

# 10 Unbeatable Ways to Get Students to Love Your Photo Upload

**MyPhoto**<sup>®</sup>

## The Challenge:

Ideally, an online photo upload application should make life simple for students and staff. Students snap a photo with their phone, edit it with a user-friendly web tool to meet quality standards, and submit it seamlessly to the campus card system.

**When students actually use this technology, it's as simple as sharing any social media photo with the world.**

It should be a breeze for your staff too. They scroll through a set of photos and instantly see that each meets quality standards and approve it with a simple click. *You can easily approve hundreds of photos in an hour, as seamlessly as clicking "Like" on Facebook.*

But if students don't end up using it? **The technology is pretty much as useless as a broken Myspace account.** Those long lines in the card office won't disappear. Your staff still doesn't get their break. You don't end up saving resources or much money.

## How to Make Your Photo Upload Application Go Absolutely Viral

Fortunately, most students are pretty natural with technology these days. After all, they literally grew up with it.

But college is a busy time. Distractions can be neverending, like the Internet itself.

The good news is all it really takes is a little encouragement, a few breadcrumbs, maybe some good natured bribery to achieve virtual universal use.



**Here are 10 easy ways to transform the ubiquity of your photo upload application from a slipping Myspace account into a viral Facebook status used by the entire campus.**



## 1. Utilize Orientation & Web Pages Effectively

For students to use an online photo upload application, they need to first know that it exists. That may seem obvious, but you'd be surprised at how little some universities promote their systems! **The administration invests in the technology, installs it, and then somehow expects students to be psychic enough to know it's even an option with little to no notification.**

Tell students at orientation. Don't just mention it in passing. Point it out repeatedly.

Place obvious links to your photo upload application on your website, ideally on several pages through a variety of buttons and links. Make it easy to identify and find. Don't hide it.

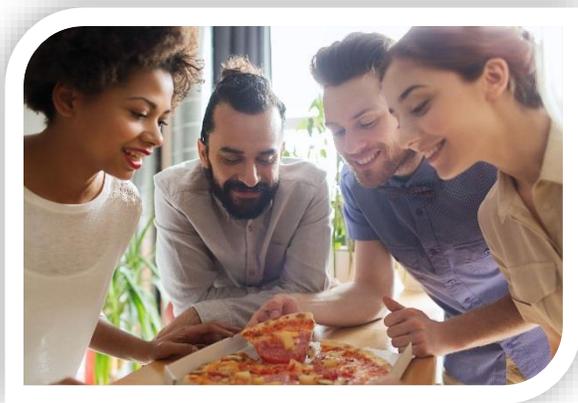
## 2. Promote through Social Media, Email, and Text

Promote the service on social media, including Facebook, Twitter, Instagram, LinkedIn, and Pinterest. You might even consider paid promotional posts.

Send all students an email promoting the service, perhaps even a text if you have the capability. Send follow-up reminder emails and texts for students who have yet to complete the process.

## 3. Plug It on Every College Tour

Make your digital photo upload application a talking point on college tours. *We find this kind of technology to be an attractive option in helping potential students make the right choice when deciding which school to go to.*



## 4. Offer Gifts, Discounts, Freebies

**Everybody loves free stuff or discounts.** Offer free digital coupons for a successful photo upload. You could provide discounts on school merchandise, a free or discounted T-shirt, a discount off textbooks, gift certificates to campus cafes, sandwich shops, or local restaurants. You could even offer a free iTunes or Google Play credit if they submit a photo online through the new application.

## 5. Advertise on Free Promotional Merchandise

You could also advertise the web application on free water bottles, pens, notebooks, bookmarks, T-shirts, mousepads, lip balm, keychains, hats, cups, bags, or drink cozies. College students love freebies. It's advertising that never expires.

## 6. Be Funny

To reach college students, you need to be hilarious. John Belushi knew it. Presidents know it too. When Obama appeared on a “Between Two Ferns” interview with comedian Zach Galifianakis to promote young people signing up for healthcare, views exceeded 6 million on the first day. *Funny or Die* turned out to be the top referrer to Healthcare.gov that day. Other presidents too understood the value of comedy to resonate with younger audiences. President Ford famously appeared on “Saturday Night Live;” George W. Bush appeared on “Deal or No Deal.”

**College students love a good laugh. When you’re truly funny, they’ll share it on social media.** So don’t be too serious in your promotional materials. Keep it light and go for a good joke.



## 7. Sponsor a Playlist

Create a Spotify Playlist featuring the latest college hits and include the name of your photo upload application in the title. Some of the songs could be related to college life, photography, or identification. Consider purchasing advertising for the service on Spotify that could be weaved into the music. Share the playlist on Facebook, Twitter, and other social media.

You might also consider buying hour-long sponsored listening on Pandora. In exchange to listening to your message about how easy it is to use the new web application, students using Pandora will get a free hour of commercial-free music.

## 8. Throw a Dance Party/Host a Cookout

Around the beginning of the year, colleges often host social get-togethers to help new students get to know each other. Everyone loves a good dance party. Nobody turns down free food at a cookout. Why not offer free coffee and donuts in the dorms one morning? Sponsor each event in the name of the photo upload application.

## 9. Pop-up Photo Booths



Smart photo booths are a great way to encourage students to create exciting images that are fun to share socially. Think the old standard photo booth at the mall where you snap some grainy but wacky photos for 25 cents. Include zany props to make it fun. Sponsor the photo booth under name of the photo upload program. It makes for viral sharing. While the system is naturally designed to prevent these kinds of silly photos from being submitted, a pop-up photo booth gives students a fun way to express their creativity.

## 10. Make Photo Upload Mandatory

**You could simply make online photo upload a requirement.** Students may dislike the new rule at first, but they'll quickly get used to it. They'll also soon realize how much easier it is for them. Even for students who don't own a smartphone, they most likely know someone who does or has access to a computer. Using technology is as natural as carrying a driver's license these days. Students tend to not only expect it, but respect it.



## What to Expect:

By using the suggestions laid out in this guide, you should be able to achieve nearly universal use of your mobile photo upload application.

*Long lines in your photo card office will become obsolete, like rotary phones, 8-Tracks, tacky Paisley bell bottoms.*

Your staff will be able to get more done. Photos can be approved quickly and easily. Processing becomes seamless. They'll be able to focus on more productive tasks that better serve faculty and students.

Your budget will breathe easier. Staff overtime won't be as necessary, saving money.

**Summers in the card office will start to feel relaxed again like summer vacation should.**

Staff asking for time off during the busy summer card season will no longer be a problem.

Save money. Focus resources. Breathe easier. *Technology just makes life better. Enjoy it.*



# Why Today's Top Universities Succeed with MyPhoto

What's the best way to ensure the photo upload application you transition to is a success? Simple. Partner with a quality web application that is affordable yet versatile.

MyPhoto® is the perfect solution. **At \$4,992 per year with a 3-year commitment, most schools can implement it without the hassle of an RFP or an ongoing bidding process.**

That's only \$416 per month!

With MyPhoto, universities can transition to their own online photo web application for less than the cost of 10 class credit hours at an average priced US college.



After 3 years, the application is completely yours with no additional fee, if you host the service yourself. If you'd like the advantage of our 24/7 tech support, you pay a low privilege fee of \$142 per month, less than the price of the average student's phone bill. If you prefer to use our hosted cloud services with tech support, you just continue to pay the regular annual fee of \$4,992, or \$416 per month.

## Seamless Branding, Intricate Customization, 24/7 Tech Support

Schools don't need to invest in the infrastructure required to build or maintain their own in-house photo upload application themselves, which can be a full-time commitment. **MyPhoto brands seamlessly with your existing systems.** In addition to complete feature customization, we offer 24/7 backup and support.

MyPhoto is easy to use yet features robust technology that is flexibly adaptive. Our user-friendly online editing tools ensure students submit quality photos that meet required criteria. Our simple-to-use-interface enable staff to approve quality photos quickly, or request resubmission if a photo fails to meet required protocol.

If necessary, a second photo ID such as a driver's license or passport may be submitted as added security.

## Used Successfully by the Nation's Top Schools

**MyPhoto is used by millions of students at some of the top universities in the country. We maintain an average success rate of over 90%!**

"At UMass Amherst, we were using CBORD Get for photo submissions. It does not allow cropping or rotating of pictures and we had a 30% acceptance rate with GET. **We are now using MyPhoto for this spring orientation students and have a 99% acceptance rate right now.**"

Want to learn more? **Schedule a FREE DEMO.** Learn everything you need to know about MyPhoto in less than an hour.

[Request a Demo](#)