SOCIAL MEDIA USE IN STUDENT AFFAIRS

1. I have the resources to:
   - Spend 15 minutes to 3 hours (or more) a day on social media
     - Review all comments and post made by others and reply accordingly when necessary
     - Post pertinent content that fits in the department’s social media goals and purpose
     - Ideal but not essential: Review stats to see what posts are working and track posts to an increase in web views, event attendance, or student intake
   - Attend your events and take photos to post (if appropriate)
   - Supervisor to be in charge of any students posting on behalf of the department while following WSU social media guidelines
   - Ensure anyone posting content or replying to posts on social media in the name of the department understand the medium they are using and are well aware of the department offerings, mission, and social media goals

2. Based on above answers:
   - No
     That’s OK - you can still get your upcoming events or services for students posted on WSU social media
     Contact Dani McKean with the info you would like to share at least two weeks in advance
   - Yes (to all)
     Let’s continue
     Turn the page
     Remember to contact Dani to work together on creating social media
Social Media Has The Potential To:

- Upgrade the quality of communication and positively affect student satisfaction and perception of student affairs and WSU
- Establish emotional connections and foster strong relationships
- Catch and address negative publicity before it goes viral
- Help with recruiting
- Build relationships and reputation with students through two-way communication
- Offer virtual ways for students to be involved on campus

Millennials

- Born 1980 - 2000
- Consume information when and how they want to - not influenced by traditional "push" marketing strategies
- Go directly to your website when looking for something specific
- 92% have NO intention of ending social media memberships

Drivers to Social Media

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communicating/sending direct messages</td>
<td>56%</td>
</tr>
<tr>
<td>Killing time</td>
<td>54%</td>
</tr>
<tr>
<td>Sharing photos</td>
<td>49%</td>
</tr>
<tr>
<td>Sharing information and links</td>
<td>45%</td>
</tr>
<tr>
<td>Organizing get-togethers</td>
<td>36%</td>
</tr>
<tr>
<td>Watching videos</td>
<td>36%</td>
</tr>
<tr>
<td>Learn about products</td>
<td>26%</td>
</tr>
</tbody>
</table>

- 80% log on daily
- 48% share experience with brand
- 43% share promos
- 35% share games & contests
Most Used Social Media

Most students log on daily but use less than 1 hour/day.

Facebook, YouTube, Pinterest, Instagram, Google+, Snapchat, Twitter, LinkedIn

Students want student affairs departments to post weekly - but not necessarily every day.

What students want you to post:

1. Upcoming Events
2. Career Info
3. Freebies
4. Services available to them
5. Involvement Opportunities

View full survey at weber.edu/saassessment
1.23 billion users (as of January 2014)
Most used social media by WSU students
54% of WSU students use less than 1hr/day | 34% use 1-3hrs/day

Facebook.com

Creative Uses:
• Connecting to students through direct post interaction and photo/video posts
• Creating events and inviting users to those events
• Post any student employment openings
• Post any scholarship opportunities
• Contests (be the first to answer this question and win a t-shirt …)
• Add a poll
• Customer service/support
• Services highlight
• Post involvement opportunities with a call-to-action
• Highlighting staff who will be interacting with students
• Highlight students who have used department services and involvement opportunities
• Create hash tags for events or services that can be used on Facebook and other social media

1 billion users – 4 billion viewers per day (as of March 2013)
Second most used social media by WSU students
58% of WSU students use less than 1hr/day | 21% use 1-3hrs/day

YouTube.com

Creative Uses:
• Connecting to students through video posts
  • This is who we are and what we can do for you
  • This is how to use our services
  • Here are some student success stories
• Video contests (best video on this topic wins a t-shirt …)

200 million users (as of March 2014) - Tend to be more women than men users
Third most used social media by WSU students
38% of WSU students use less than 1hr/day | 14% use 1-3hrs/day

Pinterest.com

Creative Uses:
• Connecting to students through pictures that highlight topics that represent your department such as health (healthy recipes, gardening, popular exercises, relaxation techniques …), DIY projects, fashion with a purpose, information, inspiring photos, fun activities, etc.
• Contests (who can create the best wall on a particular topic)
70 million users (as of July 2013)
Fourth most used social media by WSU students
34% of WSU students use less than 1hr/day | 12% use 1-3hrs/day

instagram.com

Creative Uses:
• Connecting to students through photos that show who your department is and what they can do for students
• Highlighting staff who will be interacting students
• Create hash tags for events or services that can be used on Instagram and other social media
• Contests (post best photo of recent event to win a free t-shirt …)
• Treasure hunt via various photos on campus that lead students to something

359 million users (as of 2014)
Fifth most used social media by WSU students
31% of WSU students use less than 1hr/day | 11% use 1-3hrs/day

plus.google.com

Creative Uses:
• Connecting to students through direct post interaction and photo/video posts
• Creating events that link directly to student’s Google calendar
• Create various circles of students interested only in specific topics to target with more direct posts
• Use Google Hangout in Google + to have live virtual meetings with students
• Post any student employment openings
• Post any scholarship opportunities
• Contests (be the first to answer this question and win a t-shirt …)
• Customer service/support
• Services highlight
• Post involvement opportunities with a call-to-action
• Highlighting staff who will be interacting with students
• Highlight students who have used department services and involvement opportunities
• Create hash tags for events or services that can be used on Google+ and other social media

Final Note

The creative uses listed for the top five social media services used by WSU students are just some ideas for how you may use the medium. Think outside the box and use each medium in a way that will truly benefit your students. EVERY social media page you decide to create must have a purpose! Please do not create a page just to have one.

Make sure Dani McKean is in the loop with any social media you decide to use for your department.
WSU Social Media Resources

• Social Media Guidelines & Best Practices:
  www.weber.edu/WebGuide/Guidelines.html

• WSU Style Guide:
  www.weber.edu/UniversityCommunications/Styleguide.html

• Weber State University Brand:
  www.weber.edu/brand

• Student Affairs Guidelines and Social Media Request:
  www.weber.edu/sat
Higher Ed Documents Social Media ROI:
New Communications Tools Are a Game Changer
Nora Ganim Barnes and Ava M. Lescault - 2013

• Reduced costs for traditional media are attributed to use of social media. Schools report 33% less spent on printing, 24% less spent on newspaper ads, and 17% less spent on radio and TV ads.
• One in 3 schools say social media is more efficient than traditional media in reaching their target audience (this number increases to 44% for top MBA programs).
• Ninety-two percent of undergraduate admissions officers agree that social media is worth the investment they make in it, and 86% plan to increase their investment in social media in the next year.
• The most useful tools for recruiting undergraduates include Facebook (94%), YouTube (81%), Twitter (69%), and Downloadable Mobile Apps (51%). Mobile apps are a favorite of top MBA programs, with 82% citing them as an effective recruiting tool.
• Monitoring the school’s name and relevant online conversation has declined over the past few years. In 2009-2010, 73% reported monitoring their brand. In 2010-2011, that number dropped to 68% and now is reported to be 47%. This could have consequences for any school that becomes the target of negative online buzz and is unaware of that conversation.
• Less than half of those surveyed have a written social media policy for their school. In the 2009-2010 academic year, 32% had such a policy. That number increased to 44% in 2010-2011 and stands at 49% now. While this increase is encouraging, it is disconcerting to note that less than half have such a policy and that 19% of the undergraduate admissions officers report they did not know if any such policy existed at their school.
• Twenty-nine percent of the schools surveyed report having NO social media plan in place for their admission office, and an additional 15% report not knowing if there is a social media plan in place.
• Seventy-eight percent report that these tools have changed the way they recruit.

Social Media Adoption Among University Communicators
Tom Kelleher and Kaye Sweetser - April 2012

• Overwhelmingly, the communicators noted the advantages that social media provided in allowing geographically dispersed stakeholders, such as alumni or other people at other universities, to experience content from the university.
• The social media tools allowed the university or unit to build both
relationships and reputation.

- Communicators also noted the immediacy of social media. In this regard, the informal voice and two-way, interactive communication were perceived as key advantages.
- Many noted that young people who the universities were either recruiting or currently serving as students were digital natives already immersed in the social media landscape.
- Another relative advantage of social media is the ability for practitioners to laser target publics, a concept that Porter and Sallot (2005) described when talking about the Internet in general. Participant P noted that Facebook afforded the ability to target subpopulations of stakeholders with great success in ways that traditional approaches had not previously permitted.
- For many of the communicators, compatibility with their traditional job functions such as media relations, driving traffic to the Web site, and preserving the university brand was of utmost importance.
- Cost savings and efficiency often were cited as main factors in adopting technology. From facilitating an increase in communication to improving the quality of that communication with one’s publics, the university communicators felt that they could talk to more people on a more human level. Although they acknowledged costs in terms of time and effort, many described social media as “free,” compared to paid media such as advertising.

Digital natives and social media

Ana Tkalac Verčić and Dejan Verčić - August 2013

- Universities everywhere are facing increased competition and decreased funding, whether state-supported or private. As a result, universities must either focus on understanding the preferences of their public in adopting a market-oriented approach to their product (Ressler & Abratt, 2009) or pay the price. Because social media enables a new and interactive way of communication that utilizes mobile and web-based technologies, students (and everyone else) can potentially share, co-create, discuss and modify user-generated content (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011), which can clearly upgrade the quality of communication and affect student satisfaction, the perception of the university and – consequently – the reputation of the university.
- Tredinnick (2006) defined social networking sites as those sites that are driven by user-participation and user-generated content. Social media offer a variety of ways for students to become involved with their universities. Through communications with students on Facebook and other social media applications, universities and other schools develop relationships with the public and with their students.
- For university professors, utilizing social media in university settings – and particularly in their interaction with students – represents new ways of transforming the relations between teachers and students. Traditionally, there was
a power gap between university professors and their students in favor of the former. The marketization of academic educations has turned students into customers and professors into service providers, which has leveled power in the academic field. **Social media platforms, through user-participation and user-generated content, contribute to the leveling of academia even further, (re)turning academia to its origins as communities of students and professors.**

- Nearly all (91.5%) responded that they use some form of social networking platforms, whereas only 2.6% stated that they do not use any form of social media at all. Nearly two-thirds of the respondents (66.1%) indicated that they used online photo management and sharing platforms (e.g., Flickr or YouTube), and 25.7% of the respondents used blogs and other forums; only 4.9% of the participating students stated that they occasionally use microblogging sites (e.g., Twitter). Less than 4% of the respondents ever comment on products or services on various company websites.

- The majority of students (90%) predictably indicated that they use social media more than once a day. Another 8% use social media once a day, whereas only 0.3% of students are on social media less than once per month. Just over one-half (56%) of the student sample answered that they are connected to a company or an organization through social media.

- As for the university/business school, it is clear that social media are an important source of information for the students. The great majority (88%) claim that they communicate about the business school through social media. When asked if they use professors’ social media sites, 27% of them state that they do, 8.1% claim that there are no professors who have official social media sites, and 3.3% follow a professor on Twitter; however, 18.1% of the respondents do none of the above. Notably, 61.0% of the students read and comment on (unofficial) forums connected to the business school, and most of the students believe that it is important to receive information on classes and lectures through social media.

- **When students were asked where they look for official information about the business school, most (93.5%) said it was through the school’s web page and more than half (57.5%) answered that they ask their friends.** Less than one-third (31.9%) use some form of social media to find answers, whereas another 21.8% obtain their information directly from professors. School bulletin boards were used by 13.7% of the students seeking official information. In comparison, **when asked what their preferred way of finding out official information would be, 88.3% preferred the school’s web page**, 32.6% of them would like to use the school’s official social media outlets; 30.3% would rather ask their friends (via social media) and 5.2% stated that their preferred media for communication regarding this type of information would be school bulletin boards.

The Missing Link in Social Media Use Among Top MBA Programs: Tracking Prospects
All 70 schools studied are currently using at least one social media platform or tool to market their MBA program. The top three tools used by MBA programs are Facebook (100%), Twitter (96%), and LinkedIn (87%). Three quarters of the schools maintain an MBA blog. Some programs reported using Flickr (30%), Google+ (16%), mobile apps (14%), and Foursquare (13%).

While only 16% of schools are using downloadable mobile apps, these are rated among the most effective tools studied.

Sixty-five percent of schools using social media to market their MBA programs do not track the number of prospective students using social media who in turn complete applications.

Forty-one percent of these top MBA programs describe social media as playing a critical or major role in their MBA marketing efforts. 42% have no written policy governing the use of social media for their program, and 29% do not use any monitoring tool to track buzz or conversations about their program.

Most MBA programs studied plan to increase their investment in social media in the next year (82%) and every school agrees that social media is worth the investment they make in it. Less than half of the schools (44%), however, feel social media cuts the cost of traditional advertising or marketing for their programs.

Ninety-four percent report recruitment is the number-one goal of their social media efforts, yet the top four measures of effectiveness do not include tracking prospective applicants.

The findings revealed that schools are using social media for many different reasons. Most respondents said they were using social media for student recruitment (94%), alumni relations (83%), student communication (82%), public relations (82%), and student retention (65%). LinkedIn is used almost exclusively for alumni relations.

Virtually all respondents (97%) do currently measure the effectiveness of their social media efforts. While fans, followers, and hits are among the most common measures used to assess effectiveness of social media programs, these measurements will not accurately calculate how many prospective applicants apply to a school as a result of using their social media. Other tools, such as a “how did you hear about us” on the application, as well as software packages, allow schools to measure if social media is actually improving recruitment efforts.

The majority of respondents (65%) are currently monitoring buzz on their school/program but 1 in 3 do not. This could put a school at a disadvantage if negative or inaccurate information is circulating online and goes unchallenged.

The social media efforts of 50% of respondents are managed entirely by the MBA office, the efforts of 44% are managed by an external consultant/agency, the efforts of 5% are managed entirely by another office on campus, and 1% are managed entirely by another on-campus office.

Respondents were also asked how their MBA office staffed their social media
efforts. The **majority (76%) have retrained or repositioned full-time employees**, 35% employ students, 17% employ new social media hires, 15% do not employ anyone in the MBA office, 14% employ external consultants

- Sixty-two percent of respondents reported that their investment in social media is definitely worth it, although when asked if social media cuts the cost of traditional advertising or marketing for their MBA program, respondents were evenly split.
- Forty-one percent of respondents will increase their MBA program’s investment in social media over the next year by 20-50%; 29% will increase their investment by less than 20%; 12% will increase their investment by more than 50%; and 12% will remain the same. Only 2% will decrease their investment in social media.
- Those respondents who said they would increase their MBA program’s investment in social media over the next year were asked how they plan to increase their investment. Thirty percent plan to make new software purchases, 28% plan to invest in new training, **22% will make new hires**, 11% plan to dedicate more staff time and money to social media, 6% plan to add apps or pages, 6% plan to hire outside consultants, and 31% will invest in other ways.
- The missing link appears to be tracking those who first become interested in the program through one of the program’s social media sites. **Being able to measure whether these prospects actually apply to the program** is something schools may be looking to do, but have not yet mastered. **Without this piece of information, it is difficult to really assess the effectiveness of the social media plan** and to know where future investments should be made.
Which of the following types of social media are you currently using specifically for your MBA program and how effective have they been?

- Facebook: 100% currently using, 83% find it effective
- Twitter: 96% currently using, 62% find it effective
- LinkedIn: 87% currently using, 63% find it effective
- YouTube: 77% currently using, 69% find it effective
- Blog: 74% currently using, 70% find it effective
- Flickr: 74% currently using, 63% find it effective
- Other: 74% currently using, 63% find it effective
- Podcasting: 51% currently using, 36% find it effective
- Message Board/Forum: 40% currently using, 24% find it effective
- Google+: 23% currently using, 24% find it effective
- Mobile App’s: 16% currently using, 36% find it effective
- Foursquare: 14% currently using, 40% find it effective
- Texting: 10% currently using, 57% find it effective
• **Organizations have a greater chance of survival by functioning under an open systems approach to public relations.** An open systems approach to public relations calls for “purposeful sensing of the environment to anticipate and detect changes that affect organizational relationships with publics” (Cutlip, Center & Broom, 2000: 243). Organizations that engage in social media have the potential to function under an open systems model of public relations due to the interactiveness of the environment where stakeholders can readily contribute content and feedback.

• Managing corporate identities contributes to positive corporate images and reputations, which eventually leads to better relationships between organizations and their stakeholders (Balmer & Stotvig, 1997). As discussed, Kent and Taylor (1998) proposed the concept of dialogic relationships to inform how organizations build relationships with their publics via the Internet. To them, dialogic relationships are formed by the exchange of ideas and opinions. Thus, dialogue between the parties in the relationship needs to occur so that the parties can “see the other” or “experience the other side” (Buber, 1970). Leeper (1996) states that dialogue helps the organization-public relationship bond because it identifies the needs of both parties and can help resolve the concerns of both parties.

• Since social media involve the process of collaboration and interaction online where dialogue is crucial to its existence, the author agrees that social media can serve the function of building dialogic relationships between the organization and its publics. Social media help establish emotional connections between consumers and organizations, which in turn can foster strong consumer relations (e.g., Gillin, 2007; Swedowsky, 2009; Wong, 2009). With social media, publics can quickly and efficiently assess their feelings regarding an organization, which can enable them to feel confident about the authenticity of the relationship formed with an organization. Additionally, through interactions, organizations can establish authentic relationships with their publics by determining needs, wants, and concerns and working toward resolving these.
• Unlike past generations, Millennials are not influenced by traditional ‘push’ marketing strategies. Born and raised in the age of technology, Millennials consume information when and how they want to. Social media has provided companies with valuable tools to attract and engage Millennials on their own terms. However, despite the prevalence of social media, it remains a relatively new phenomenon. To this extent, companies are still experimenting with the most effective ways to reach their end consumers through social commerce strategies.

• Facebook is the most popular platform among Millennials when looking to interact with companies/brands online. 62% of respondents currently like at least one brand on Facebook. Twitter has 23% of respondents following a brand and Pinterest has 11% of Millennials pinning a brand (Nike is the most liked/followed brand).

• Across all platforms, the top reason why Millennials ‘like/follow/pin’ is to support a brand. Being unlike any other generation, Millennials pick and choose not only which information they will be exposed to, but also how the information is delivered. By liking/following/pinning a particular brand they support, Millennials are customizing their exposure to advertising based on their preferences.

• Of those who reported they had never purchased something after liking, following or pinning it online, offering a coupon or discount was the most frequently cited lead conversion tactic for Millennials. Respondents indicated this is the top motivator leading to a sale. Similarly, Millennials indicated that companies giving exclusive offers or appealing to their interests were more likely to see an increase in sales as a result of online interaction.

• Relative to users of larger platforms, Pinterest has the highest sales conversion rate. Forty-seven percent of respondents with Pinterest accounts said they had purchased something online after pinning it – a 9% and 14% increase over those with Facebook and Twitter accounts, respectively.

• Facebook, Twitter and Pinterest contribute to both online and in-store purchasing. Seventy-seven percent of Facebook users, 66% of Twitter users and 63% of Pinterest users are multi-channel shoppers.

------------------- Blog Research -------------------

Millennials’ Social Media Posts Influence Peers to Buy New Products

• 68% of 18-to-34-year-old social media users surveyed were at least somewhat likely to make a purchase after seeing a friend’s post
• Women tend to post info about products/services, while men only share photos and thoughts about products/services they have tried – not just info on products/services.

How Men and Women Use Social Media Differently
http://www.entrepreneur.com/article/226599 - May 2013

• More women use social media than men (71% women and 62% men)
• 58% of Facebook users are women and the average user spends 405 minutes a month on Facebook
• 62% of Twitter users are women and the average user spends 21 minutes a month on Twitter
• Pinterest is 71% female based
• 25% of men watch YouTube daily – 17% of women

What Do Millennials Want from Social Media?
January 2014

• When asked why they follow brands on social media:
  o 57% wanted competitions and freebies
  o 39% wanted product recommendations
  o 30% wanted entertaining media
  o 15% wanted overall fun conversation
• When asked what annoys them the most about a brand, a majority of millennials said posting too much (Millennials don’t want to follow brands that don’t post regularly, but they hate being bombarded with messages from a company. Trying too hard doesn’t win any points with Millennials, so it’s important to find a balance that’s just enough to satisfy their needs. http://socialmediastrategiessummit.com/blog/write-content-millennials-want-read)
• When asked what makes a brand attractive, a majority of millennials responded that the brand presents best overall value or is a brand they can relate to
• 68% said that they didn’t like apps or websites that used Facebook Connect to share information
• More than 50% of them have used social media to decide on a purchase
• 41-52% of millennials compare prices online before making a purchase
• 49% have made complaints about a brand or service on social media.

4 Ways That Brands Can Appeal To Millennials On Social Media
• Millennials want to save money and be entertained
• Millennials do not like being told what to talk about – let users develop their own hash tags
• Always be accessible and responsive (answer questions/complains quickly)

Millennials & Social Media: The what, where and why

• Millennials on average join 2.5 social networks
• Around 80% log on daily
• Facebook, Twitter, and Google plus have the most awareness and membership (in that order)
• 92% have no intention of stopping their social media memberships
• Drivers to social media:
  • 56% communicating/sending direct messages
  • 54% killing time
  • 49% sharing photos
  • 45% sharing information and links
  • 36% organizing get-togethers
  • 36% Watching videos
  • 26% learning about products

Millennials & Social Media: The power of conversations

• 7 out of 10 consult, react or post about products, brands & companies on social media
• Millennials look for positive experiences and company feedback from peers
  • They most trust:
    • 57% people from contact list
    • 37% someone belonging to the network of someone on their contact list
    • 35% brand users
    • 33% brand
    • 32% a company
    • 30% a journalist
    • 29% a CEO or top manager
    • 27% an employee of a company
• 48% share experience with a brand
• 43% share promotions they saw
• 35% share games and contests related to products/brands/company
• Top 7 conversations affecting purchase:
  o 63% positive experiences others share
  o 63% negative experiences others share
  o 52% shared feedback others received from a company
  o 50% the launch of a new product or brand
  o 49% branded games and contests
  o 48% promotions others share
  o 47% online ads others share