

*transitioning  
tides*



# Social Media in Higher Ed

*How to Get Results for Your Institution*

**educated** marketing

# Meet Your Presenters



## Tal Boyd

*TWG Plus: Director, Interactive Strategies*

- 10 years in social media marketing
- Digital strategist for 5 years at TWG Plus



## Chris Tyburski

*TWG Plus: Senior Marketing Consultant*

- 14 years in enrollment management
- Consultant for 5 years
- Works with clients ranging from multi-campus community colleges to small private colleges to large public universities

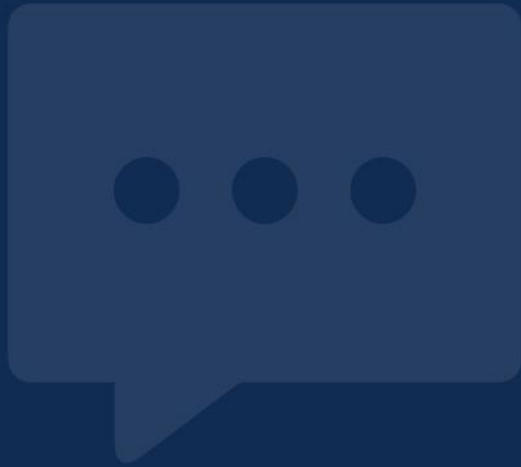
# A Show of Hands...

What are the most challenging aspects of your social program?

- Measuring ROI
- Tying social activities to institutional outcomes
- Securing internal resources
- Tracking results on a centralized dashboard
- Integrating social tools
- Keeping up with changes
- Monitoring the competition
- Other

# Agenda

- Why Use Social Media?
- Research
- Planning
- Applying to Your Audience
- Questions



# WHY USE SOCIAL MEDIA?

# Current Landscape

- 23% of all online adults use Twitter
- 72% of online American adults use Facebook
- 28% of online adults use Instagram
- 72% of all online US adults visit Facebook at least once a month\*
- 77% of Twitter users feel more positive about a brand when their Tweet has been replied to
- **78% of people who complain to** a brand via Twitter expect a response within an hour
- People aged 55-64 are more than twice as likely to engage with branded content than those 28 or younger\*\*

\*According to Pew

\*\* According to Brandwatch

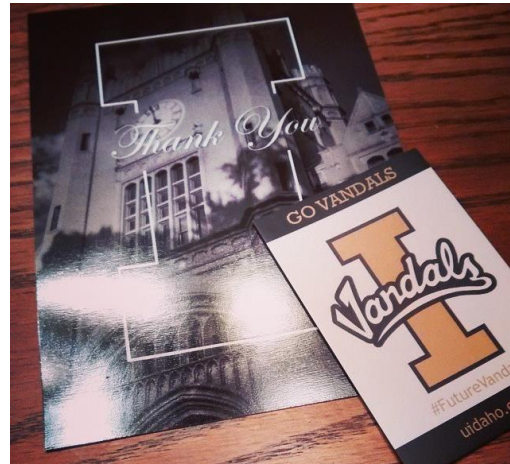
# Why Use Social Media?

- Competition with new models of education is increasing
- More people are finding employment
- Competition for attention is even higher
- Importance of personal connection increasing
- Students and applicants expect information yesterday

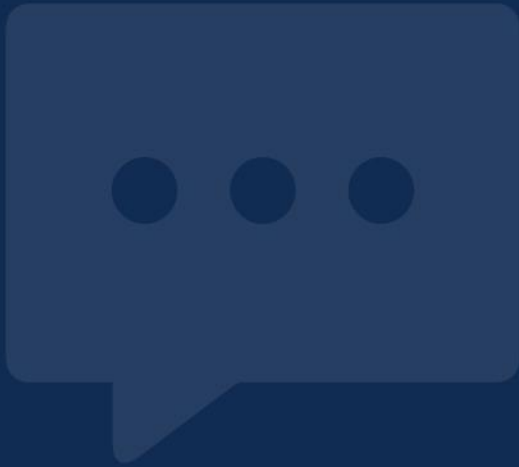
\*According to 2016 IHE CC Presidents Survey

# How Social Can Help

- Engagement – through customer service
- Creating communities – organic excitement
- Personal connection
- Keep your school top-of-mind







# RESEARCH



# Research

- Align goals with institution
- Perform audit of current metrics and integration
- Run competitive analysis
- Develop a content strategy and tactics

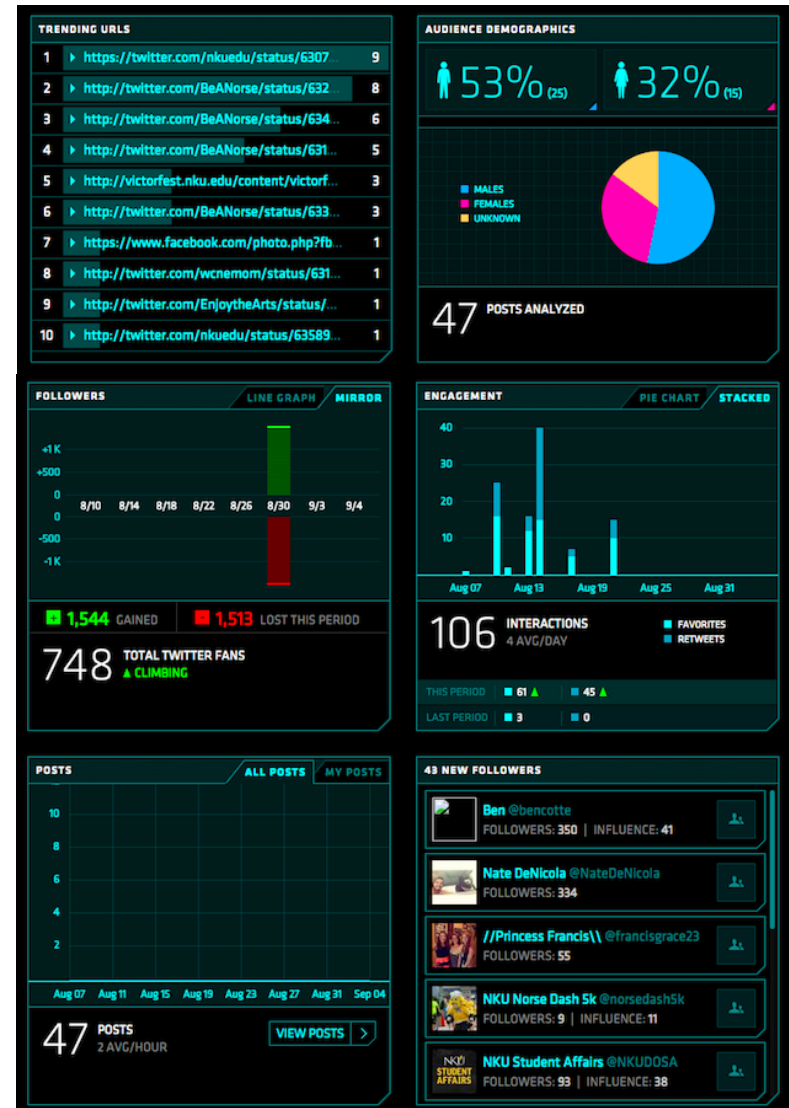
# Alignment

Institutional Goals	Social Goals	Measurement
Brand Awareness	Reach	Reach/Spread
Thought leadership	Consumption	Clicks/Downloads
Word of Mouth	Shares, Retweets	Share Rate
Applications	Conversion	Submits
Perceptions	Engagement	Sentiment, Response Time
Promotions (Loyalty or Awareness)	Engagement	Comments
Customer Satisfaction	Questions Answered	Replies, Response time, issues resolved
Benchmarking	Audits	Competitor trends

Social media has its place in the funnel. Institutional goals align with social goals that can be measured. (It doesn't have to be about ROI).

# Where are You Now

- Baseline Metrics
- Internal trend analysis
- Competitive analysis
- Content analysis
- Reach and spread
- Influencers
- Locations
- Organic conversations



# What Are Texas Schools Posting?

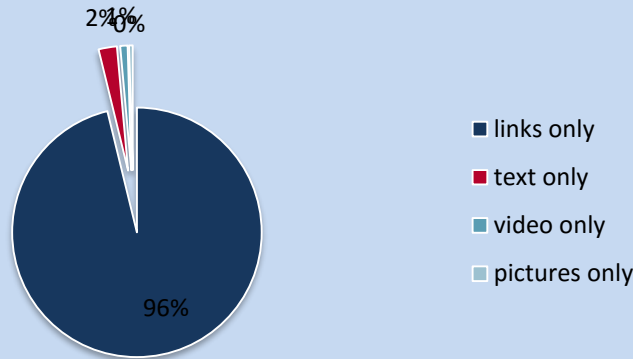
- What types of content do Texas schools post?
- How does the content perform for them?

# Comparing Performance in Texas

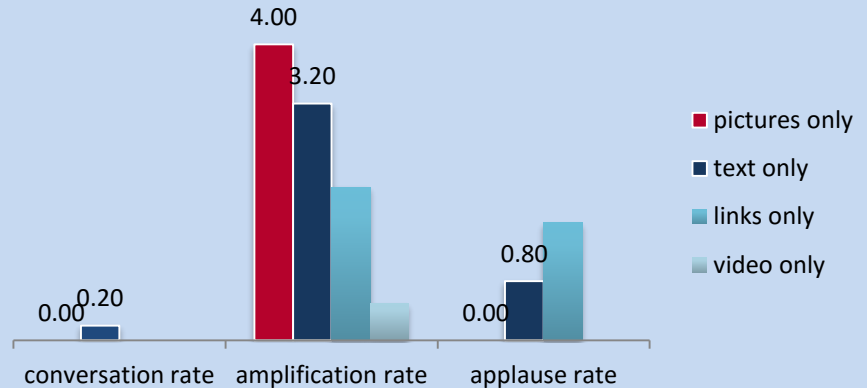
Conversation rate↓↑	Amplification rate↓↑	Applause rate↓↑	Posts↓↑	Comments↓↑	Shares↓↑	Likes↓↑	Followers↓↑
0.0095	2.09	1.55	210	2	439	326	2217
0.027	1.98	1.23	676	18	1336	830	6370
0.026	2.67	1.15	800	21	2138	916	6219
0.11	2.77	2.22	1041	118	2887	2315	7469
0.024	1.57	1.72	380	9	598	652	1499

# School # 1

Content Frequency



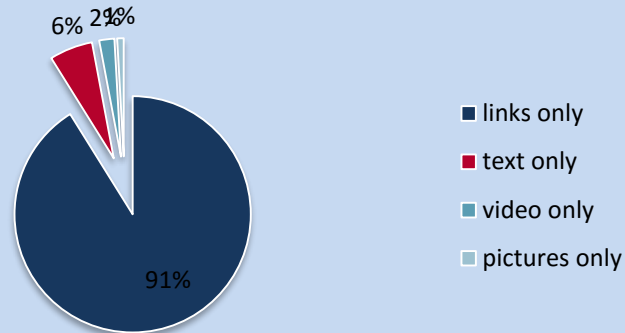
1 Type Performance



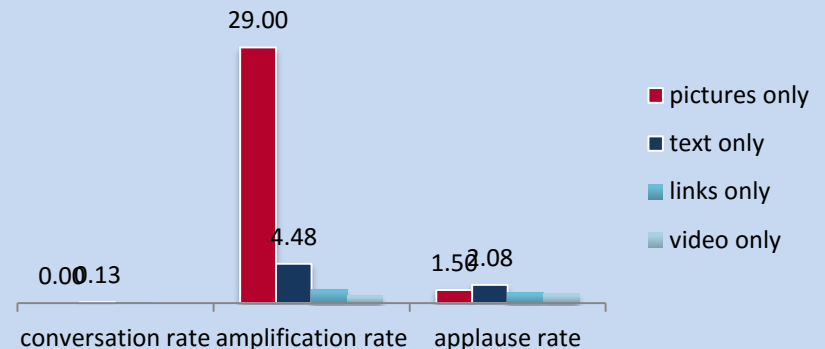
- 96% links posts
- Links posts performed 3<sup>rd</sup> best
- Picture and text performed 1<sup>st</sup> and 2<sup>nd</sup>

# School # 2

Content Frequency



2 Type Performance

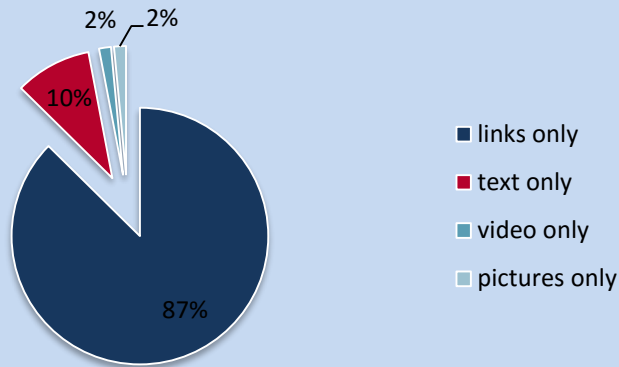


- 91% links only posts
- Links only posts performed 3<sup>rd</sup> best
- Picture only and text only performed 1<sup>st</sup> and 2<sup>nd</sup>

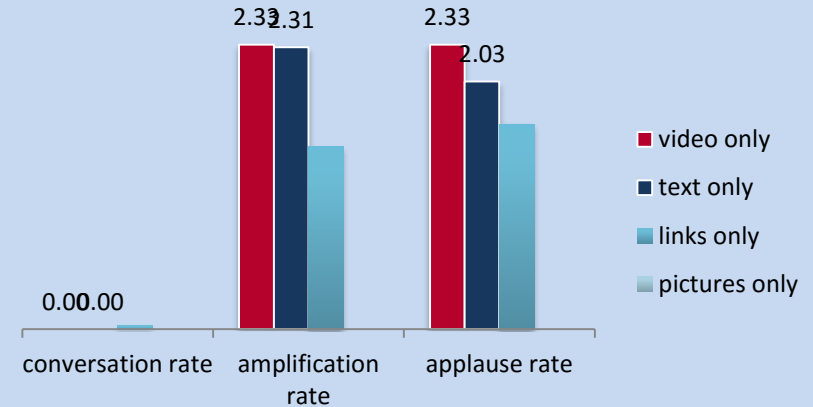


# School # 3

Content Frequency



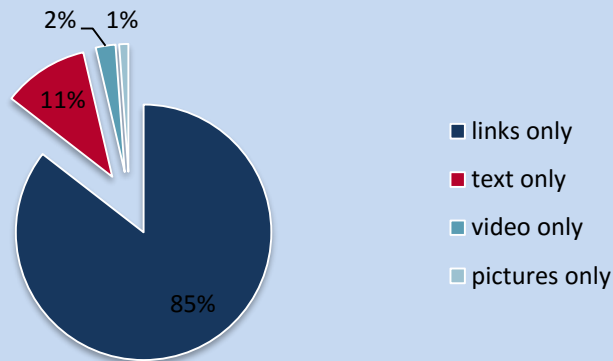
3 Type Performance



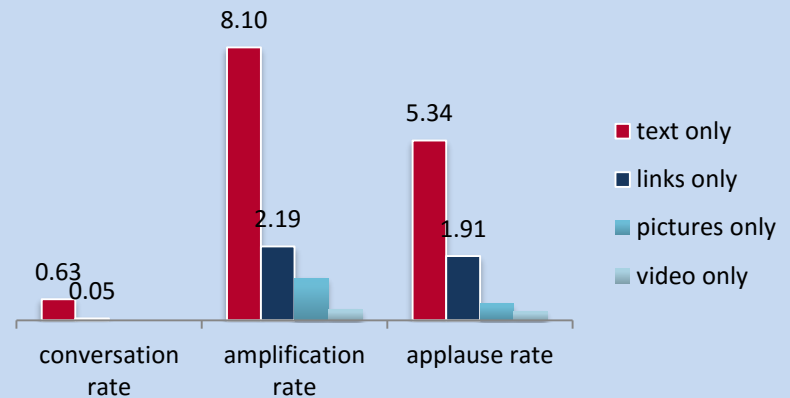
- 87% links only posts
- Links only posts performed 3<sup>rd</sup> best
- Video only and text only performed 1<sup>st</sup> and 2<sup>nd</sup>

# School # 4

## Content Frequency



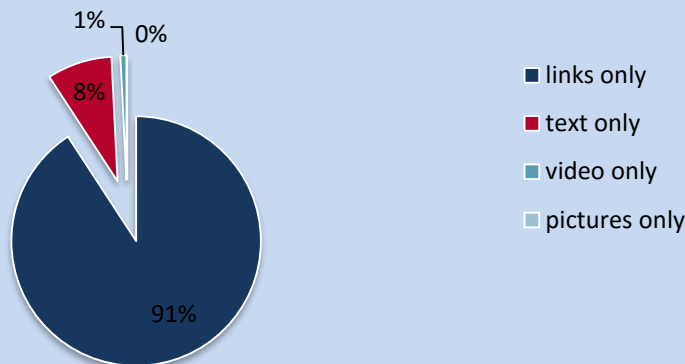
## 4 Type Performance



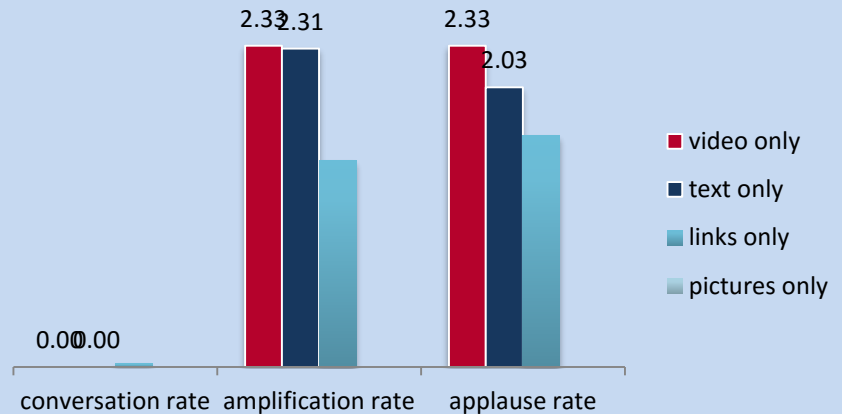
- 85% links only posts
- Links only posts performed 2nd best
- Text only and pictures only performed 1<sup>st</sup> and 3rd

# School #5

## Content Frequency



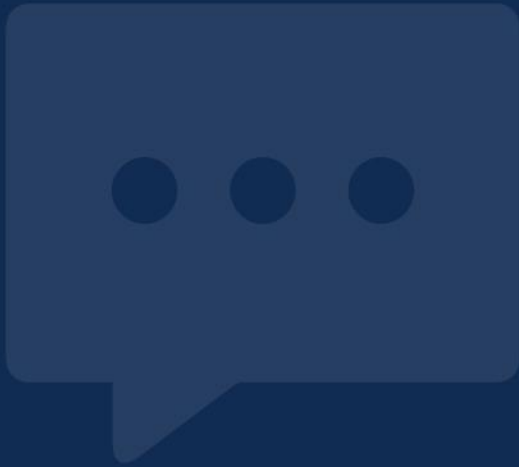
## 5 Type Performance



- 91% links only posts
- Links only posts performed 3rd best
- Video only and text only performed 1<sup>st</sup> and 2nd

# Lessons

- All schools post over 85% links posts
- Links posts performed 3<sup>rd</sup> best for 4/5 schools – 1/5 2<sup>nd</sup> best
- Best performing content was picture (two schools), video (two schools), text (one school)
- Measure and test content type performance



# PLANNING



# Planning

- Know and identify your audience
- Choose key contributors
- Plan how to execute
- Plan for archiving sharing and collaboration

# Case Study: Fundraiser

- Client wanted to make their first fundraiser a success.
- The comprehensive, all-day, event included activities across five college campuses.
- A \$51,000 goal was the target.

# Solution

- 207 posts created across 3 channels, 9 segments
- Divided calendar into 9 segments for campus teams – five physical, one virtual and three for staff, students and president

DAY	DATE	TIME	TWEET	LINK	NOTES	CHARACTER COUNT	IMAGE
THURSDAY							
Done	April 21, 2016	12:01 a.m.	Today's the day! Get ready to #HearthHACC! Donate now <a href="http://hacc.edu/HearthHACC">hacc.edu/HearthHACC</a>	<a href="http://hacc.edu/HearthHACC">hacc.edu/HearthHACC</a>		71	12420 HACC Day of Giving Content Card_2.8
Done	April 21, 2016	1:01 a.m.	Let's get started! We've currently raised \$1,498.75 of our \$51,000 goal! #HearthHACC <a href="http://hacc.edu/HearthHACC">hacc.edu/HearthHACC</a>		Insert current fundraiser amount		
Done	April 21, 2016	1:15 a.m.	Follow us today for updates on the campaign and the fun activities we have planned today #HearthHACC				
Done	April 21, 2016	2:01 a.m.	Good morning! We've raised \$1,523.75 of our \$51,000 goal! #HearthHACC <a href="http://hacc.edu/HearthHACC">hacc.edu/HearthHACC</a>		Insert current fundraiser amount		
Done	April 21, 2016	2:15 a.m.	Hey students! Heart HACC. Give Back. You can donate to HACC here! <a href="http://hacc.edu/HearthHACC">hacc.edu/HearthHACC</a> #HearthHACC		<a href="http://hacc.edu/HearthHACC">hacc.edu/HearthHACC</a>		
Done	April 21, 2016	3:01 a.m.	It's 3 am, do you know we've reached \$1,623.75 of \$51,000 target! #HearthHACC <a href="http://hacc.edu/HearthHACC">hacc.edu/HearthHACC</a>		Insert current fundraiser amount		
Done	April 21, 2016	3:15 a.m.	Looking forward to all the festivities? Check out what we have planned at all our campuses <a href="http://bit.ly/1UFrgSR">http://bit.ly/1UFrgSR</a> #HearthHACC				
Done	April 21, 2016	4:01 a.m.	Donate more before four. We've currently raised \$1,843.75 of our \$51,000 objective! #HearthHACC <a href="http://hacc.edu/HearthHACC">hacc.edu/HearthHACC</a>		Insert current fundraiser amount		
Done	April 21, 2016	4:15 a.m.	We're ready for a big day today — Find out more about our Day of Giving at <a href="http://hacc.edu/HearthHACC">hacc.edu/HearthHACC</a> #HearthHACC		<a href="http://hacc.edu/HearthHACC">hacc.edu/HearthHACC</a>		
N/A	April 21, 2016	5:01 a.m.	Birds are singing your praises. HACC is reaching \$1,843.75 of \$51,000! #HearthHACC <a href="http://hacc.edu/HearthHACC">hacc.edu/HearthHACC</a>		Insert current fundraiser amount		
Done	April 21, 2016	5:15 a.m.	Find out why we give and why our Day of Giving today is so special to us and our students <a href="https://www.hacc.edu/HACCFoundation/WhyWeGive/index.cfm">https://www.hacc.edu/HACCFoundation/WhyWeGive/index.cfm</a>				
Done	April 21, 2016	6:15 a.m.	Thank you to everyone who has donated before sunrise! We've currently raised \$1,843.75 of our \$51,000 goal! #HearthHACC		Insert current fundraiser amount		
Done	April 21, 2016	7:01 a.m.	HACC employees! Thank you for contributing \$1,957.68 of \$51,000! #HearthHACC <a href="http://hacc.edu/HearthHACC">hacc.edu/HearthHACC</a>		Insert current fundraiser amount		
Done	April 21, 2016	7:15 a.m.	Good Morning, alumni! Today's the day! #HearthHACC			49	12420 HACC Day of Giving Content Card_2.8
Done	April 21, 2016	7:30 a.m.	Follow us today for updates on the campaign and the fun activities we have planned on each campus and in Virtual Learning #HearthHACC			132	12420 HACC Day of Giving Content Card_2.7
Done	April 21, 2016	7:45 a.m.	Students, we're fueling up at the Gettysburg campus #HearthHACC			62	Coffee and donuts
Done	April 21, 2016	8:01 a.m.	We've raised \$2,624.58 so far! Go HACC. #HearthHACC <a href="http://hacc.edu/HearthHACC">hacc.edu/HearthHACC</a>		Insert current fundraiser amount		
Done	April 21, 2016	8:15 a.m.	Starting the day off right with the Best Breakfast at Lebanon #HearthHACC			72	
Done	April 21, 2016	8:15 a.m.	HACC students. Come grab a stack for breakfast at York! #HearthHACC			66	Pancakes
Done	April 21, 2016	8:30 a.m.	Board members, you can track our progress throughout the day here with our lovely thermometer <a href="http://hacc.edu/HearthHACC">hacc.edu/HearthHACC</a> #HearthHACC	<a href="http://hacc.edu/HearthHACC">hacc.edu/HearthHACC</a>		123	
Done	April 21, 2016	9:01 a.m.	We've reached \$5,177 of our \$51,000 goal! #HearthHACC <a href="http://hacc.edu/HearthHACC">hacc.edu/HearthHACC</a>		Insert current fundraiser amount		
Done	April 21, 2016	9:10 a.m.	Whoopie pie-eating contest going strong over at Lancaster! #HearthHACC			69	Someone stuffing their face with a whoopie pie
Done	April 21, 2016	9:15 a.m.	HACC alumni! For every dollar donated, campus faculty and staff will eat the equivalent in Whoopie pies #HearthHACC #HACCLancaster			129	
Done	April 21, 2016	10:01 a.m.	Keep it up! We have \$13,301 of our \$51,000 goal! #HearthHACC <a href="http://hacc.edu/HearthHACC">hacc.edu/HearthHACC</a>		Insert current fundraiser amount		





#HeartHACC

**Heart HACC.  
Give Back.**

For President's Fund for Excellence.



#HeartHACC

**Heart HACC.  
Give Back.**



#HeartHACC

**Heart HACC.  
Give Back.**

Day of Giving • April 21, 2016



#HeartHACC

**Heart HACC.  
Give Back.**

Thank You!



#HeartHACC

**Heart HACC.  
Give Back.**

For Scholarships.



#HeartHACC

**Heart HACC.  
Give Back.**

# In the Wild



THANK YOU for YOUR support! We've hit a grand total of \$63,768.34 in 24 hours! #HearHACC [hacc.edu/HearHACC](http://hacc.edu/HearHACC)



Heart HACC Give Back

Heart HACC Give Back

HACC.EDU

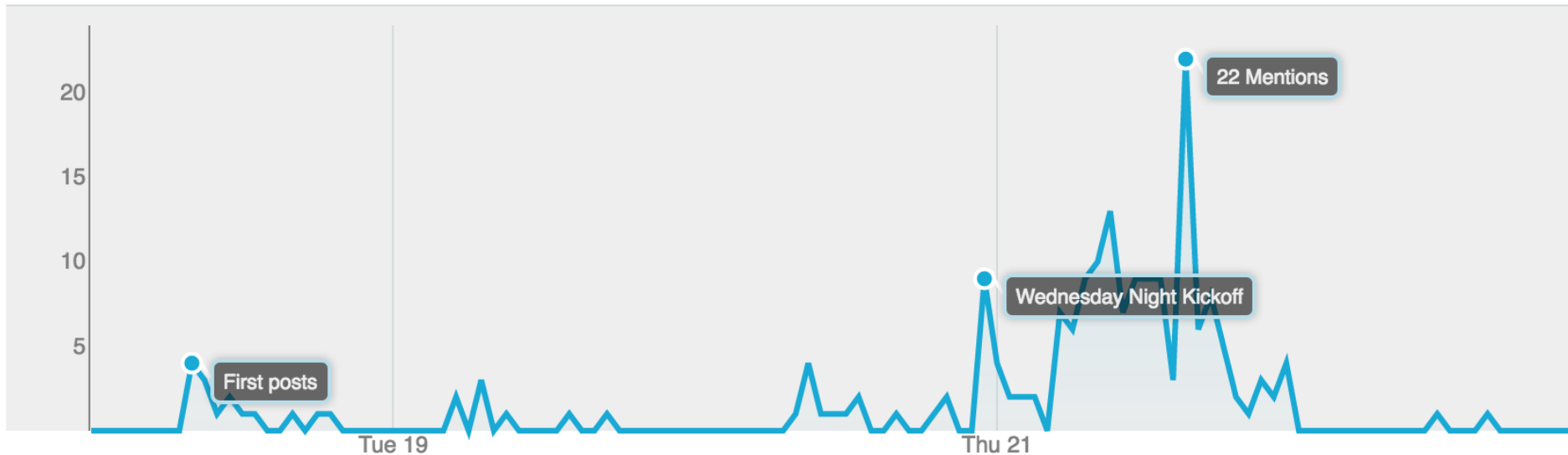


**Amy Withrow** @AmySWithrow · Apr 19

We're fundraising for four campaign initiatives on Thursday, learn more here!  
[bit.ly/1WYtESc](http://bit.ly/1WYtESc) #HearHACC

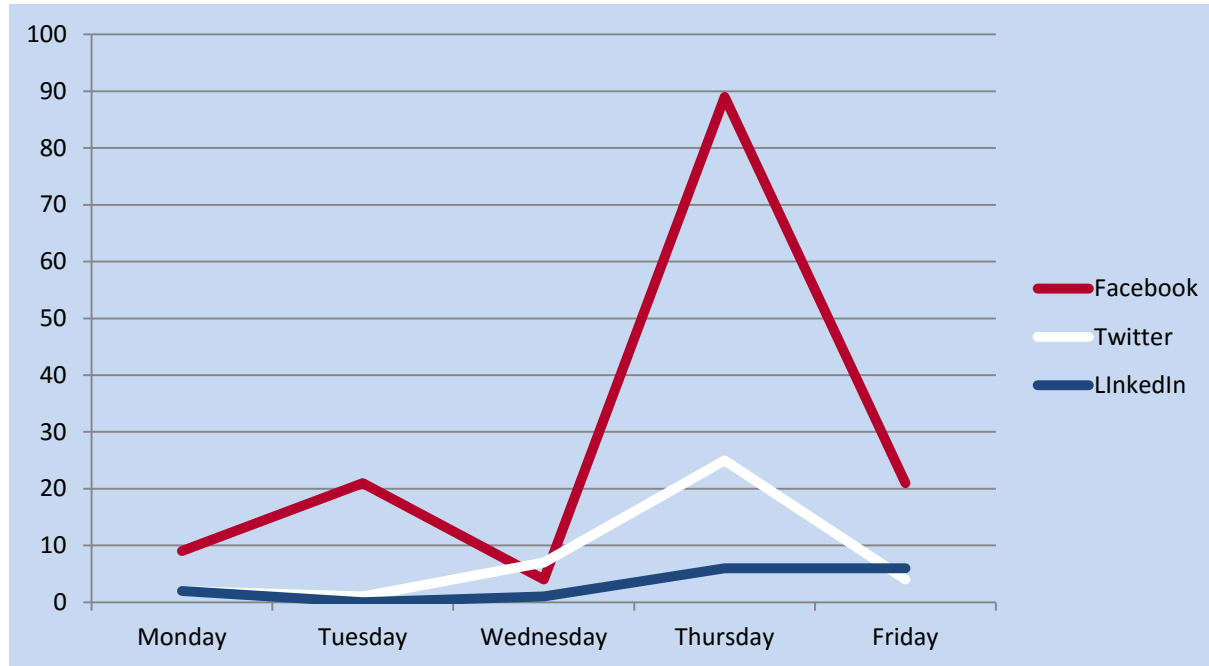


# Mentions in the Period



- 26 unique authors
- 84 reshares
- 1 mention per hour
- Original mentions reached 43,121
- Reshares added 31,121 potential viewers

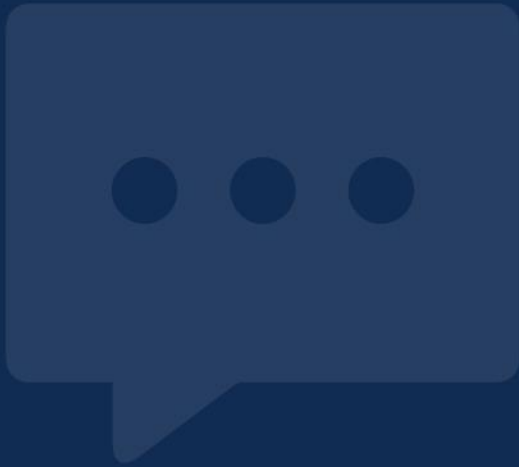
# Social Media Traffic



The site donation page received traffic everyday of the week including Friday.

Facebook was the primary driver with 4x the action of Twitter.

All told social media traffic drove approx. 200 sessions during the fundraiser.



# APPLICATION



# Applying To Your Audience

- Influencers – looking for reach and spread
- Engaged users – who is interacting
- Sentiment – why do people respond negatively
- Demographics and Interests
- Riding the wave of conversation around your brand-to frame the conversation
- Audiences use platforms differently – align content with personas

# Final Thoughts

- Align brand goals with social media goals
- Do your research
- Organize across teams and campus
- Measure activities, engagement and impact





Q&A

twgplus



# Thank You for Joining Us!

twgplus

**Chris Tyburski**

*Senior Marketing Consultant*

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*Chris.Tyburski@twgplus.com*

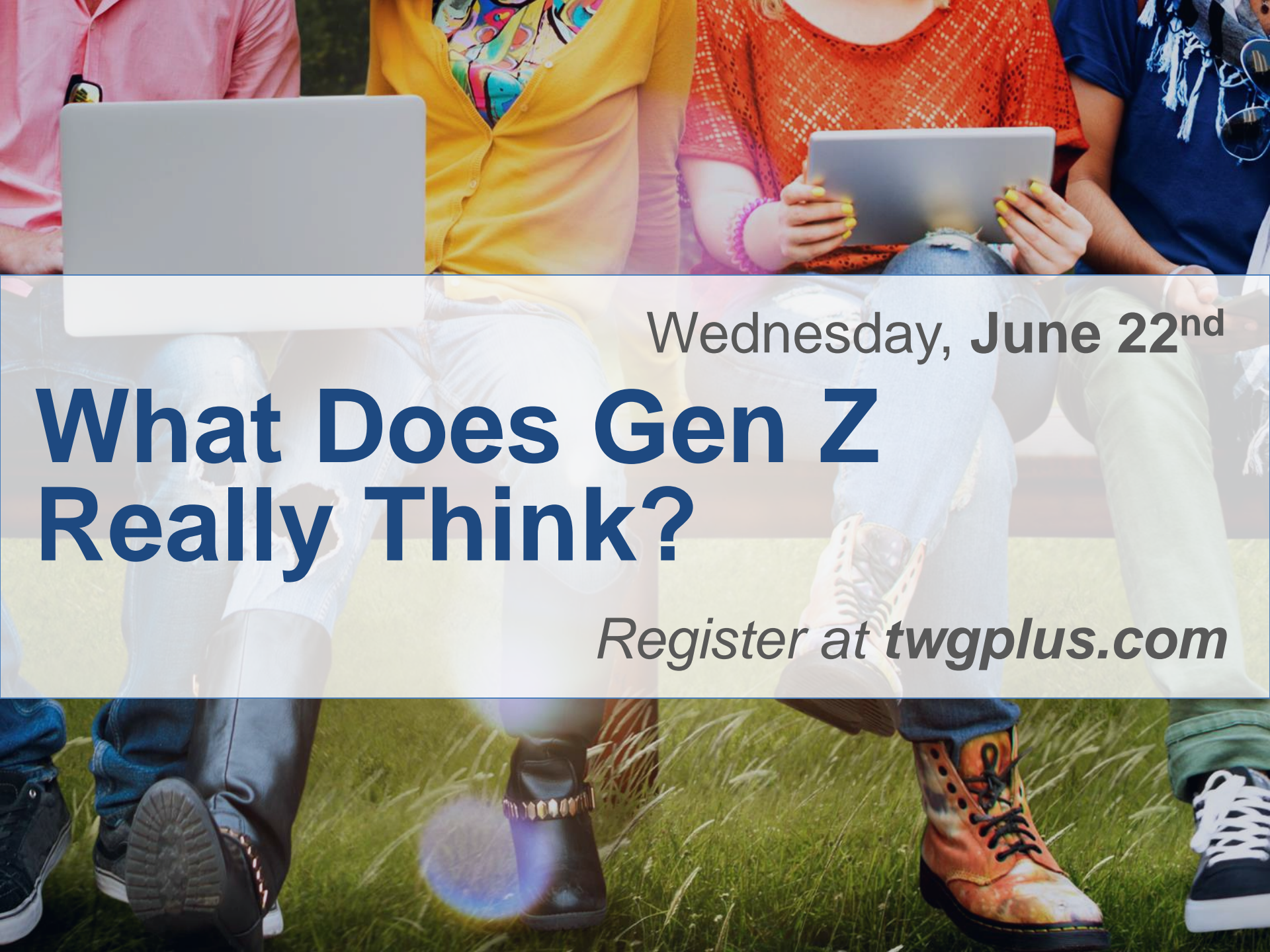
*@twgplus*

**Tal Boyd**

*Director, Interactive Strategies*

*Talmadge.Boyd@twgplus.com*

*@twgplus*



Wednesday, June 22<sup>nd</sup>

# What Does Gen Z Really Think?

*Register at [twgplus.com](https://www.twgplus.com)*