

# mySchools by Hobsons

Connect with students where they are...on Facebook

Today's evolving social networking tools require an active presence from every college or university. While students are on Facebook for entertainment, schools have to show an actual value in their Facebook presence—publishing relevant content and putting valuable leads right into your system for tracking.

## What's the Application?

The Hobsons EMT Facebook application—mySchools by Hobsons—enables colleges and universities to communicate and engage with prospects/students where they already spend much of their time—on Facebook. mySchools by Hobsons provides your institution with an immediate presence on Facebook... with information from students who install the application linking directly back to your CRM.

## What Does the Facebook Application Do?

- Lets prospects/students access information and personalized content, ask questions, and join events for their selected schools from within Facebook
- Integrates the Hobsons CRM solutions with Facebook
- Pushes personalized content from your school directly to Facebook users based on their unique profiles and interests
- Administrative users at your school can generate reports on the engagement of the Facebook users in different areas of the mySchools application, and ultimately track conversion

## One Facebook “Hub” for Students to Manage the College Search

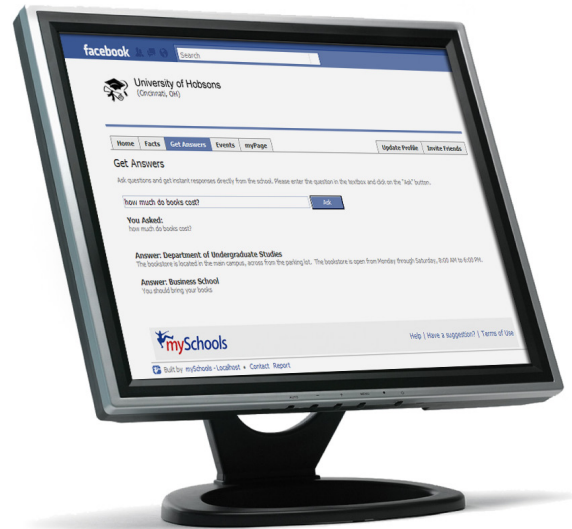
Unlike other Facebook applications, mySchools by Hobsons will allow colleges and universities to push dynamic/targeted content to Facebook users based on their profile and expressed interests. Additionally, a student is required to add only one application to their Facebook profile and still interact with multiple schools; there is no need to install individual applications for each college or university. This allows the student to conduct their college search on preferred schools from one place.

## Seamless Lead Capture Directly from Facebook

Upon adding mySchools by Hobsons to their profile, students' contact information is automatically fed into their selected schools' CRMs. In addition, activity and interaction within the application will be reported on and tracked in the CRM's reporting section.

## The Power of Hobsons' Reach

Hobsons will promote mySchools by Hobsons on its student Web sites, exposing the Facebook application to an average of two million page views every month on CollegeView.com and College Confidential. Schools can promote the application by sending an e-mail to their prospect pool with a link to the application or posting a link on their school's Facebook profile, admissions home page, or any other avenue.



## For More Information

For information on how you can leverage the Hobsons EMT Facebook application, call us at (800) 927-8439. You can also visit us on the Web at [www.hobsons.com](http://www.hobsons.com).