Social Media in Higher Ed: Go Hard or Go Home
Marry Your Idea to an Action (write it down) in 5 Seconds or It’s Gone!
Who Are You and How Do You Social?
“You are what you share.”
C.W. Leadbeater (1854-1934), Theosophical Writer

“Transparency may be the most disruptive and far-reaching innovation to come out of social media.”
Paul Gillin, The New Influencers
poco experto

“little expert”
5 Steps to Build a Social Media Strategy

STEP 1: SET SOCIAL MEDIA OBJECTIVES AND GOALS
5 Steps to Build a Social Media Strategy Plan

STEP 2: CONDUCT A SOCIAL MEDIA AUDIT
STEP 3: IMPROVE YOUR SOCIAL MEDIA PROFILES
STEP 4: GLEAN AND SEEK OUT INSPIRATION
STEP 5: CREATE A CONTENT PLAN AND EDITORIAL CALENDAR
65% Of All American Adults Using Social Media

90% of Young Adults Use Social Media

MediaPost.com
35% of 65+ Use Social Media in 2015

2% of 65+ Used Social Media in 2005
Figure 4: Preference for digital or print/phone for campus communications

- 60% of seniors versus 55% of juniors are more likely to consider institutions that use email, text, and social media to communicate.
- 40% of seniors versus 45% of juniors are more likely to consider institutions that use brochures and phone calls to communicate.

Traditional College-Aged Prospect

Ruffalo Noel-Levitz
Website content

When students arrive at a college website, what content do they want to find? How do they navigate around pages? What grabs their attention?

Respondents said they are drawn to information about academics, followed by pages on cost/financial aid, and then enrollment-related content.

**Figure 10: Top content students look for on a college website**

- **Academics (program listings, details, rankings)**
  - Seniors: 38%
  - Juniors: 43%
- **Money (cost, scholarships)**
  - Seniors: 30%
  - Juniors: 24%
- **Enrollment (application process, admissions events, counselor contacts)**
  - Seniors: 19%
  - Juniors: 21%
- **Life (residence, student, athletics)**
  - Seniors: 10%
  - Juniors: 6%
- **Wayfinding (location, directions)**
  - Seniors: 3%
  - Juniors: 5%

Use Top Content Wanted for Social Media Content Ideas

Ruffalo Noel-Levitz
Tweets with images received **150%** more retweets.
## Most Shared Posts from Facebook Pages Worldwide, March 2014

### % of total

| Photo | 87% |
| Link | 4% |
| Album | 4% |
| Video | 3% |
| Status | 2% |

### Note:

Among the top 10% of posts in raw interactions from 30,000+ Facebook pages.

*Source: Socialbakers.com as cited in company blog, April 8, 2014*

172116

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**Andrew**

Wasn't I just the cutest puppy?

Unlike · Comment · Share

82 · 7 · Wednesday at 10:52am · Sponsored

**Timeline Photos**

Back to Album · The British Monarchy's Photos · The British Monarchy's Page

Previous · Next

The Duke and Duchess of Cambridge have left hospital in London with their newborn son, **Prince George**.
Most Important Tactics for Optimizing Content on Social Media

- Use images or photos
- Include hashtags and usernames
- Target specific groups or users
- Use CTAs (share, retweet, follow)
- Optimize image size for each network
- Use videos
- Limit the number of characters

Legend:
- Very important
- Importantly important
- Important
- Moderately important
- Minimally important
- Not important at all

B2b-marketing.com
- Aerial Shots
- Campus images
- Social Events
- Open Houses
- Classroom/Teaching
- Study Group
- Dining/Eating Out

- Unique Hashtags
- Event Hashtags
- TinyURL/Bit.ly Links
- Students/Faculty/Alumni
- Target by Program/Year
Figure 14: Social media channels used at least once per week by students

- YouTube
- Facebook
- Snapchat
- Instagram
- Twitter
- Google+
- Pinterest
- Vine
- Tumblr
- iFunny
- Reddit
- YikYak
- Storify
- LinkedIn
- None

[Bar chart showing usage percentages for seniors and juniors across various social media platforms]
Figure 14: Social media channels used at least once per week by students

- **YouTube**: 75%+
- **Facebook**: 70%+
- **Snapchat**: 55%+
- **Instagram**: 55%+

Ruffalo Noel-Levitz
Figure 15: Social media sites that are best for researching colleges

<table>
<thead>
<tr>
<th>Social Media Site</th>
<th>Seniors</th>
<th>Juniors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>54%</td>
<td>47%</td>
</tr>
<tr>
<td>YouTube</td>
<td>31%</td>
<td>33%</td>
</tr>
<tr>
<td>Twitter</td>
<td>27%</td>
<td>27%</td>
</tr>
<tr>
<td>Google+</td>
<td>22%</td>
<td>22%</td>
</tr>
<tr>
<td>Instagram</td>
<td>19%</td>
<td>19%</td>
</tr>
<tr>
<td>None</td>
<td>13%</td>
<td>15%</td>
</tr>
</tbody>
</table>
The Best Time to be social is...

- **Twitter**: 1PM – 3PM
- **Google+**: 9AM – 11AM
- **Facebook**: 1PM – 4PM
- **LinkedIn**: 7AM – 9AM & 5PM – 6PM
- **Pinterest**: 2PM – 4PM & 8PM – 1AM
- **Blogging**: 11AM

socialmediacambridge.co.uk
A Big Week of Hangouts for Duke
{unique locations on campus}
Hot Topics for Webinars

- Financial Aid & Scholarships
- Specific Academic Program Details
- Virtual Tour

- Student Life
- Campus Life
- How to Apply

Ruffalo Noel-Levitz
Today’s Top Social Media Management Platforms

- HootSuite
- SocialOomph
- Tweeti
- Spreadfast
- Buffer
- Sprout Social
- Everypost
- Bitly
- SocialFlow
- Crowdbooster
What Social Media Monitoring Does

It’s your daily digest of what audiences are saying about you.
It allows you to track negative and positive sentiment spikes.
You can tag posts for follow-up and assign posts to colleagues for follow-up.
It allows you to identify social trending themes.
You can figure out who is talking about you the most – influencers

Know what social channels are hottest drivers and receivers of conversation

Monitor what social posts are going out from the university/college

It gives you the “fly on the wall” advantage

Arms you with enough info to get in the conversation and engage
Identify Conversation Spikes
Sentiment is everything.
50% thanks
3 Occurrences

17% national matching day
1 Occurrence

17% follow justin
1 Occurrence

17% higher ed
1 Occurrence

17% home
1 Occurrence

17% social media
1 Occurrence

17% Owler community
1 Occurrence

17% week
1 Occurrence

17% gabrielshanesr
1 Occurrence

17% great rest
1 Occurrence

17% FREE webinar
1 Occurrence

17% happy hump day
1 Occurrence

17% great minds
1 Occurrence

<table>
<thead>
<tr>
<th>Sharing Negative Sentiment</th>
<th>Sharing Positive Sentiment</th>
<th>Most Active</th>
</tr>
</thead>
<tbody>
<tr>
<td>#</td>
<td>Profile</td>
<td>Mentions</td>
</tr>
<tr>
<td>01</td>
<td>@seventhpoint</td>
<td>11</td>
</tr>
</tbody>
</table>

GO HARD OR GO HOME

Seventh Point OPTIMIZED
When to respond on Social Media...

Do I respond?

Do I let it slide?

Do I turn a negative into a positive?

Is it worth my time?

Will it just fuel the fire?

Is this a hill I’m willing to die on?
UNLOCK YOUR BRAND

SOCIAL SWAG
“It’s strictly a matter of supporting our campus culture via social media.”
Roger Clodfelter, VP of Communications - HPU
Here's how it's done:
Shorter reaches out and follows Jess
Jess tweets @shorteruniv
Shorter tweets back
Jess is solid.
Use Facebook as a “lifecycle tool” to engage students.
Amy Curtis, MidAmerica Nazarene University

Let current students connect with prospects real-time through Twitter.  Day in the Life @CofC
Melissa Whetzel, College of Charleston

Chronicle your students’ stories in their words through social media.
In Their Words and Photos – Move-In
Sarah Glassford, University of Tampa
<table>
<thead>
<tr>
<th>Section</th>
<th>Question</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>Admissions and Registration</td>
<td>What deadlines, semesters of enrollment, registration events, orientation, and open houses are coming up to prepare community for?</td>
<td>(write in the posting topic)</td>
</tr>
<tr>
<td>Continuing Education</td>
<td>What upcoming classes or Cont. Ed opportunities are available for community?</td>
<td></td>
</tr>
<tr>
<td>The Learning Center</td>
<td>What is the learning center? How much does it cost? What’s available and when are classes?</td>
<td></td>
</tr>
<tr>
<td>Financial Aid Tips</td>
<td>What scholarships are available? How does FAFSA work? Is there a payment plan? Do you have a step by step guide for financial aid?</td>
<td></td>
</tr>
<tr>
<td>Distance Learning</td>
<td>What opportunities are available for me for distance learning? Is there a cost difference? Benefits of distance learning? How to apply?</td>
<td></td>
</tr>
</tbody>
</table>
Student Focus Group

‘How do you use social media?’
Short vids of college life, registration, or orientation process
Student tour treasure hunt or “Best of” Instagram Contest

$250 Prize!

Best Room
INSTAGRAM CONTEST
Sept 3rd - Oct 28th
student-led tours of campus
student center
live lectures
dinner
chapel service
interviews
Thank you!

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