get started!

Emoji Post: What is your favorite thing to buy? Respond with an emoji! 👕 🍷 🍔

Event: Drive to events around how to budget money and resources to set a budget.

Student Success/Support

Student Success Groups and Resources:

Students want to know how they will be supported through their college experience.

My experience post: Share your experience with campus resources such as tutoring, academic advising, and career pathing – either on campus or virtually. Discuss outcomes of accessing these resources.

Information Share: What finals week activities/outlets are available for students. Explain what peer tutoring is and where you can find a tutor. Resources, guides, or directions to the appropriate offices for success.

CTA: What courses do you think will be the most difficult?

Fun Fact Share: Did you know that students who participate in peer tutoring are 30% more likely to get a higher grade in the course? Did you know that you can get paid to become a peer tutor?

Emoji Post: What facilities and resources are you looking forward to using the most?
✍ Writing Center 🧑🎓 Tutor 📁 Career Counselor 📖 Academic Advisor

Event: Drive students to a specific department or student success focused event on campus. Could be the student involvement fair, etc.

Wellness Support and Resources:

Students want to know how they will be supported mentally and physically through their college experience.

My experience post: Talk about your transition to college life. Talk about mental health and wellbeing resources you've found useful during your college experience. Explain how easy/difficult it was to live with another stranger.

Information Share: Share some tips on how to manage healthy relationships. Talk about the resources available on campus for stress relief and healthy lifestyles.

CTA: What part of college intimidates you the most? What aspect of coming to college do you anticipate to be the biggest adjustment?

Fun Fact Share: Share finals week stress relievers on campus (therapy dogs, food trucks, ice cream sundaes, etc.). Did you know that the office of wellbeing hands out free coupons to "This local store" at certain times during the year?

Emoji Post: What's your go to when you need a "pick-me-up?" Reply with the emoji that brings you the most joy!

Event: Drive students to a specific office on campus. Share "stress relief" events such as a meditation or morning yoga

Student Success/Support (Cont.)

Transitioning from High School to College:

Navigating the general transition from high school to college can be exciting and nerve-wracking at the same time.

My experience post: How did you feel transitioning from high school to college both academically and personally? How did you make friends? Did you take advantage of any programs available to first-year students to avoid common mistakes such as procrastinating on schoolwork, skipping class, taking on too many courses or not asking for help when needed?

Information Share: Share the programs available for first semester transition both academically and socially.

CTA: What are you most nervous and excited about during your high school to college transition?

Fun Fact Share: You will be paired with a peer mentor (upper-level student) who will assist you with making connections and finding the best ways to succeed!

Emoji Post: How are you feeling about the transition to college? Respond with an emoji!

Event: Drive to events around work/life balance such as College 101 or a mentor meet-and-greet.

Getting Involved:

Students want to know about the range of organizations they can join.

My experience post: Talk about your experience with organizations on campus and where you began your search. For example, how you became a student ambassador! Share your favorite activity/club you're involved in.

Information Share: Share resources to learn more about organizations and causes around campus. Share where/how to sign-up for certain clubs/activities

CTA: Who would be interested in joining me for a virtual community service event this summer? Which campus organization or activity are you most interested in?

Fun Fact Share: The campus involvement and activity fair features {#} of clubs and organizations on campus! Did you know you can create your own club/org on campus and receive a budget? There is a {club/org} on campus - anything is possible!

Emoji Post: What are you most likely to get involved in on campus? (Basketball) for intramurals, (Letters) for Greek life, (handshake) for community service, or ? if you're not sure

Event: This is a great opportunity to highlight a student involvement fair/event on campus.

Student Success/Support (Cont.)

Working (on or off campus):

Incoming students want to know job prospect options.

My experience post: Do you have a job? If not, how do you fill your time – are you involved in any other organizations? If you do have a job, where and how did you get it?

Information Share: Drive to resources that help students find a job either on or off campus. Give information around work study opportunities and impact on financial aid.

CTA: Are you planning to work? What places on campus seem interesting to work?

Fun Fact Share: If you work at the school movie theater, you get free admission on Tuesdays! Did you know you can take notes for a class, submit them to the academic support department, and get paid? Did you know that working as a Residence Hall Assistant (RA) will cover your housing? You can opt to volunteer to support accepted students' day and get paid!

Emoji Post: Do you plan on working during your college experience? Drop an 🎓 if yes, 🚫 if not, or !? if you're unsure.

Event: Drive students to any employment fairs or office on campus. Some schools will have a full event for students interested in finding a job on campus.