

**Web 2.0
Social
Media**



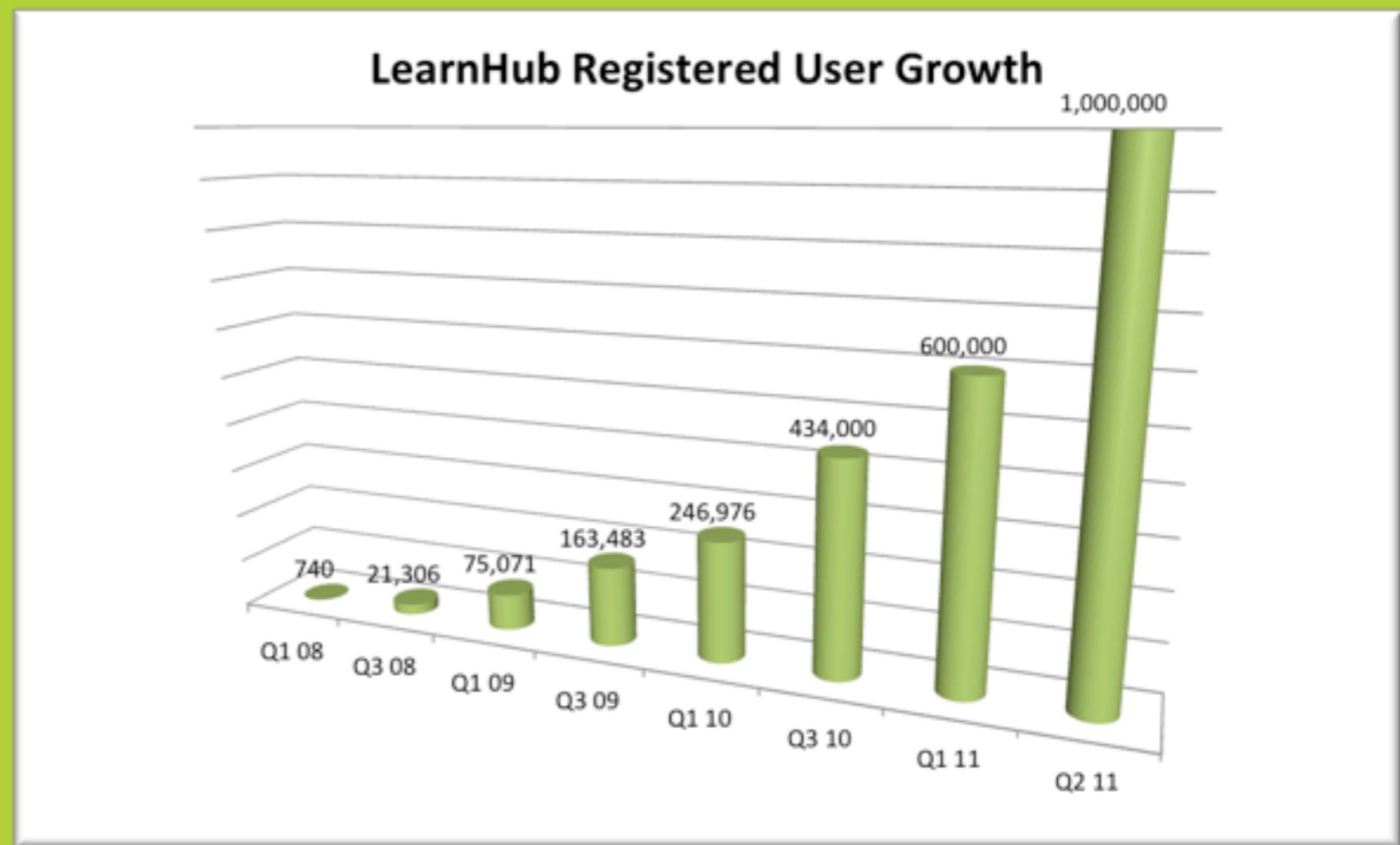
**Student
Recruitment**

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AGENDA

- What is Social Media in 2011?
- Recruitment as an Experience
- Overview of the tools available
- Geotargeting
- Social Media Policy
- Strategies and pulling it all together



A Social Network for Higher Education targeting India

- Indian student marketing and recruitment experts
- Over 1,000,000 registered users and 12 million+ student visitors per year
- On-the-ground counsellor support in India
- Marketing experts that understand the country
- Students from 170+ countries, primarily from India
- 120+ partner institutions
- In-country support including travel assistance, student meetings, and school visits

STUDENT ENGAGEMENT: IMPROVING RECRUITMENT EXPERIENCE & RESULTS

- Is travel the only option?
- How do we compliment traditional channels?
- How to scale and how to extend your reach with limited budgets?
- How to create a personal connection or “experience” on a global scale?

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Some of the questions you may be trying to answer for your organization can be addressed in part by social media.

Is Social Media a Fad?

Video - What is the state of social media in 2011

<http://www.youtube.com/watch?v=3SuNx0UrnEo>

Web 2.0 and Social Media

Social media are media for social interaction, using highly accessible and scalable publishing techniques. Social media uses web-based technologies to turn communication into interactive dialogues. Andreas Kaplan and Michael Haenlein also define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, which allows the creation and exchange of user-generated content." Businesses also refer to social media as consumer-generated media (CGM). Social media utilization is believed to be a driving force in defining the current time period as the Attention Age[citation needed]. A common thread running through all definitions of social media is a blending of technology and social interaction for the co-creation of value.

Source: <http://wikipedia.org>

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It's important not to get lost in all the rhetoric surrounding social media – The root of social media, and the key to using social media successfully is conversation. Social media is about having natural uncontrived conversations with people – the technology is simply a tool that enables the conversation.

Social networking isn't new...



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Social Networking has always happened in various ways – Tupperware parties for example were a very early version of social networking used to promote a product. Facebook and twitter are simply today's version and a means to reaching out to a large audience of people – encouraging them to discuss your product or services – in our case, for students to learn about your school and talk about you with their peers.

Social Networking is about conversations



The same conversations
you've always had...
just amplified and extended



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Because social media enables sharing, the conversation you have with one person is extended to their sphere of influence – a multiplier of roughly 130.

"We don't have a choice on whether we do social media. The question is **HOW WELL we do it."**



social networks & blogs

22.5%

online games

9.8%

e-mail

7.6%

4.5% portals

videos/movies

4.4%

search

4.0%

instant messaging

3.3%

software manufacturers

3.2%

2.9% classifieds/auctions

current events & global news

2.6%

[http://blog.nielsen.com/nielsenwire/
online_mobile/social-media-report-
spending-time-money-and-going-mobile/](http://blog.nielsen.com/nielsenwire/online_mobile/social-media-report-spending-time-money-and-going-mobile/)

Source: Nielsen

A recent Nielsen report highlights the prevalence of social media adoption in the US – while activity varies from country to country, the overall trend is towards greater engagement with social media.



**...IS IT
RELEVANT
FOR student
RECRUITMENT**

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Now, the key question that many are still asking is: “Whether social media is relevant for student recruitment”. And the answer is – absolutely unequivocally yes.



93% of students believe that universities should actively participate in social media*

***Source: Nielsen Media Research**

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A number of studies have shown that students view social media as the key channel for engaging with prospective and current academic institutions.

It is not enough to reach the student and his/her parents anymore. As a school you have to market to each individual's **social influencers: friends, peers, colleagues, etc...**



**100 student candidates X 130 social connections =
a potential of 13,000 influenced**

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After a recent presentation, one of the attendees highlighted this point by referencing a picture they posted on their international recruitment facebook page. The picture was a group shot at an event with roughly 50 people in the photo. The picture was tagged with the names of each student and within 1 day the picture was viewed over 11,000 times! Roughly 220 views per person in the photo.

**Social Media
is the new
normal
and
is part of your
communications
strategy**

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Social media is now simply one tool in your overall communications strategy

Seth Godin (Social Media Expert) on whether
Social Networking is useful for business...

<http://www.youtube.com/watch?v=r0h0LICu8Ks>

This video is important because it hits the point that the benefit you will derive from engaging in social media (facebook, twitter etc.) is directly related to the value you add to the discussion and the value that you provide to students who are using these platforms to help evaluate where they should study.

Think about the **Really Great** conversations you've had....

<http://www.wikihow.com/Have-a-Great-Conversation>

This article has nothing to do with social media however it serves as an important reminder about what makes a good conversation (offline and online).

When you decide to use social media as a tool – you need to understand why you are there, who your audience is, what they are interested in, and so on. If you don't do these things, you may be missing the mark.

What program should I consider?

What exams do I need to take?

What is “Liberal Arts”?

How do I apply for a Visa to study?

Can I work while I study?

How much will my education cost?

Where is Utah..Colorado...

Manitoba...Michigan...

Ontario...Arkansas...

Kansas... and what is it like to live there?

Are my grades strong enough to be accepted?

Where will I live?



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Put yourself in the shoes of a student for a moment. Imagine the questions that are racing through their minds as they consider higher education. If you frame your efforts around these questions, and providing students the resources and tools to effectively answer these questions in their mind – you may have more success in encouraging them to consider your campus.

Creating an Experience

- Social networking tools augment your toolkit - Part of an overall communications strategy
- Each tool should contribute to the overall experience for a prospective student to your school
- Allow you to scale and reach more students more quickly with a personal message



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As you start to incorporate social media into your overall strategy, be mindful of the student experience and consider how you wish to use each tool to augment your other efforts to make that experience a more positive one.

Steps to building your strategy

1. Who and where is your audience?
2. What are you trying to accomplish?
3. How will prospective students find you?
4. What is your call to action?
5. What do you want the students to do?



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Goals – what are the demographics of your target market and what outcomes are you looking for?

Objectives – What value are you providing and what action do you hope students will take? what are you trying to accomplish?

Define your process – what will ideally happen? flow charts are useful. Assign responsibility and measure results.

Research tools and choose ones that meet your objectives within your process

Define your process

- Break down your process into stages you can measure
 1. What is the starting point?
 2. What is the intended outcome (goal)?
 3. Identify the steps in between
 4. Assign Responsibility to each step and outcome
- Use tools to track metrics for each stage in the process



Once you've decided on an overall strategy, break down the process for each tool in your strategy.

For example

If you are creating a facebook page for international recruitment:

What countries are you targeting?

Do you have students from that country already? think about incorporating outreach to those students as part of your plan

Do you need to advertise on Facebook to encourage visits to your page?

Is your facebook page featured in your other marketing efforts?

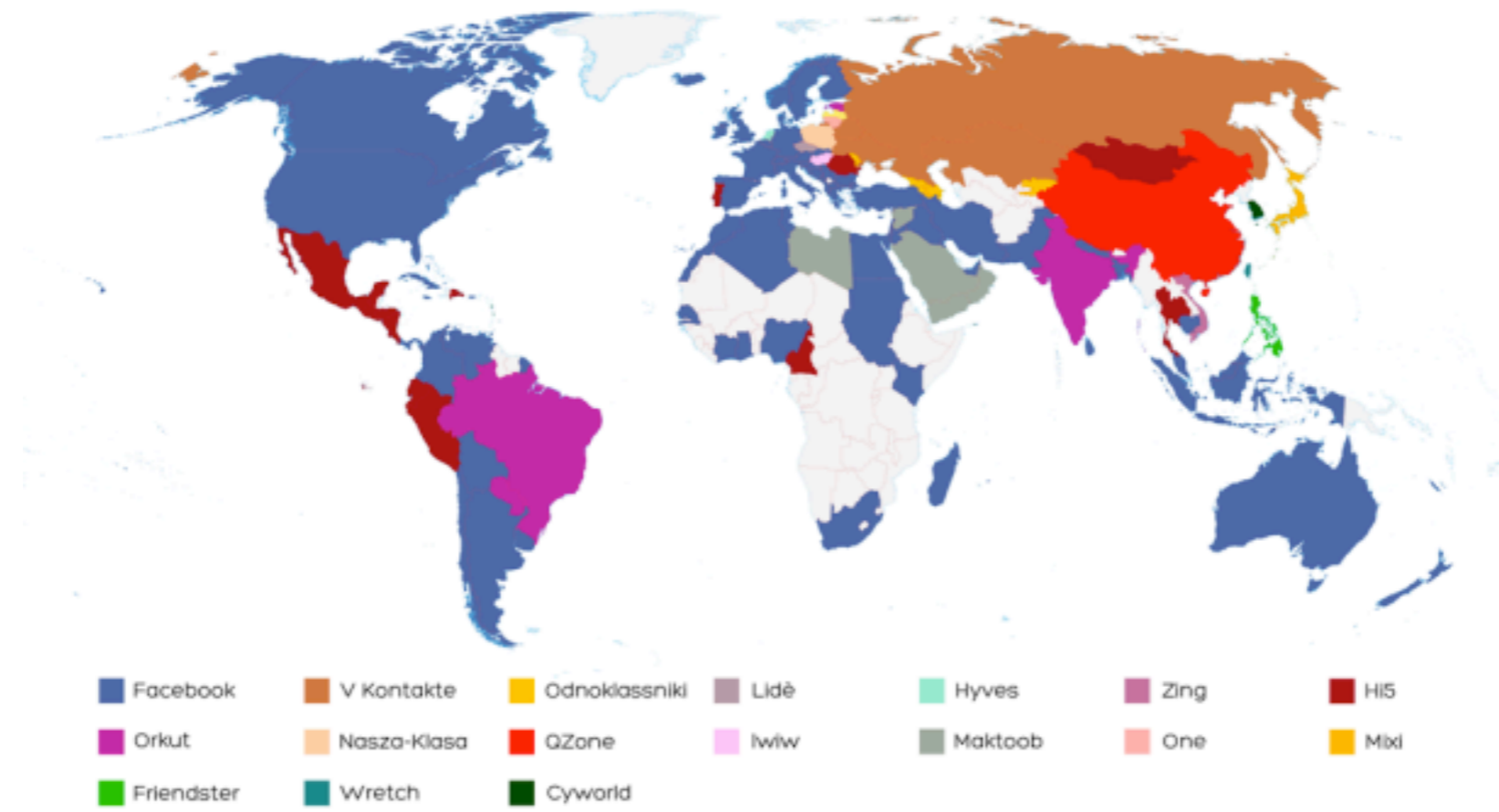
Once students arrive on your page what do you want them to do? consider creative ways to engage with students when they arrive on your page. Carrot and stick...

If your end goal is for students to apply – consider all the steps between their first visit to the site, and the application. What will they do along the way, what will encourage them to apply, where and how will they apply?

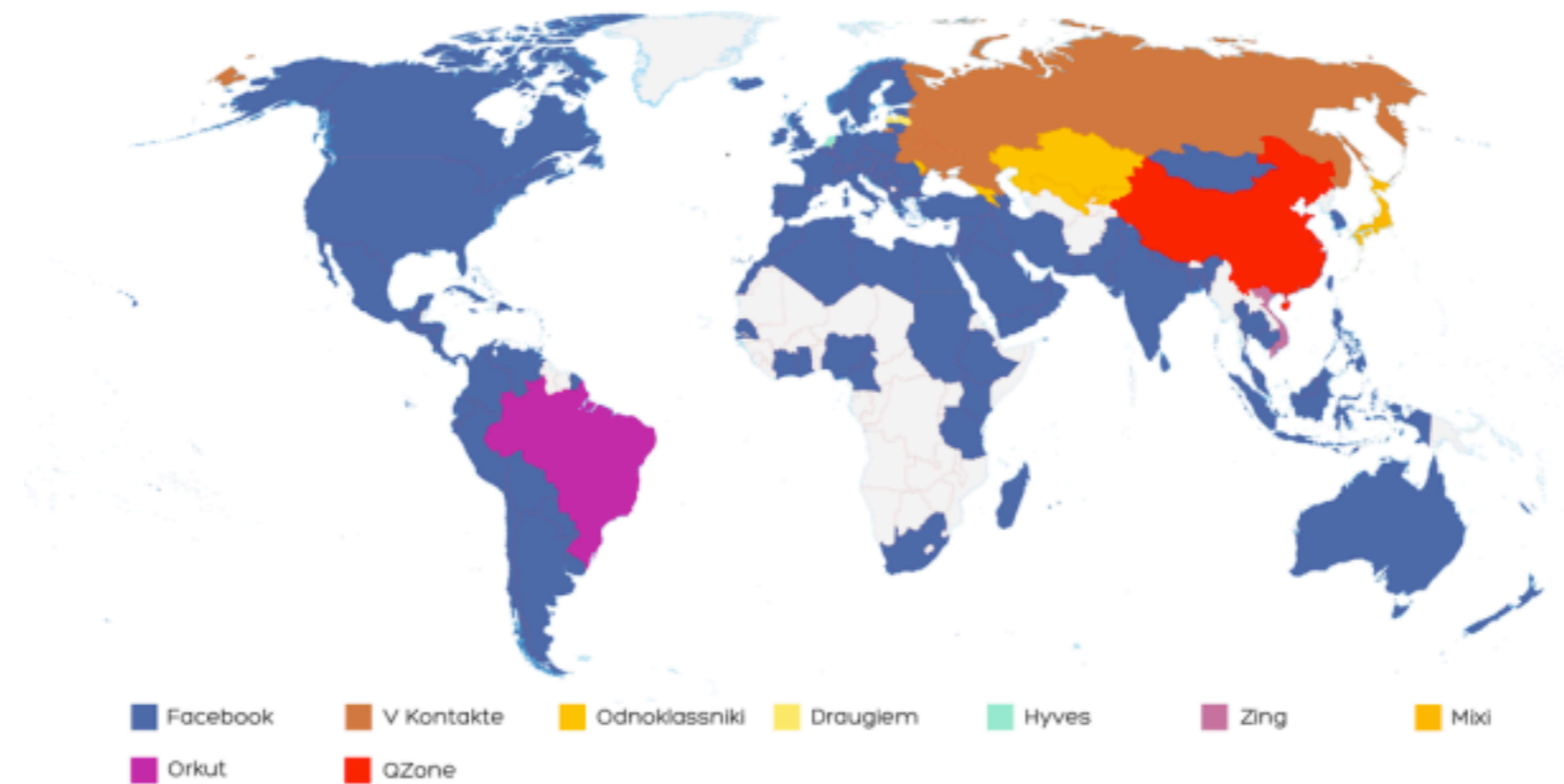
For each step assign responsibility on your team to ensure that students are engaged with in a timely manner.

Use whatever metrics that are available to measure engagement with your campaign and make changes quickly if you don't see the results you want.

June 2009



June 2011



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When choosing your tools, ensure that your tool matches the Geography. Research market saturation with any social media platform you are considering. For example, Facebook is not available in China.

Examples

<http://www.hindustantimes.com/Mississippi-State-University-awards-190-800-worth-scholarships-to-LearnHub-candidates-from-India/Article1-578282.aspx>

<http://www.brocku.ca/brock-news/?p=9864>

Mississippi State University

A strong partnership with LearnHub which is a social network that has over 1,000,000 users in India has generated a steady stream of qualified candidates for Mississippi State University and is part of their overall communications strategy that includes email, post, print, text messaging, chat applications and phone campaigns.

Brock University (Ontario, Canada) has had some good success recruiting students from China via Renren and QQ.

Take aways:

Brock recruited current students to participate on behalf of Brock on the site which probably contributed to a more authentic voice for the school.

This was also a creative way to gain additional resources for the project.

The tools chosen (Renren and QQ) were appropriate for the market.

Stats

800 million users

350 million mobile

50% log on every day

130 friends on average

75% outside of the U.S.

80+ pages & groups



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Facebook has over 800 million users, up from 500 million users last year
350 million of these log-on via mobile devices (up from 150 million last year)
50% of users log in every day
Each user has, on average, 130 friends
Users spend collectively over 700 billion minutes (this has gone up since last year, but I don't have current stats)
Each user typically belongs to 80+ pages, groups and events
75% of Facebook's users are located outside of the U.S. (up from 70% last year)

Benefits:

A sense of belonging **Connected campus**
A class of 2016 page **Fresh & Relevant**
Admission news



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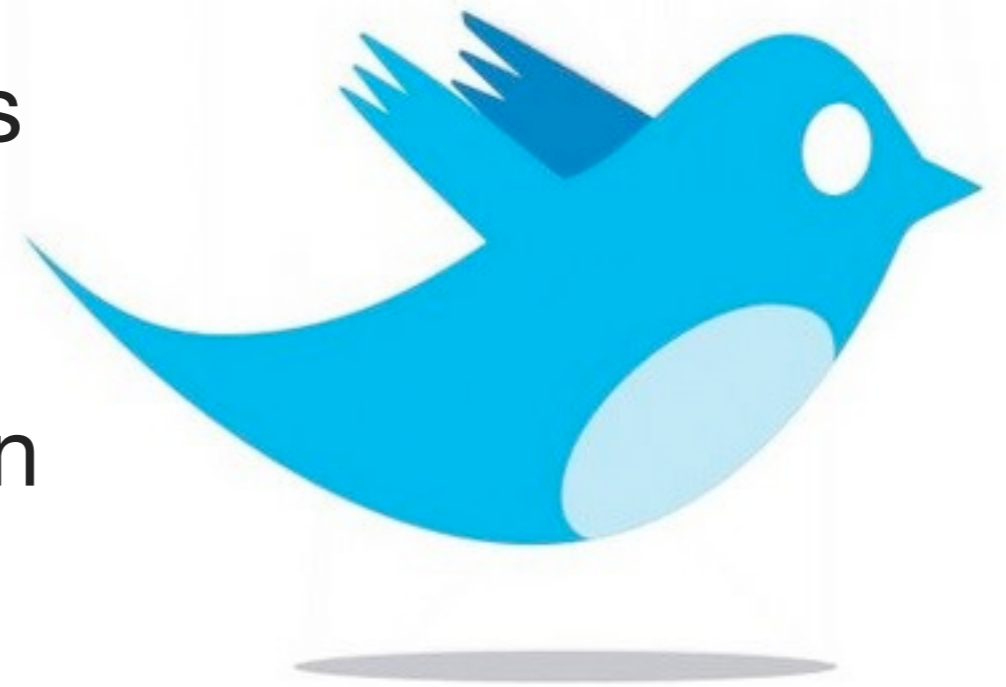
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150 million of these log-on via mobile devices
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Why it is great:

- Real time information updates
- Easy to send out quick reminders
- Searchable
- Greater anonymity, greater masses, stronger conversation on larger issues and topics



Social Media and student experience

<http://www.pammarketingnut.com/2011/07/social-lip-service-vs-social-customer-service-at-wireless-case-study/#>

Here is a link to some tools (there are others) that you can use to monitor and measure your social media efforts

<http://www.patrickwagner.com/2011/02/15-amazing-social-media-monitoring-tools-to-track-your-brandbusiness/>

This story about AT&T wireless illustrates what is possible through a social media strategy that is closely tied with the rest of your “customer experience”

In this case a dissatisfied customer shared her frustration on twitter – because someone from the company was assigned to search twitter for this type of comment, they were able to react and fix the problem.

Consider what kinds of communications you would like to react to. What would happen if someone tweeted “I can’t decide...(your school name) or (another school name)...where should I go?”



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2nd largest search engine....

Nearly 17 million people have connected their YouTube account to at least one social service (Facebook, Twitter, Orkut, Buzz, etc)

Over 12 million people are connected and auto-sharing to at least one social network

150 years of YouTube video are watched every day on Facebook (up 2.5x year/year) and every minute more than 500 tweets contain YouTube links (up 3x y/y)

100 million people take a social action on YouTube (likes, shares, comments, etc) every week

An auto-shared tweet results in 6 new youtube.com sessions on average, and we see more than 500 tweets per minute containing a YouTube link

Millions of subscriptions happen each day. Subscriptions allow you to connect with someone you're interested in — whether it's a friend, or the NBA — and keep up on their activity on the site

More than 50% of videos on YouTube have been rated or include comments from the community

Millions of videos are favorited every day

Yale “glee” video

<http://www.youtube.com/watch?v=tGn3-RW8Ajk>

Here's an example of a very high budget recruitment video. It's popularity (over 1 Million views) certainly makes it seem successful.

Significant discovery events

	Date	Event	Views
A	01/21/10	First embedded on – washington.blogs.liberation.fr	12,779
B	01/19/10	First embedded on – thechoice.blogs.nytimes.com	22,907
C	01/16/10	First referral from YouTube search – that's why i chose yale	46,851
D	01/16/10	First embedded on – www.facebook.com	41,034
E	01/16/10	First referral from YouTube search – yale	29,808
F	01/16/10	First referral from YouTube search – why i chose yale	28,618
G	01/16/10	First referral from YouTube search – yale admissions video	23,024
H	01/15/10	First view from a mobile device	67,472
I	01/15/10	First referral from – www.facebook.com	62,750
J	01/15/10	First referral from – twitter.com	21,380

Audiences

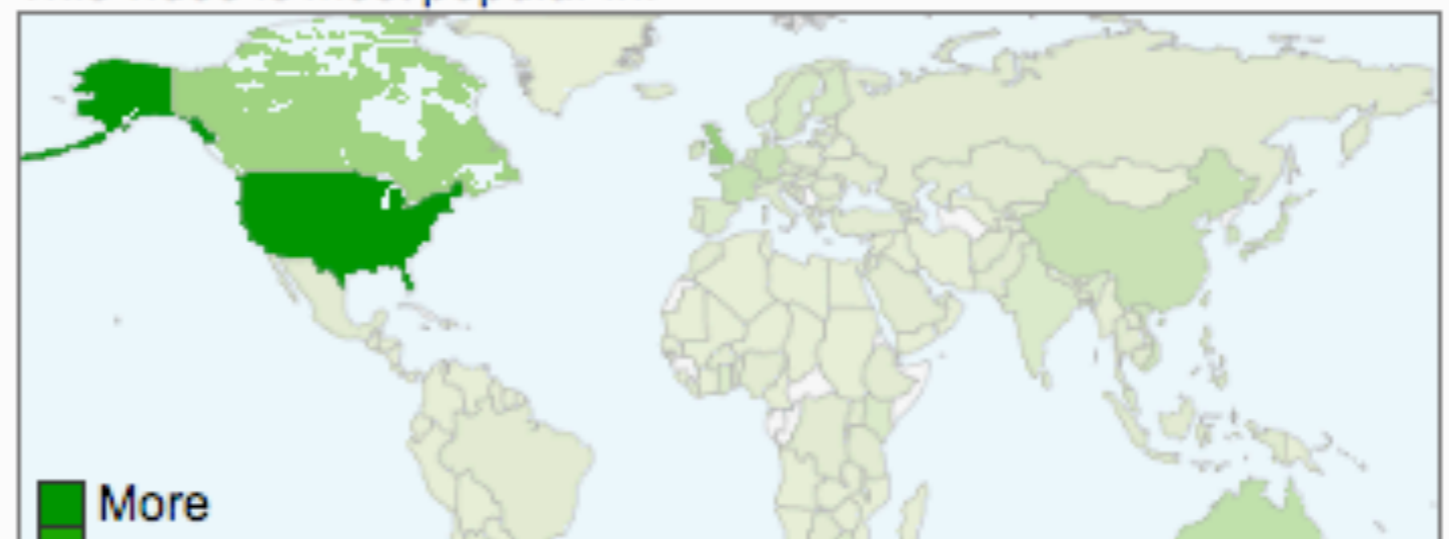
This video is most popular with:

Gender	Age
Female	13-17
Male	45-54
Male	25-34

Recording date & location

Jan 15, 2009
06517

This video is most popular in:



The demographics information is very key here – depending on the objective of this marketing effort, the school may have missed their target demographics. While the female audience in the 13–17 age range was well represented, males in that age range were not.

Texas Southern University

<http://www.youtube.com/watch?v=4VWzBwnEpCk>

Significant discovery events

	Date	Event	Views
A	03/18/11	First embedded on – static.ak.facebook.com	188
B	10/26/10	First embedded on – www.cost.tsu.edu	236
C	05/04/10	First embedded on – www.tsu.edu	652
D	05/03/10	First embedded on – summeracademy2010.org	527
E	04/10/10	First referral from related video – Texas Southern University	148
F	03/17/10	First referral from – em.tsu.edu	104
G	03/05/10	First view from a mobile device	550
H	03/05/10	First embedded on – www.facebook.com	342
I	03/05/10	First referral from YouTube search – texas southern university 2010	194
J	03/05/10	First referral from – www.facebook.com	128

Audiences

This video is most popular with:

Gender	Age
Male	18-24
Female	18-24
Male	25-34

This video is most popular in:



More clearly hit the demographic target



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It's not good enough to simply have a facebook page or a twitter account



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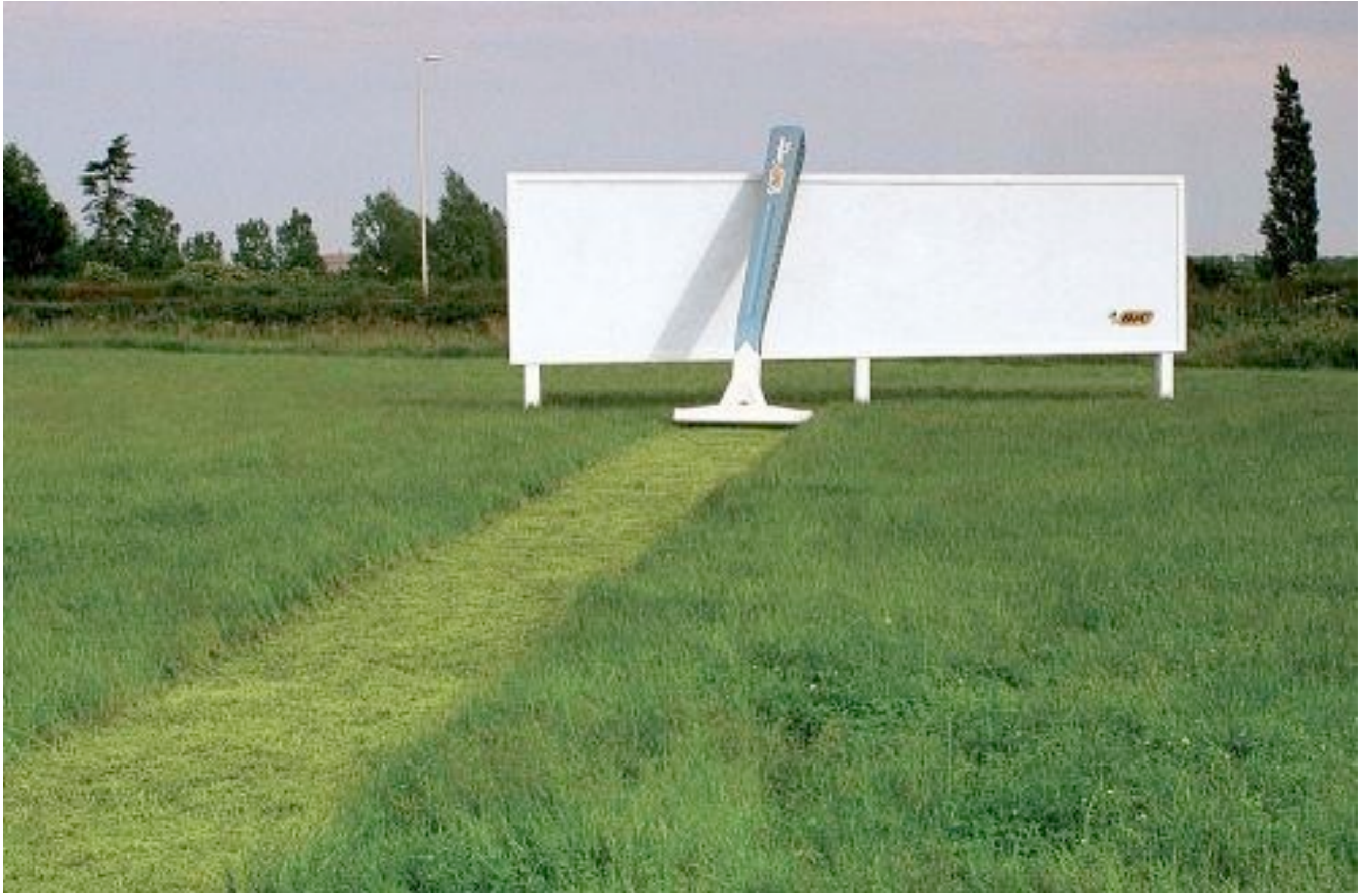
You need to consider the needs of students and give them information that is valuable and useful, while engaging in an authentic conversation.



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A little creativity and humour doesn't hurt



Improving Conversion Rates

- Respond quickly - within hours not days
- Stay top-of-mind by answering questions, sending newsletters, adding new information
- Maintain continuous contact with students through all your communications channels
- Guide the students through your process
- Use multiple tools to contact students - email, phone, text, website



Provide value – think about what you would want to know if you were making the decision
Remember that there are people on the other end of the conversation.

Social Media Policy

- Give permission
- Maintain an authoritative voice
- Integrate with the rest of your messaging

<http://www.amandavandervort.com/blog/2010/09/fifteen-university-social-media-policies/>

Question...

Which is more important:
content or
design?

Use.

and measurement



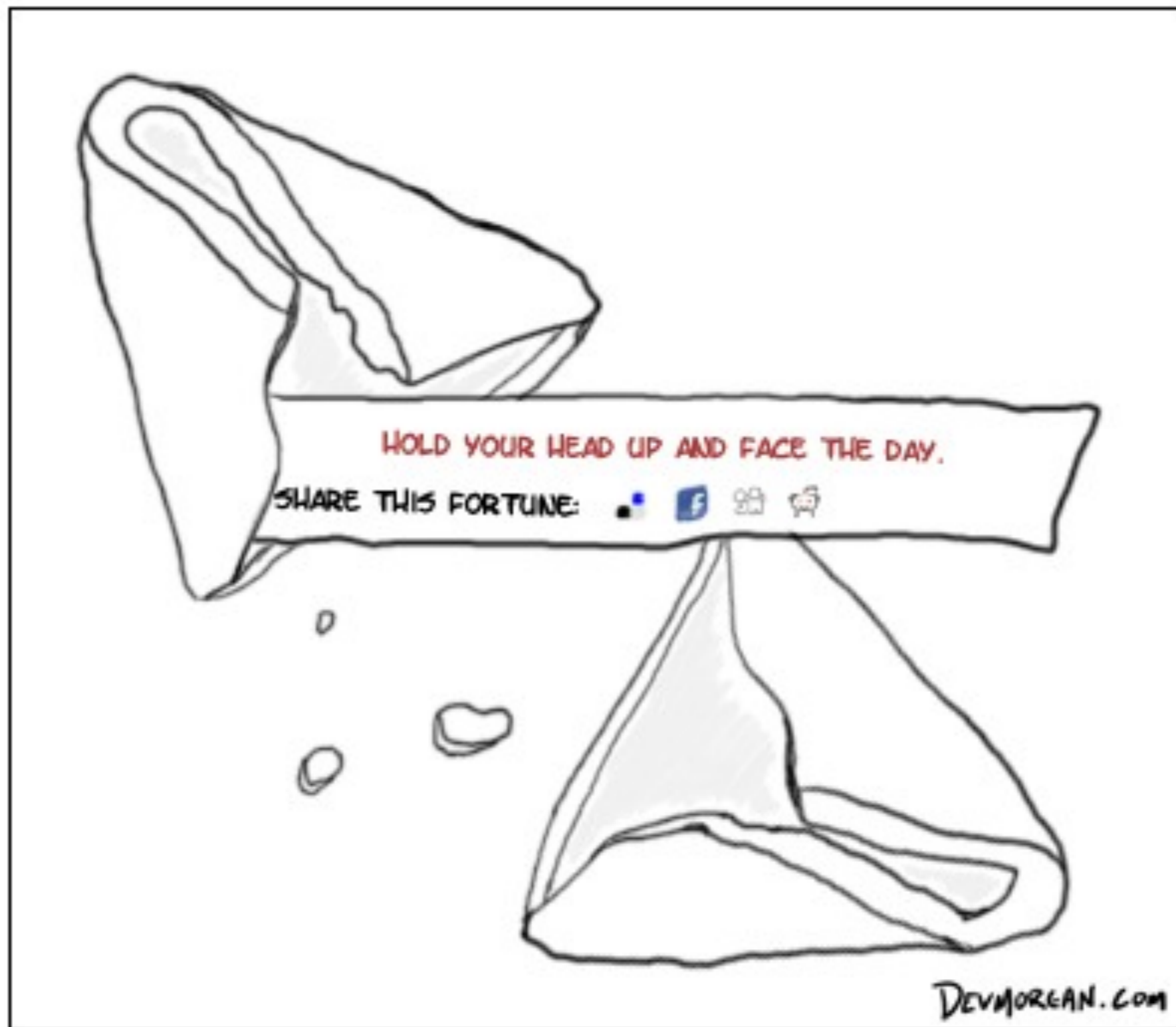
bokardo.com

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Facebook
Email Marketing
Text message
(SMS) Campaigns
Student to student
interactions
Banner ads
Twitter
You Tube
Print



Media
Strategy



Don't get bogged down in the tools – let them work for you and remember...it's just a conversation



Questions? Comments?

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