



Facebook application 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, universities 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) enables universities to communicate and engage with prospects/students where they already spend much of their time—on Facebook. The application provides your university 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 university can generate reports on the engagement of the Facebook users in different areas of the Facebook application, and ultimately track conversion

One Facebook "Hub" for Students to Manage the University Search

Unlike other Facebook applications, Hobsons Facebook application will allow 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 universities; there is no need to install individual applications for each university. This allows the student to conduct their university search on preferred universities from one place.

Seamless Lead Capture Directly from Facebook

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