

**SOCIAL MEDIA IN STUDENT RECRUITMENT:
EMERGING CHANNELS AND METRICS** #aiSMrecruit



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LEARNING OUTCOME

After participating...

...you will be able to better incorporate emerging platforms and smarter metrics & measurement into your current prospective student-facing social media strategy.

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ABOUT KAYLA HERSPERGER



- Online Design & Communication Specialist
 - Website content and design
 - Video production
 - Institutional marketing
 - Social media strategy
- Slippy Rock University, '09 & '11
- Twitter: @khersperger
- [Linkedin.com/in/kaylahersperger](https://www.linkedin.com/in/kaylahersperger)



ABOUT CARA ROUSSEAU



- Digital and Social Media Strategy
 - Content marketing and distribution
 - Global engagement
 - Digital media strategy
- Graduate of UNC Chapel Hill and Kenan Flagler Business School
- Twitter: @cararousseau
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AGENDA

- “Off the beaten path”: Snapchat & Periscope
 - Promoting accounts
 - Gaining followers/viewers
 - Content selection
 - Interacting with prospective & admitted students
- Metrics and Measurement
 - Metrics & reporting across platforms
 - Analytics/measurement tools to gauge success
 - Quantifying ROI--institutional case study

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“OFF THE BEATEN PATH”: SNAPCHAT & PERISCOPE

SNAPCHAT AT DUKE

■ ENGAGING STUDENT & YOUNG AUDIENCES


"Social media is a really easy way to
feel excluded. Facebook, Instagram and
Snapchat make me hyper-aware of the
activities **I wasn't invited** to partake in."

*A Freshman at Franklin & Marshall College, quoted in Huffington Post's "Social Media Is Changing How College Students Deal With Mental Health, For Better Or Worse"

■ ENGAGING
STUDENT &
YOUNG
AUDIENCES


"There's something
going on right now."

"Here's how you
can be apart of it."



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■ SNAPCHAT



@DukeStudents

- Launched April 2015
- Run by team of 7-10 students
- Audience are prospective, admitted and current students

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■ SNAPCHAT LAUNCH



- Heavy usage among key demographic
- Accessibility
- An inside look
- Casual nature
- Engagement and interactive

■ SNAPCHAT ACCOUNT MANAGEMENT



- Student team led by one editor
- Recruit first-year students
- Logging in difficulties
- Coordinate via GroupMe
- Accountability strategy

SNAPCHAT CONTENT SELECTION



- It's all about the people
- Post to your university's Campus Story
- Tell stories through rapid-fire snaps
- Emojis are your friends
- Draw something!



SNAPCHAT CAMPUS STORY




- The selection process is subjective
- Take the time to plan content that's real and fun
- Make it snappy and witty
- Try submitting from different accounts
- Show events

SNAPCHAT PROMOTION

ADD US ON SNAPCHAT!
Want to get a sneak peek into student life at Duke and keep up with what's happening on campus? Follow @dukestudents on Instagram and Twitter and add dukestudents on snap chat!





- Emails to admitted students
- Cross-promotion on other channels
- Snapcode as avatars
- Stickers!
- Word of mouth



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SNAPCHAT PROMOTION



Congratulations on your admission to Duke!

It's been just a day since you received the good news, but we expect that you may have some questions already about what life is like as a Duke student.

Join the official [Facebook group](#) for Duke University Class of 2019 admitted students. Find future classmates on [Twitter](#) and [Instagram](#) by tagging your tweets and photos with #Duke2019. Read student stories and learn about student life at Duke on [Tumblr](#) and by following @DukeStudents on Snapchat.

We've also scheduled four student-hosted chats to give you a chance to hear what life here is like from students themselves.

The first chat is scheduled for **Monday, March 30 at 8:00 pm Eastern Time**. The topic will be **Academics and Undergraduate Research**. Learn about Duke's academic flexibility, our faculty's commitment to undergraduates and hundreds of research opportunities. RSVP on the event [here](#).

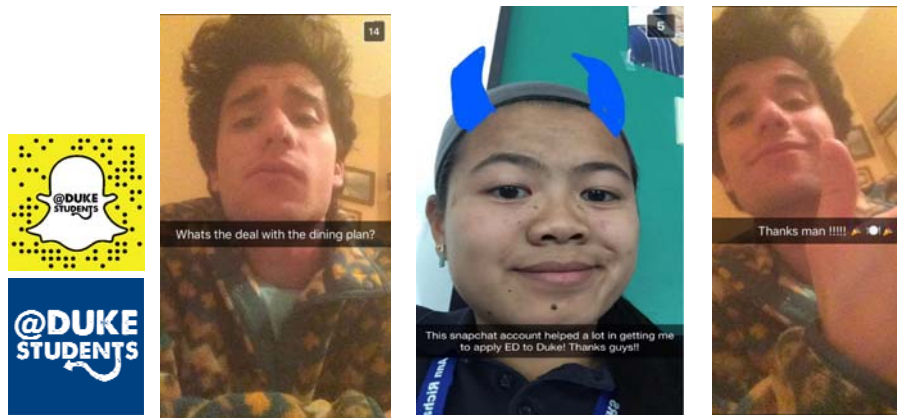
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■ SNAPCHAT
INTERACTING
WITH PROSPECTS



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■ SNAPCHAT
INTERACTING
WITH PROSPECTS



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■ SNAPCHAT
GEOFILTERS




The image displays two examples of Snapchat geofilters. On the left, a yellow geofilter with a white ghost icon and the text '@DUKE STUDENTS' is shown above a blue geofilter with the text '@DUKE STUDENTS'. In the center, a geofilter for Pratt Institute features a yellow speech bubble with the text 'TRUST ME. I'M AN ENGINEER.' overlaid on a photo of a building with 'PRATT II' visible. On the right, a geofilter for East Campus shows a young woman wearing sunglasses and a blue geofilter with the text 'east campus' overlaid on a photo of her.

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SNAPCHAT AT SLIPPERY ROCK

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POLL


Is your institution currently using Snapchat?



PROMOTING ACCOUNTS



- BooR codes HS visits and college fairs
- Word of mouth
- Cross-promotion on other social channels
- Email campaigns to prospective students
- Geofilters on campus
 - Community-based
 - On demand (pay per day/time/location)
 - Anyone can submit



Social Media in Student Recruitment: Emerging Channels and Metrics

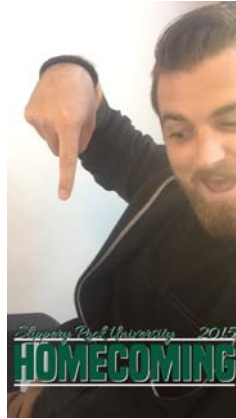
The image shows two social media profiles for Slippy Rock University. On the left is the Twitter profile for @slippyrockU, featuring a banner with the text "GET READY FOR TOMORROW, BY BEING HERE TODAY." and a photo of a student. The bio reads: "What makes us different, makes us Slippy Rock. Experience the difference of a rock solid education. Snap us: slippyrocku." It also lists the location as Slippy Rock, Pennsylvania and the website sru.edu/apply. The profile shows 2,498 following and 8,334 followers. A pinned tweet from 2 days ago asks for a \$90 deposit to join the #sru20 orientation. On the right is the Instagram profile for SLIPPYROCKUNIVERSITY, showing 703 posts, 7,221 followers, and 235 following. The bio says: "Slippy Rock University. What makes us different, makes us Slippy Rock. Experience the Difference. Share your view of #SRU with #instasru or snap us: slippyrocku. www.sru.edu/apply". Below the bio is a grid of six photos showing campus scenes, a mascot, and a sign.

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MAINTENANCE

- Regular stories
- Engaging with students who “snap” the university (respond, screen shot)
- Check your snaps (the more timely the better)
- Hire Snapchat intern(s)
- Telling current students’ stories:
 - “Tuesday Takeover”
- Following students back?

UNIVERSITY GEOFILTERS

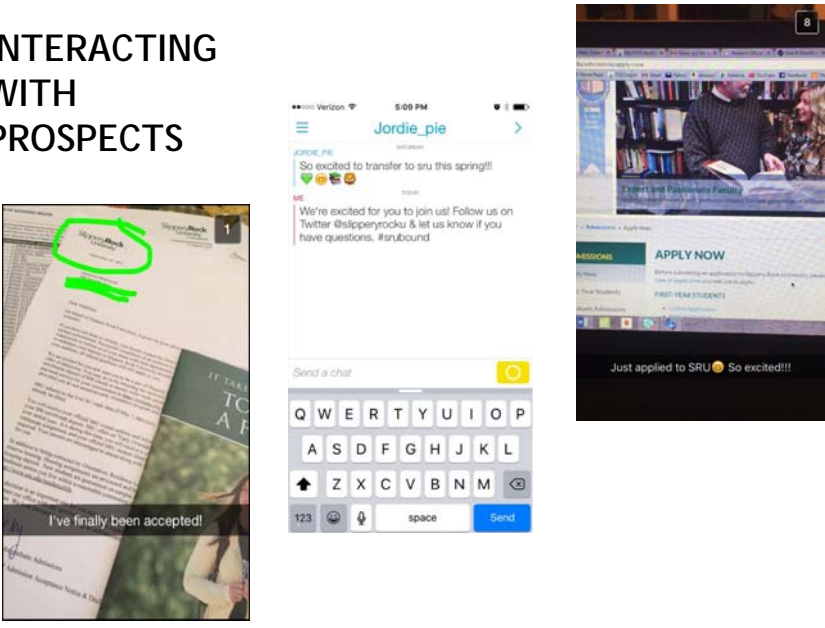


STORY CONTENT SELECTION

- Admissions events
- "Q&A Monday" Takeover Tuesday
- Week of Welcome #sruWOW
- What do you love about SRU?
- What are your plans for _____
- State of the University Address
- Concerts, Comedians, Speakers
- Homecoming Pep Rally
- Commencement Ceremonies



INTERACTING WITH PROSPECTS



The collage features three images: 1) A document with a green circle around a name and a green line under a section. 2) A text message from 'Jordie_pie' on Verizon at 5:09 PM, stating 'So excited to transfer to sru this spring!!' and 'We're excited for you to join us! Follow us on Twitter @slipperyrocku & let us know if you have questions. #srubound'. 3) A social media post with a photo of a person reading and text that says 'Expert and Distinguished Faculty' and 'APPLY NOW'.

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? QUESTIONS



A large white question mark icon is centered on a dark brown horizontal bar.

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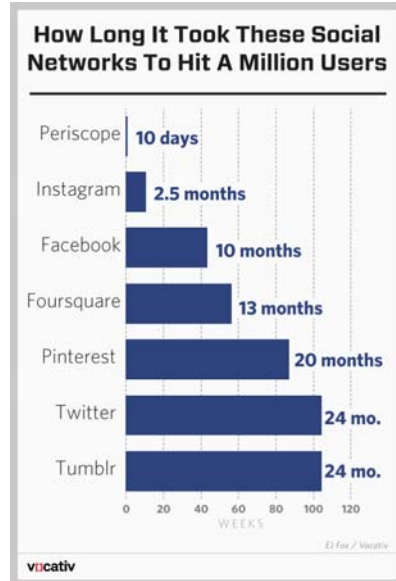
PERISCOPE AT DUKE



POLL

Is your institution using
Periscope?

PERISCOPE



Fast Facts

- Launched in March 2015
- Over 10M users
- Broadcasts stay available 24 hours
- Every day, users broadcast 40 years worth of streams




PERISCOPE



@DukeUniversity

- Launched September 2016
- Managed by Duke's social media team
- About a dozen 'scopes

PERISCOPE

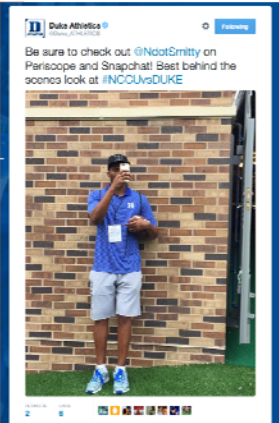
<p>ACCESS</p>  <p>The ability to watch something they don't normally have access to.</p>	<p>INTIMACY</p>  <p>The ability to feel connected to the subject.</p>	<p>IMMEDIACY</p>  <p>The ability to connect with something happening in real-time.</p>
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PERISCOPE PROMOTING ACCOUNT

“ Give the people what they want! ”


- Most of your audience will be people who also follow you on Twitter.
- How can you cover as much of that target audience as possible?



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**PERISCOPE
METRICS AND
ENGAGEMENT**

205 Live Viewers
27 Comments
541 Hearts



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? QUESTIONS

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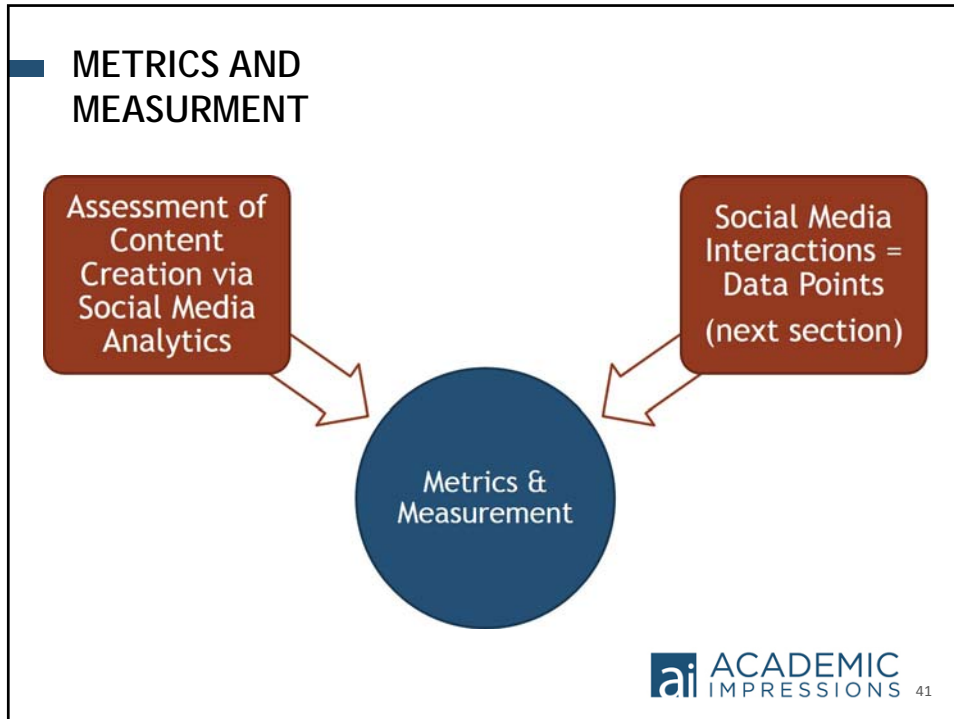
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METRICS AND MEASUREMENT



METRICS & MEASUREMENT AT SLIPPERY ROCK



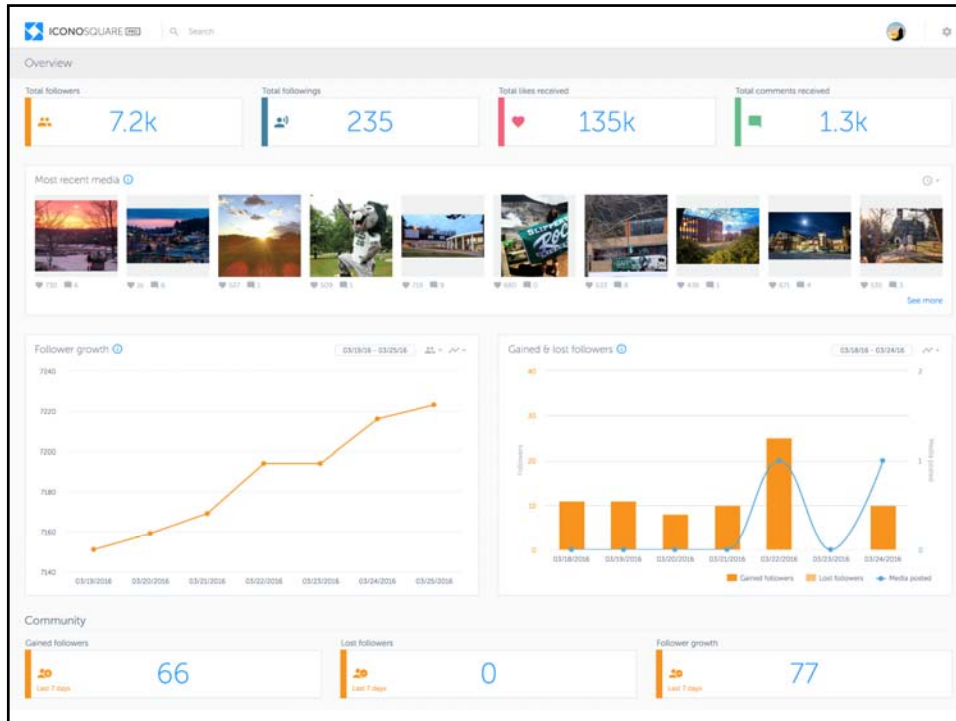


WEEKLY ASSESSMENT

YOUTUBE Subscribers, # of videos, views, minutes, likes, dislikes, geographic data about viewers	FACEBOOK Page likes, post reach, engagement, post clicks, and geographic data about followers	TWITTER Followers, # of tweets, mentions, likes, and retweets
LINKEDIN Number of followers and post likes	INSTAGRAM Followers, # of posts, #instasru photos, likes & comments received, avg likes per photo, new followers, love rate, and talk rate	SNAPCHAT Snap story views, and new friends

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METRICS & MEASUREMENT AT DUKE

METRICS & REPORTING

- Reach/impressions
- Views/10-second/30-second
- Clicks
- Engagement
- Sentiment
- Mentions
- Spikes



WEEKLY REPORTING

- Facebook, Instagram, Twitter, YouTube
 - Reach, engagement, views
- Ahas and noteworthy
- Follower growth
- Paid advertising
- Campaigns



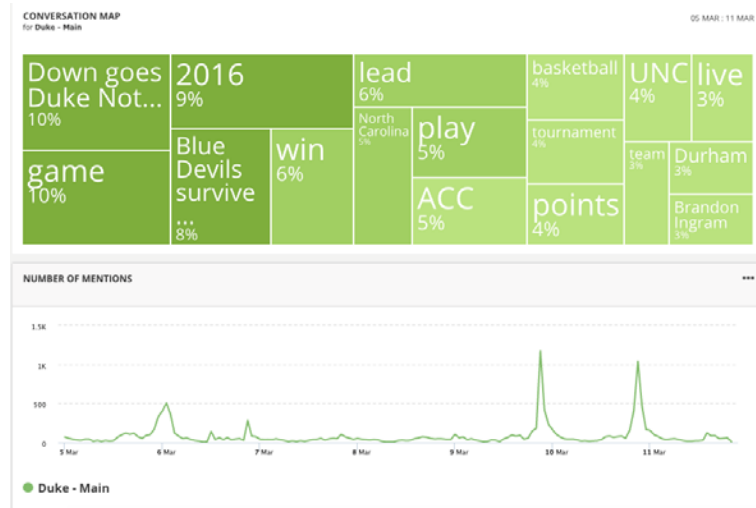
MEASUREMENT TOOLS: Hootsuite Enterprise

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MEASUREMENT TOOLS: Hootsuite Enterprise

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MEASUREMENT TOOLS:
Hootsuite Enterprise



**MEASURING ROI:
SLIPPERY ROCK CASE STUDY**

SOCIAL MEDIA INTERACTION (SMI)



- Students tweeting/posting about
 - Acceptance
 - Visits
 - Admissions questions
 - Excitement
 - Decision making
 - Roommates
 - Orientation
 - Week of welcome

INTERACTING WITH PROSPECTIVE STUDENTS

- At SRU, social media interactions become data points to justify resources
 - Students are coded as “SMI” in banner
- **Building Relationships Authentically**
 - that influence decision-making
 - provide customer service
 - show we’re “with it”
 - communicate the way they want to
 - twitter chats build community

Social Media in Student Recruitment: Emerging Channels and Metrics

RELATIONSHIP BUILDING

February 5
multiple universities

February 21
Accepted to SRU

March 15
Down to two choices

April 16
Accepted Students Day

June 17
Orientation

June 20
Student ID, class schedule, room assignment

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#sru20 SMI

interaction date	banner id	handle	real name	type	source	post content	qualifiers	call to action/response	Custom Hashtag	intervention	follow	Other uni
7/14/15		@madysyah92		UG	Twitter	visit	excited	see you soon	#sru20	none	Twitter	
7/28/15		@shadesgreen		UG	Twitter	apply	can't wait	none	#sruvisits	none	Twitter	Clarion
2/13/14		@mehabulok		UG	Instagram	visit	none	asked question	#sruvisits	none	none	
3/16/15		@duncanbrunet		UG	Instagram	visit	committed	asked question	#sru	none	none	
4/10/15		@snoocrocker1		UG	Twitter	committed	athletics	encourage visit	none	none	none	
4/11/15		@madysyah92		UG	Twitter	orientation	excited	let us know if you have questions	#sru20	none	Twitter	
4/18/15		@luciferbenning		UG	Twitter	none	first choice	welcome to SRU	#sruvisits	none	none	
4/18/15		@yvesisabeth7		UG	Twitter	visit	none	let us know if you have questions	#sruvisits	none	both	
4/21/15		@l3p0n0n1		UG	Twitter	visit	none	asked question	#sruvisits	none	Twitter	
6/2/15		@snoocrocker1		UG	Twitter	committed	#sru20	quote tweet	#srubound	none	none	
5/26/15		@shaneoch2418		UG	Instagram	visit	none	asked question	#sruvisits	none	both	
7/1/15		@snoocrocker1		UG	Twitter	accepted	none	let us know if you have questions	#srubound	none	both	
7/6/15		@snoocrocker1		UG	Twitter	visit	excited	let us know if you have questions	#sruvisits	none	Twitter	
7/8/15		@yvesisabeth7		UG	Twitter	apply	none	let us know if you have questions	#sru20	none	both	
7/14/15		@snoocrocker1		UG	Instagram	visit	first choice	let us know if you have questions	#sru20	none	Instagram	
7/17/15		@snoocrocker1		UG	Twitter	visit	none	let us know if you have questions	#sruvisits	none	Twitter	
7/17/15		@snoocrocker1		UG	Instagram	visit	#sruvisits	let us know if you have questions	#srubound	none	none	
7/17/15		@snoocrocker1		UG	Instagram	visit	#sruvisits	let us know if you have questions	#srubound	none	both	
7/17/15		@snoocrocker1		UG	Instagram	visit	#sruvisits	let us know if you have questions	#srubound	none	none	
7/26/15		@shane_2004		UG	Twitter	visit	excited	asked question	#sru20	none	none	
7/23/15		@_joe_dunk		UG	Twitter	can't wait	none	let us know if you have questions	#srubound	none	Twitter	
7/26/15		@snoocrocker1		UG	Twitter	visit	#sru	asked question	#sru20	none	Twitter	
7/28/15		@snoocrocker1		UG	Twitter	visit	excited	quote tweet	#sruvisits	none	Twitter	
8/5/15		@snoocrocker1		UG	Twitter	visit	none	let us know if you have questions	#sru20	none	Twitter	
8/14/15		@snoocrocker1		UG	Twitter	visit	first choice	let us know if you have questions	#sru20	none	none	
8/14/15		@snoocrocker1		UG	Twitter	visit	#sruvisits	let us know if you have questions	#sru20	none	both	
8/14/15		@snoocrocker1		UG	Twitter	visit	dream school	let us know if you have questions	#sru20	none	Twitter	
8/17/15		@snoocrocker1		UG	Twitter	accepted	none	congrats	#sru20	none	none	
8/17/15		@snoocrocker1		UG	Instagram	visit	#sruvisits	follow on Twitter	#srubound	none	both	
8/18/15		@snoocrocker1		UG	Instagram	visit	#sruvisits	asked question	none	none	none	
8/18/15		@yvesisabeth7		UG	Twitter	accepted	none	quote tweet	#sru20	none	both	
8/18/15		@yvesisabeth7		UG	Twitter	visit	none	none	#sru20	none	both	
8/20/15		@snoocrocker1		UG	Twitter	accepted	none	congrats	none	none	none	
8/26/15		@snoocrocker1		UG	Twitter	accepted	#srubound	quote tweet	#srubound	none	both	
8/28/15		@snoocrocker1		UG	Twitter	accepted	none	asked question	#sru20	none	Twitter	
9/1/15		@snoocrocker1		UG	Twitter	multiple universities	none	sent link to apply	#sru20	none	none	SUP
9/1/15		@snoocrocker1		UG	Twitter	visit	excited	asked question	#sruvisits	none	both	
9/7/15		@snoocrocker1		UG	Twitter	apply	excited	let us know if you have questions	#sru20	none	none	
9/8/15		@snoocrocker1		UG	Twitter	accepted	none	asked question	#sru20	none	Twitter	
9/8/15		@snoocrocker1		UG	Twitter	visit	excited	asked question	#sruvisits	none	none	

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SMI IMPACTS ENROLLMENT

#sru18 (sophomores)

- 664 interactions
- 320 SMI students
 - 218 enrolled
 - 68% yield
- 1586 enrollment

#sru19 (first-years)

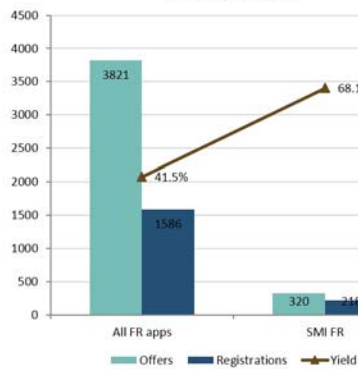
- 392 interactions
- 207 SMI students
 - 166 enrolled
 - 80% yield
- 1523 enrollment



SMI IMPACTS YIELD

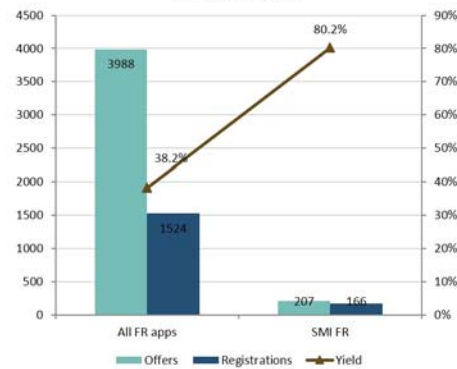
Yield #sru18

All FR apps vs. SMI FR



Yield #sru19

All FR apps vs. SMI FR



"I chose SRU because you're cool on Twitter."

Qualitative data indicate students are paying attention. They want their university to be engaging on social media.

In fact, they expect it.



QUESTIONS





EVALUATION

Thank you!

Please remember to complete the event evaluation.
Your comments will help us continually improve the
quality of our programs.

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