

During this hour-long discussion you'll learn why social media is one of the most effective tools for building brand awareness, increasing customer loyalty, gathering market insight, and providing customer support in the education sector.

Social media is growing rapidly in the education sphere. A survey and white paper, Social Media Marketing in Education, conducted by the Education Division of the Software & Information Industry Association, edWeb.net and MCH Strategic Data, reveals valuable insight into the social media tactics used and valued most by education executives. Listen to this webcast to hear the results of the survey and conclusions of the white paper, and to better understand how the Ed Tech industry is benefitting from the use of social media.

Discussants:

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