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SOCIAL MEDIA METRICS AND ROI FOR ADMISSIONS



Ashley Budd | Cornell University | ash265@cornell.edu

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LEARNING OUTCOME

After participating...


...you will be able to use more sophisticated social media measurements to determine more impactful and cost-effective tactics for your marketing strategy.

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 Agenda

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- Setting social media metric benchmarks and goals
- Auditing your efforts
- Identifying what to measure and track and when
- Calculating ROI
- How to use this information to make efficient social media choices going forward

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 ACTIVITY

Find something useful?

Throughout this session, if you find something we have said interesting or useful, tweet it!
If you have something useful to add, or if you find an outside source to add to the content, tweet it!
BE SURE TO #HASHTAG IT!

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SETTING SOCIAL MEDIA METRIC BENCHMARKS & GOALS



■ Benchmarks & Goals

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- Establish a baseline
- Time tracking
- Benchmark with peers
- Publish short-term & long term goals
- Plan for campaigns



Establish a Baseline

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- Start counting
- Community size
 - Likes
 - Followers
 - Subscribers
- Estimated time spent
- Other

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Time Tracking

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- Human resource hours
- Tracking tools
- Good habits
- Estimating

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Benchmarking

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Similar schools



University of California, Berkeley



University of Pennsylvania



University of Illinois at Urbana-Champaign



Duke University



Columbia University in the City of New York



Princeton University

- Peer institutions
- Internal resources
- LinkedIn insights
- Recruitment & enrollment services

Source: [linkedin.com/alumni](https://www.linkedin.com/alumni/?changeSchool) "change school"



Goal Setting

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- Short-term goals
 - Relates to the admissions cycle
- Long-term goals
 - Relates to institutional goals
 - Uses year-to-year data





Plan for Campaigns

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- Editorial calendars
- Campaign planning resources
- Campaign goal setting
- Campaign metrics

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AUDITING YOUR EFFORTS



■ Social Media Campaign Reporting

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- SMART reporting
 - Statement
 - Metrics
 - Attainment
 - Real interactions
 - Time spent



Statement

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Get To the Point



- Be specific, clear, to the point
 - Can the newest person on your team understand it?
 - Can the most senior person at your institution appreciate it?
- Relationship to internal goals
- Relationship to external forces

Metrics

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- Tools used
- Metrics available
- Key performance indicators (KPIs)

Attainment

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- Campaign outcomes
 - Relationship to campaign goal
 - What was anticipated?
 - What was unanticipated?

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Real Interactions

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- Qualitative outcomes
- Most engaging content
- Conversation threads
- Screenshots
- Feedback


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■ Time (& money)
spent

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A black and white photograph of a man in a dark suit, white shirt, and striped tie. Instead of a head, there is a large, round analog clock face. The clock shows the time as approximately 10:10.

- Who worked on the project?
- How much time was spent?
- What time of day was most effective?
- Weekdays vs. Weekend
- Money spent

The logo for Academic Impressions, featuring a blue square with the letters 'ai' in white, followed by the words 'ACADEMIC IMPRESSIONS' in blue, and the number '19' in a small font.

A white question mark inside a dark brown circle.

QUESTIONS

The logo for Academic Impressions, featuring a blue square with the letters 'ai' in white, followed by the words 'ACADEMIC IMPRESSIONS' in blue, and the number '20' in a small font.

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IDENTIFYING WHAT TO MEASURE AND TRACK AND WHEN




■ Key Performance Indicators (KPIs)

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- What are KPIs?
- How are KPIs tracked?
- When do you need reports?




 What are KPIs?

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Key Performance Indicator (KPI)

A type of performance measurement. Choosing the right KPIs relies upon a good understanding of what is important to the organization. Assessing the present state of the business often leads to the identification of potential improvements, so KPIs are routinely associated with 'performance improvement' initiatives.



 CHAT

What KPIs are you using? Share in the chat!



Choosing your KPIs

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- Engagement
- Completed calls to action
- Problem resolution
- Growth
- Retention

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KPI Tracking Platform analytics

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Twitter Cards

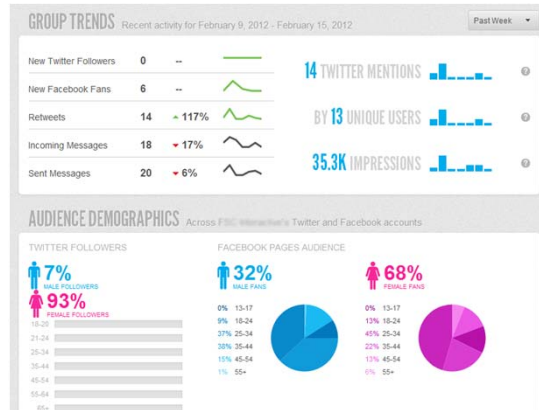
Track how your Twitter Cards drive clicks, app installs, and Retweets.

- Facebook insights
- Twitter ad analytics
- YouTube analytics
- Google analytics

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KPI Tracking External Resources

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- Free tools
 - Bit.ly
 - Statigram
- Paid tools
 - Radian6
 - Sprout Social
- Surveys

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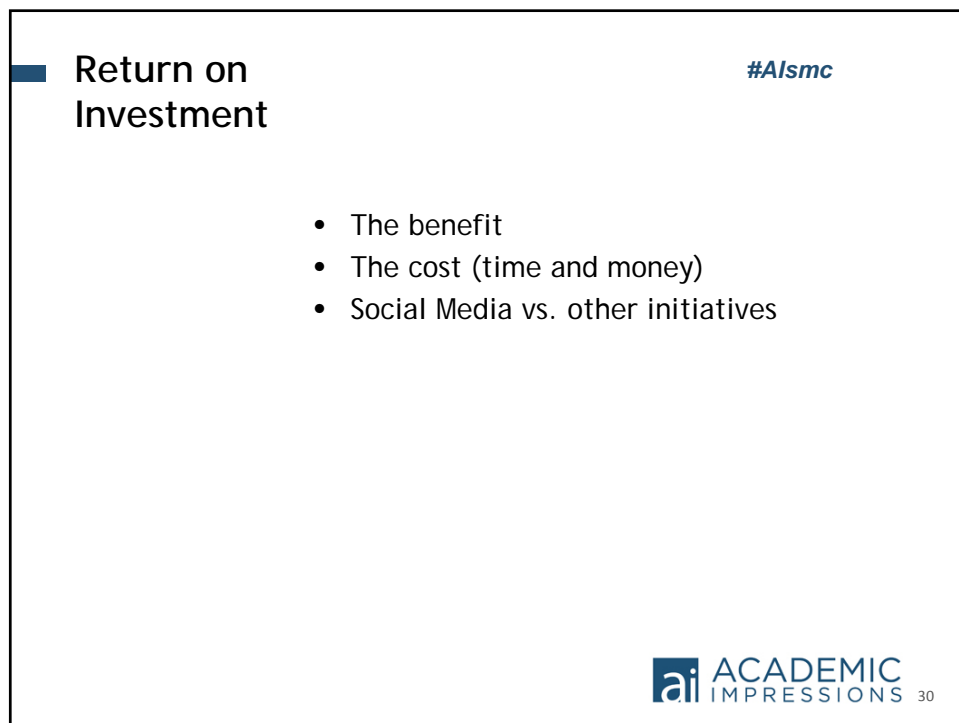
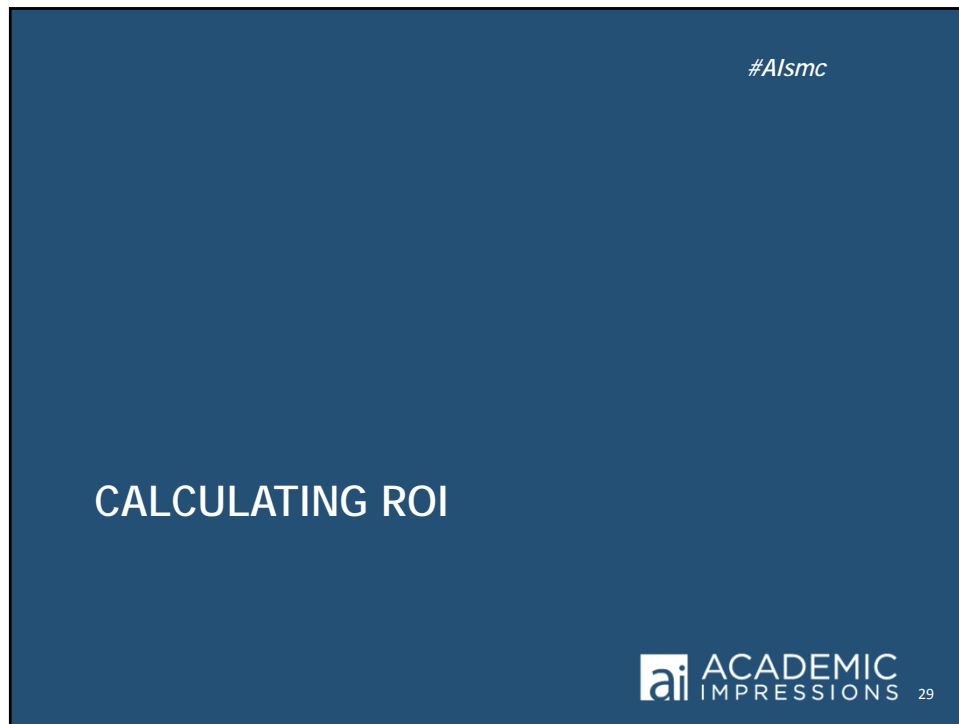
When do you need reports?

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- Requests
- Annual report
- Campaign report
- Performance reviews
- Other

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POLL

In the current recruitment cycle,
estimate the amount you have
spent on social media
advertising...

The Benefit

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- Communication
 - Effectiveness
 - Efficiency
- Event attendees
- Campus visitors
- Applications
- Online engagement
- Yield




The Cost #Alsmc

- Time
 - Human resource hours
- Spending
 - Promoted posts
 - Ads
 - Reporting tools

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Social Media vs. Traditional Communication

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- Face to Face
 - On campus
 - Off campus
- Phone
 - Calls/Text
- Email
 - Personal Email
 - Broadcast
- Print
 - Direct Mail

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Average Costs


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Admissions Counselor FTE	100,000-piece Print Campaign
\$40K/year	\$100K/campaign
100,000 subscriber e-newsletter	Promoted Social Media Post
\$4.8K/year	\$30/post

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Average Reach #Alsmc


Admissions Counselor FTE \$40K/year Varies - 10K+	100,000-piece Print Campaign \$100K/campaign 24K reach
100,000 subscriber e-newsletter \$4.8K/year 23K reach	Promoted Social Media Post \$30/post 100K

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**USING THIS INFORMATION TO MAKE
EFFICIENT SOCIAL MEDIA CHOICES
GOING FORWARD**

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 Going Forward

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- Benchmark other initiatives
- Share your work
- Create an editorial calendar
- Start time tracking
- Create a reporting template

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 Benchmarking other work

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CHECKLIST


- % of day spent on tasks
- Strategic plans
 - For enrollment
 - For college/university
- Communication plans
 - Purchases
 - Reach
 - Goals

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How to share your work

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- Share baseline metrics
- Publish goals
- Join professional communities
 - #hesm
 - #EMchat
 - #higheredlive


Editorial Calendars

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- Important admissions cycle deadlines
- Events
- Communications
- Holidays
- Set aside time for reporting

■ How to create efficient time tracking habits #AIsmc

- Tools
- Best practices
- Estimating



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■ Reporting Templates #AIsmc


Email


Google Drive


Blogger


WordPress


Box



Dropbox

- Recommended tools
- Locating KPI metrics
- Collecting real interactions & qualitative feedback
- Sections
 - SMART
 - Multi-Media
- Saving and sharing

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 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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