



# **Social Listening: Online Tools & Techniques for Learning About Current and Prospective Students**

**Bryson Purcell, M.Ed., SMS** (he/him)

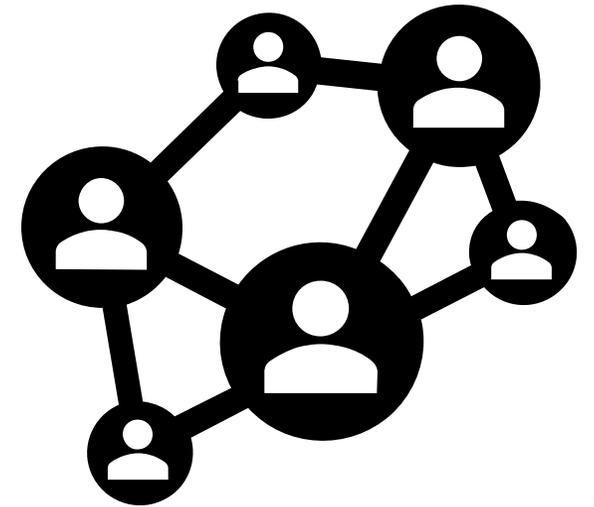
*Associate Director of Enrollment Communications*  
Commonwealth University of PA

**Dr. Amy Jauman, SMS, CDMP** (she/her)

*Director of University Partnerships*  
Ruffalo Noel Levitz

# Agenda

- Social Listening Overview
  - ✓ What is it? What tools are available?
  - ✓ What do the metrics tell you?
- Organizing Data & Analyzing Results
- Leveraging Data to Advocate for Change





# INTEGRATED UNIVERSITY EXPERIENCE

- One admission application with multiple locations with aligned admission and scholarship criteria
- Students can choose a small, mid-sized, or larger home campus and will not be required to travel for daily classes.
- Each campus will continue to offer a full complement of NCAA Athletic programs.





## **BLOOMSBURG**

**Student Body: 8,000**

**Key Programs: Speech  
Pathology & Audiology,  
Nursing, Digital Forensics,  
American Sign Language (ASL)**



## **LOCK HAVEN**

**Student Body: 2,900**

**Key Programs: Accelerated  
Physician Assistant, Sport  
Management, Nanotechnology,  
Health & Physical Education**



## **MANSFIELD**

**Student Body: 1,800**

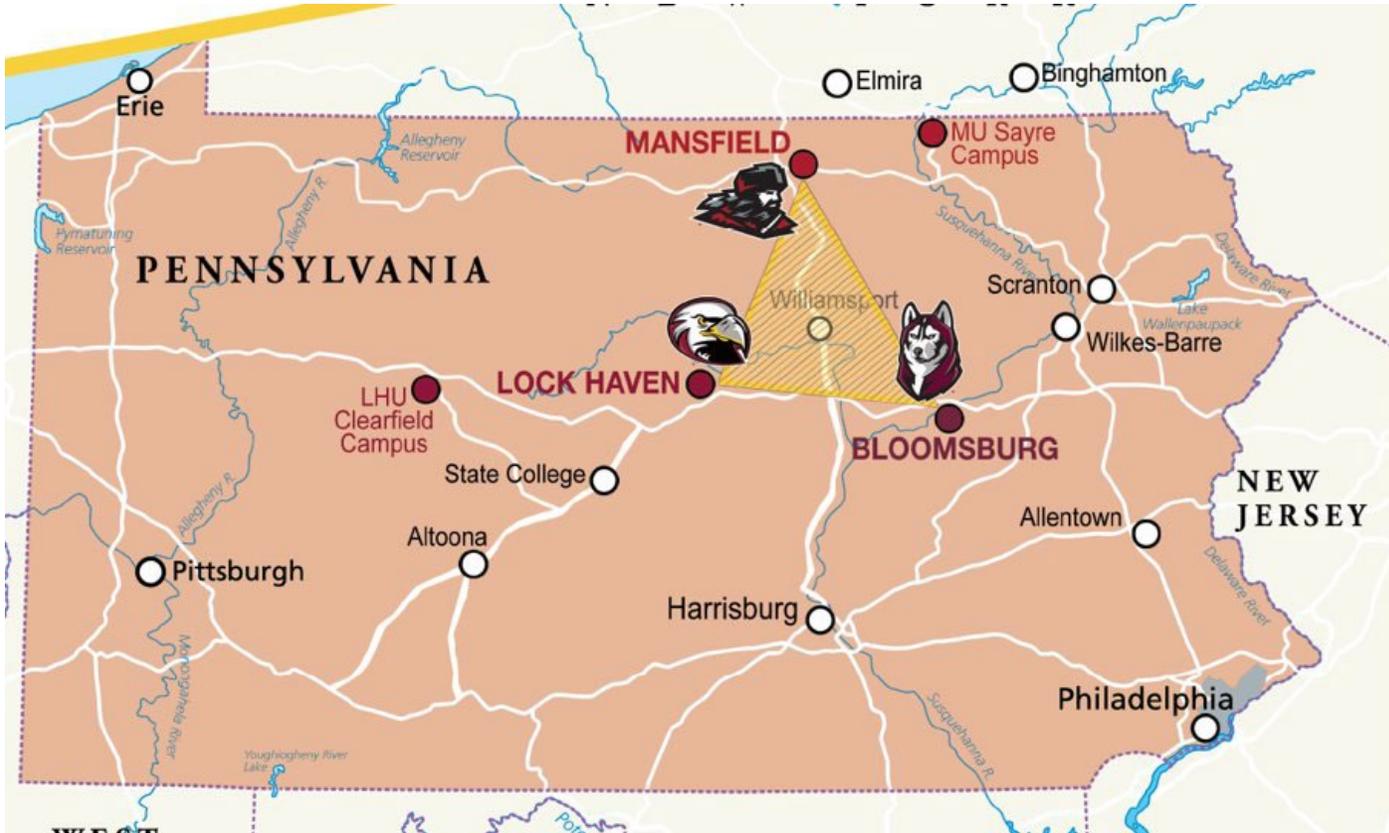
**Key Programs: Mansfield  
University Public Safety Training  
Institute, Music, Fisheries,  
Respiratory Care, Radiology**

# Organizational Structure

## Enrollment Marketing Team

- **3 Marketing Staff Members**
  - Director, Social Media Manager, Graphic Designer
- **2 Admissions Staff**
  - Director/Associate Director of Enrollment Communications

Responsible for all digital and print advertisements, email, social media, bulk mailings, print materials, and recruitment-focused university messaging to incoming students and their supporters





# Social Listening Tools



## ***What is Social Listening?***

Social listening is the act of tracking brand mentions, reviews, and relevant conversations online. With the right social listening tools, you can listen in when people talk about your brand or product on social media, blogs, forums, review websites, videos, and more. You can use what you discover to measure your brand's popularity, audience perception, and customer desires.

Hootsuite

# You can't afford to be absent.

Platform	Yes, I follow universities on this platform.	I use it, but I don't follow universities on this platform.	I don't use this platform.
Facebook	47%	33%	20%
Instagram	24%	32%	44%
Twitter	10%	22%	68%
YouTube	11%	47%	42%
Snapchat	3%	18%	78%
LinkedIn	3%	37%	59%
Pinterest	3%	33%	64%

# What are you monitoring?

	Metric	Web	Instagram	Facebook	TikTok	LinkedIn	YouTube	Twitter
Reach	Impressions		Reach, Impressions	Reach, Impressions	Video Views	Unique Impressions	Video Views	Impressions
Engagement	Views	Website Visits	Video Plays	Video Views	Total Play Time		Total Watch Time	
	Clicks	Link/Page Visits	Likes	Likes	Likes	Likes	Likes	Likes
	Action	Inquiries	Comments	Comments, Shares, Link Clicks	Comments	Comments, Shares, Link Clicks	Shares	Reply, Retweet
Other		Downloads				Downloads		Profile Visit

You may be measuring different metrics on different platforms, but you're always answering the same general questions.

**agora**pulse

 **Buffer**



**sprout**social

 **Hootsuite**

How do you choose the right platform?

1. Do you want a traditional platform
  - "No" is an option.
2. What you want from that platform?
3. Who will your users be (at each level)?
  - Someone will be primarily responsible, others will be active users, but everyone matters.
4. What's your budget?

# ZeeMee

*social media platform tailored toward the needs of students*

- Home, Chats, Make College Connections, Events (new), and Profile Communities tab consists of the college community chats. Within each community, there are various sub-groups and chats.

# Gigg

*build your brand using internal and external data*



- Gigg's built-in tools and strategies help you attract and engage followers on your own website to help turn them into quality leads and loyal fans.

# Upcoming Social Listening Sessions

**Wednesday, July 26, 2023 @ 3:30**

26J90: How to Consume Data and Knowledge From Multiple Social Media Platforms to Better Engage With Today's Students

–Presented by Gigg

Learn how to consume data and knowledge from multiple social media platforms to better engage with today's students.



**Thursday, July 27, 2023 @ 1:45**

27N80: E-Expectations Series: Engaging Prospective Students Through Social Media

–Raquel Bermejo, AVP Market Research, RNL

–Scott Warner, CEO, Gigg

Attend this session to learn how prospective students use social media in college planning. Where and how are they finding information about colleges and universities on social? What pushes them to "follow" institutions on social platforms? Ultimately, we will show you how to engage prospective students as part of your overall strategy, how social media is part of students' college planning experience from beginning to end, and how to use that to your advantage.



**Dashboards**  
**=**  
**Simplicity**

# Internal Platform Tools

## *Analytics to Consider*

### Standard Metrics

Impressions, reach, engagement rate

### Growth Metrics

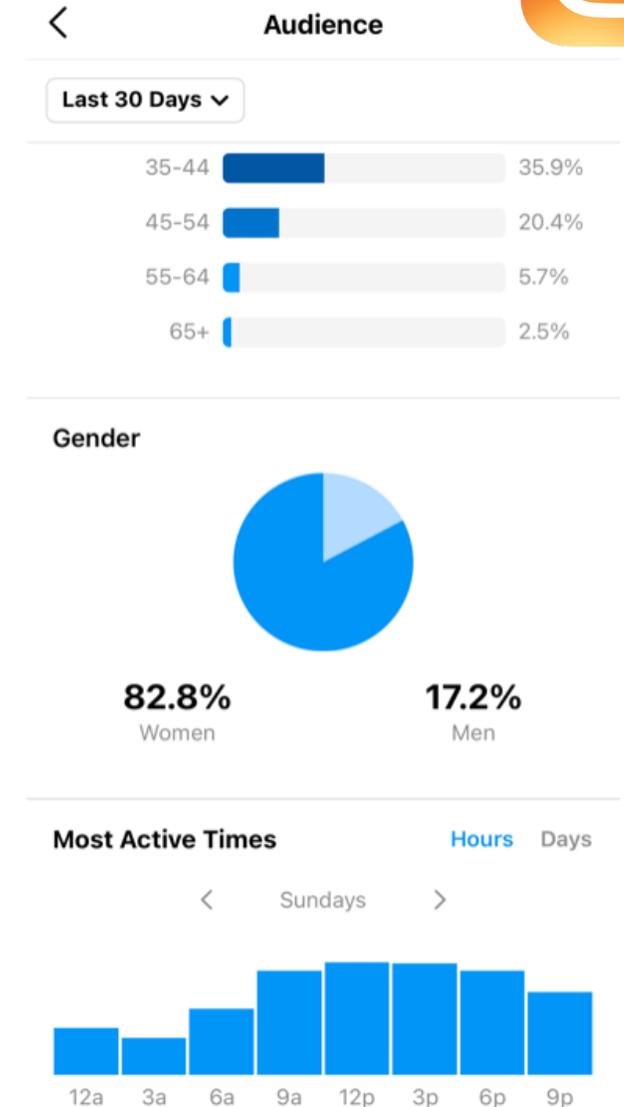
- Followers (growth)
- Audience insights

### Social Listening Metrics

- Hashtag performance
- Profile analytics
- Sentiment analysis



**Top Locations** Cities Countries



# Internal Platform Tools

## *Analytics Within Your Social Media Tool*

### Standard Metrics

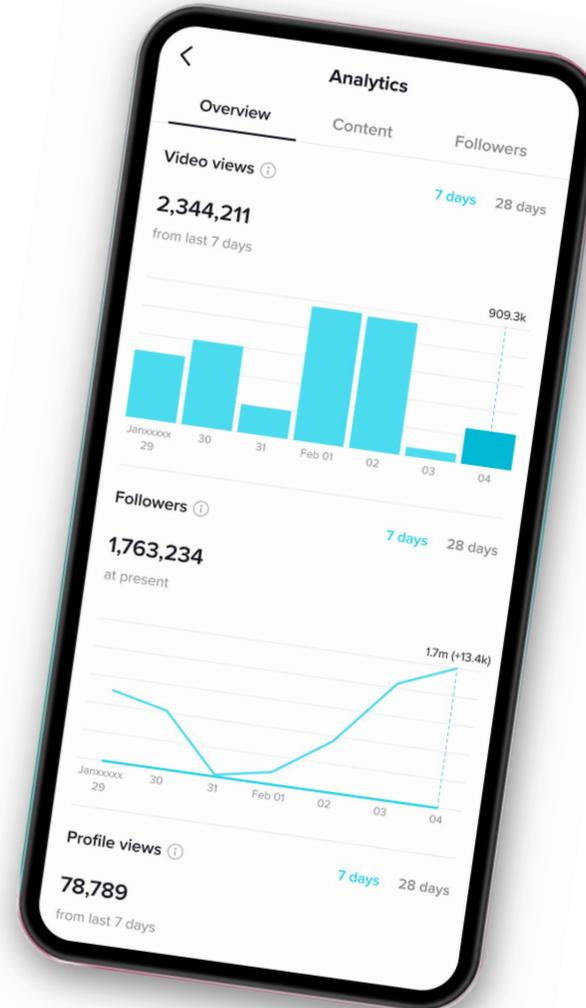
Engagement rate, weekly and monthly views, trending videos, average watch time

### Growth Metrics

- Followers (growth)
- Audience insights and follower demographics

### Social Listening Metrics

- Hashtag performance
- Profile analytics
- Sentiment analysis





# Social Listening Metrics

## *What do these metrics tell you?*

### Hashtag performance

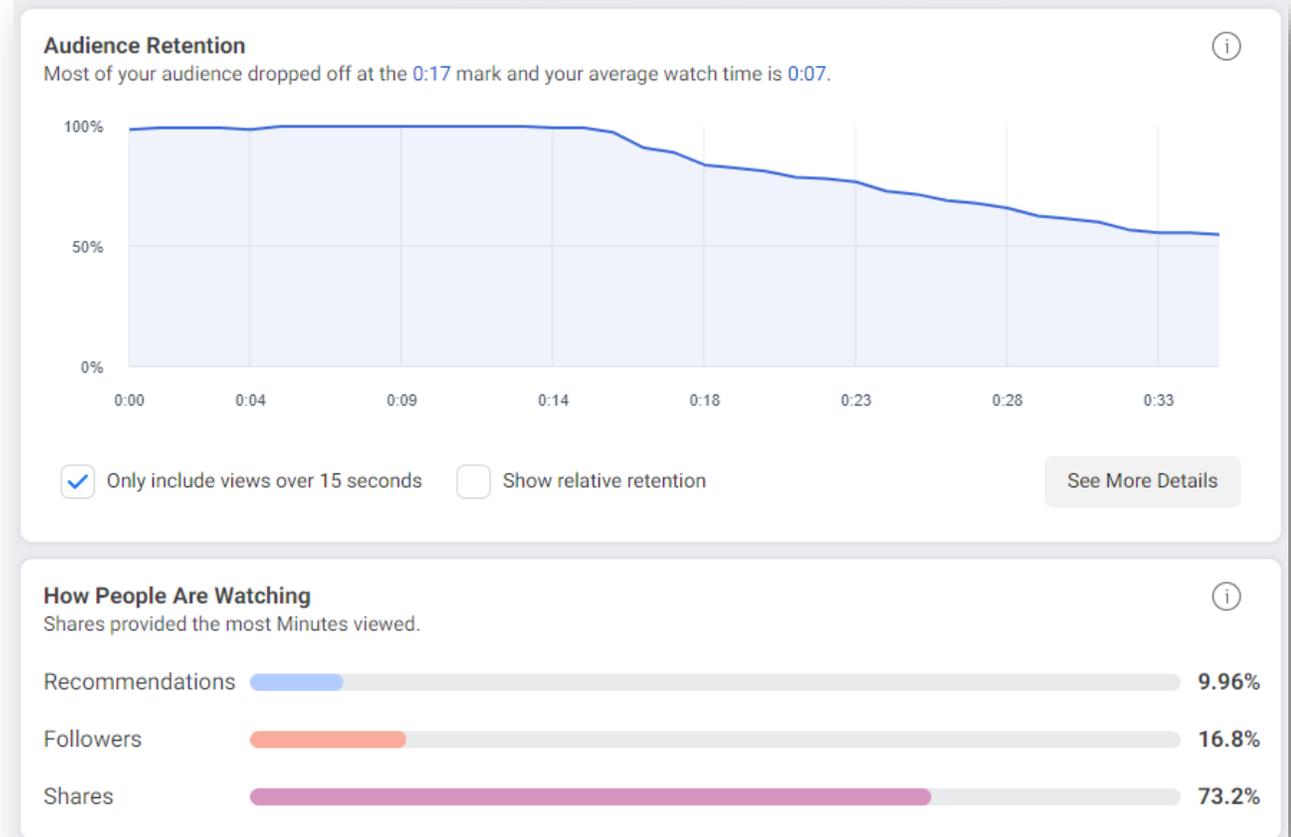
- Connect with likeminded people
- Start a conversation or...
- Join a conversation
- Track trends and breaking news

### Profile analytics

- Who is drawn to you...
- When...
- And why?

### Sentiment analysis

- How people (really) feel about your brand and...
- Your competitors and...
- Important issues in your industry.



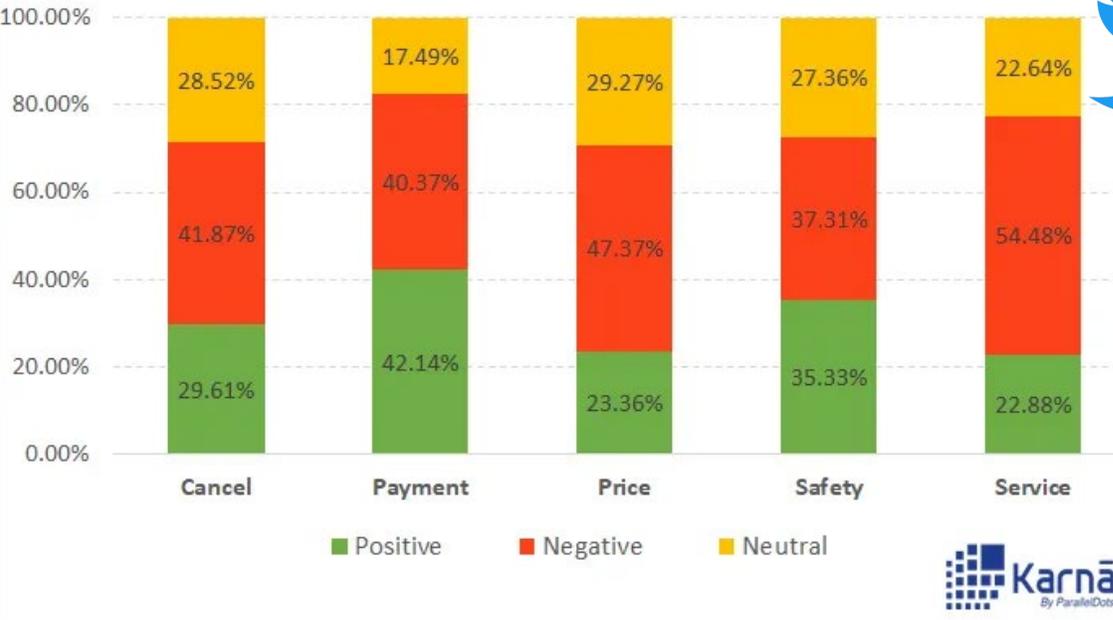
# Sentiment Analysis



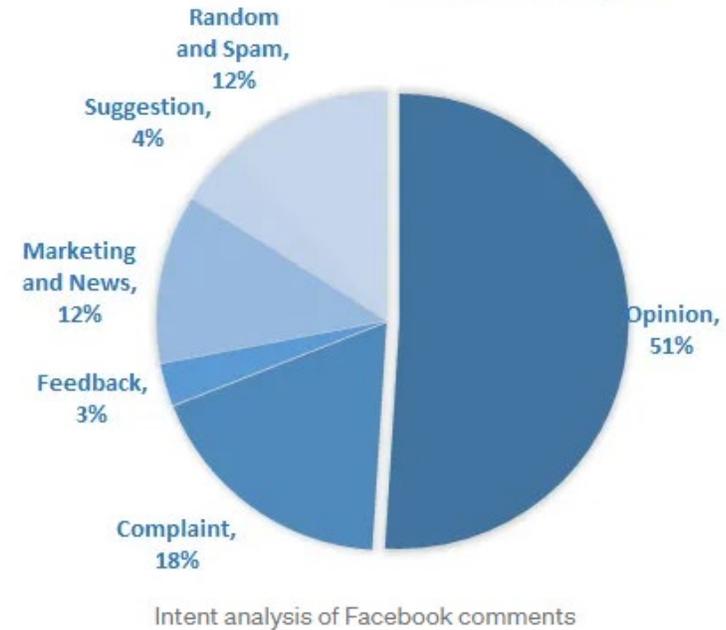
Category Wise Sentiment



Category Wise Sentiment



Intent Analysis



- *Positive, negative, neutral*
- *Attempts to measure intent, improving as AI tools improve*

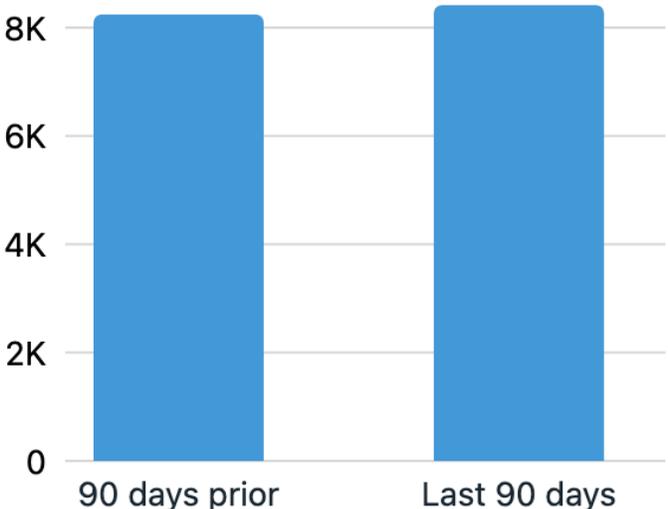
# Platform Example

## Engagement

Post likes, comments and shares ⓘ

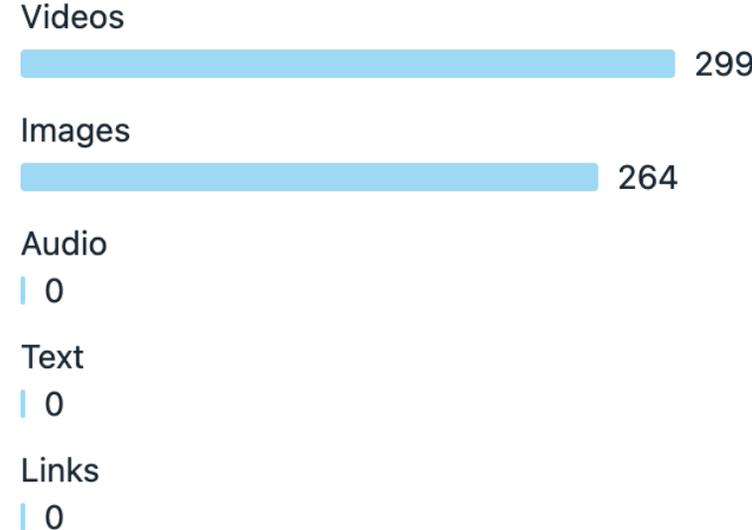
8.4K ↑ 2.1%

Total from last 90 days vs 90 days prior



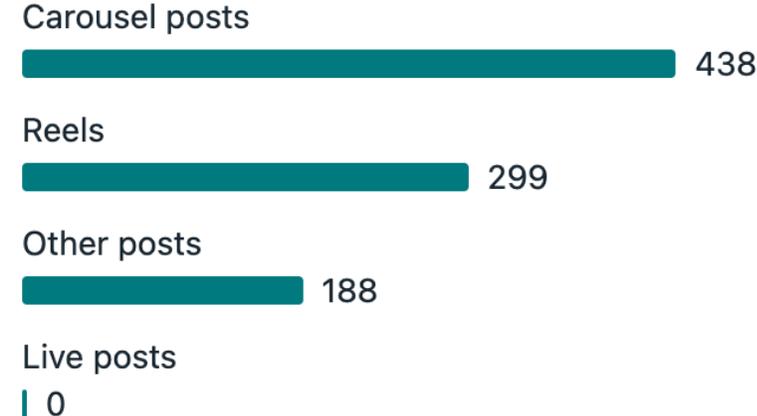
Median post likes, comments and shares per media type ⓘ

For posts created in the last 90 days



Median post likes, comments and shares per content format ⓘ

For posts created in the last 90 days





# Organizing Data & Analyzing Results

# Gathering Data

Use dashboards – including those provided by platforms and social listening tools

- Don't create work for yourself
- Leverage tools that automatically update

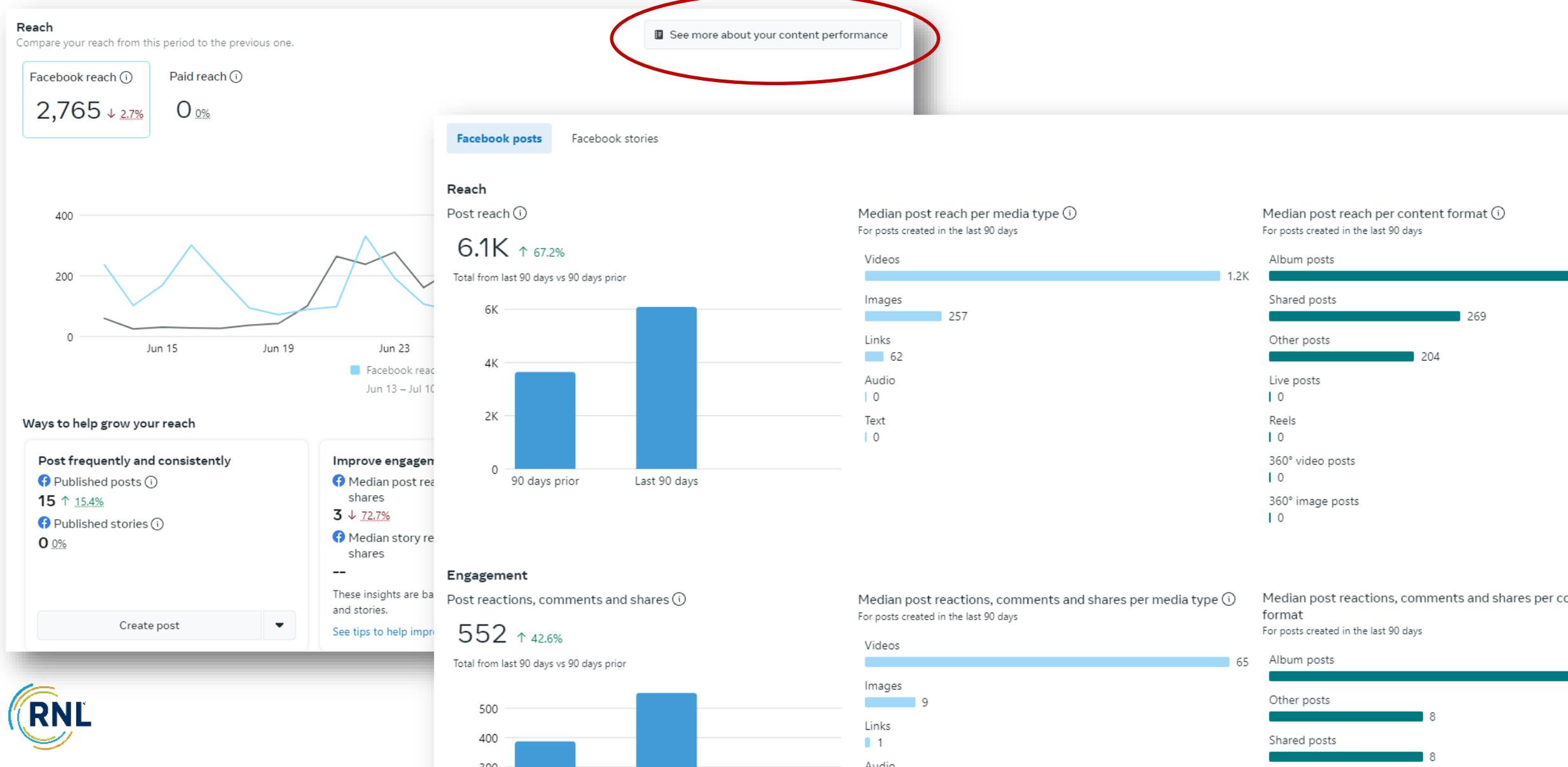
Get creative with your visuals

- Try using combo charts and gauges, in addition to traditional pie and bar charts
- Use familiar and new approaches strategically
  - Send content in advance, but don't rely too heavily on them reading it.

Avoid overwhelm

- Be realistic about what you can manage
- Consider what your audience can process
  - Provide the appropriate number of definitions and descriptions.

# Be Open to Questions You Didn't Think to Ask



# Analysis Guidelines

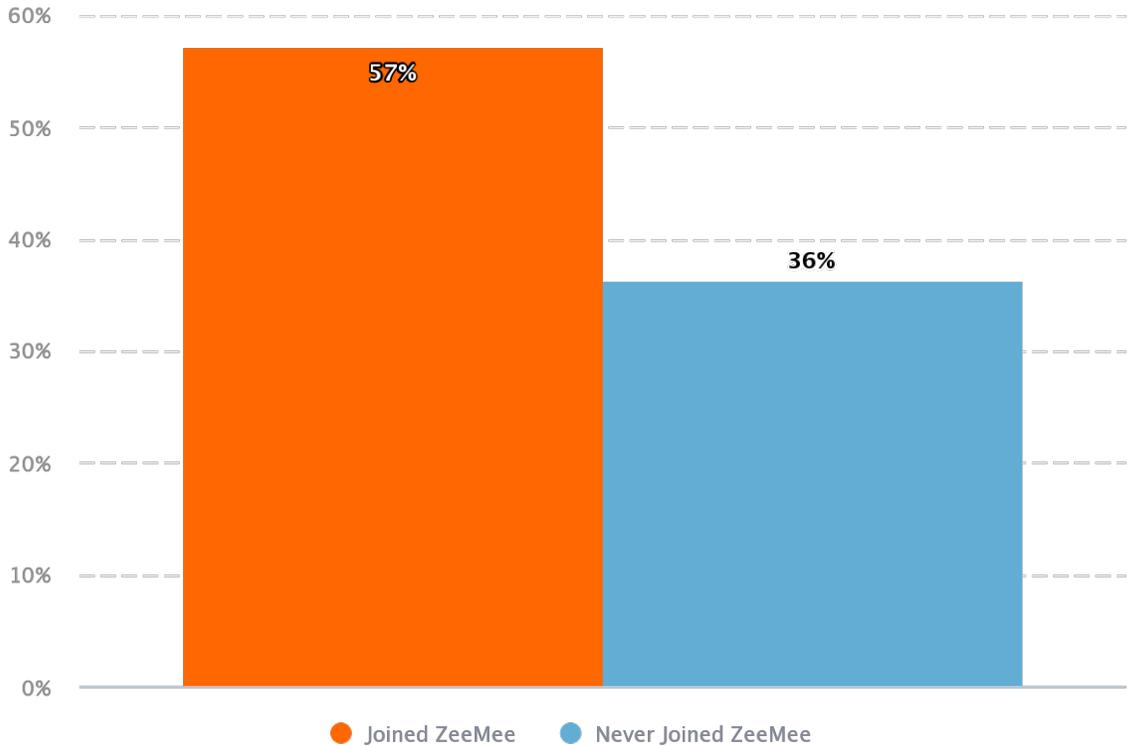
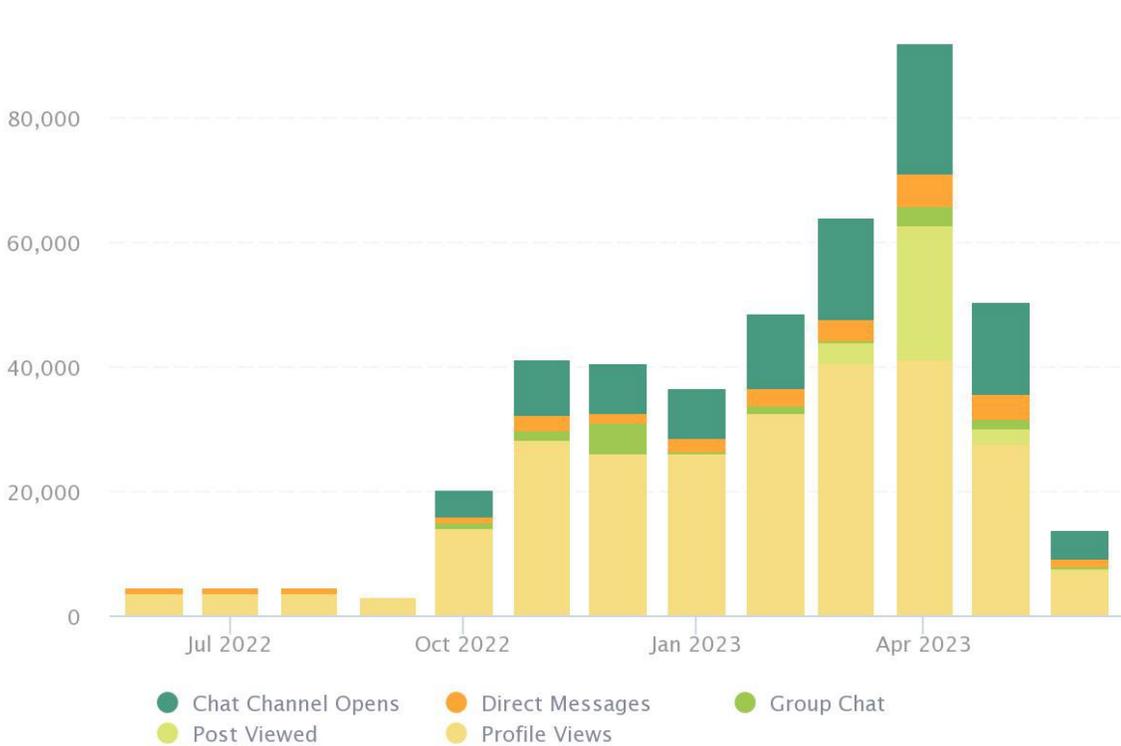
## *General Analysis*

- Develop a routine
- Regularly question the value of the metrics you're monitoring
- Gather feedback and alternative perspectives

## *Common Pitfalls*

- Check your own bias
- Don't try to manipulate the data – it's so much worse when you get caught
- Balance excitement and caution – celebrate the wins realistically

# Engagement = Natural Anti-Melt Method



ZeeMee Professional Dashboard  
Commonwealth University of PA





# Reporting Findings to Key Stakeholders

# Know Your Audience

- *Are you presenting to EM Leadership?*
- *President's Cabinet?*
- *Trustees?*
- *Recruitment Staff?*
- *Faculty?*
- *Internal Campus Partners?*
  
- *Anticipate their questions.*
  - Are they data-focused? Hand-outs required?

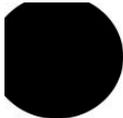


**+56%**   
submitted first-year applications

**VS.**

Program	Values		
	TOTAL APPS	CMP APPS	INC APPS
Anthropology	9	6	3
Communication Studies - Interpersonal Relationship	24	21	3
Communication Studies - Leadership and Public Advocacy	20	15	5
Communication Studies - Organizational Communication	45	34	11
Criminal Justice	721	584	137
Criminal Justice - Conservation Law Enforcement	34	29	5
Criminal Justice AA	7	7	0
Criminal Justice AS	12	6	6
English - Creative Writing	61	45	16
English - Literature and Culture	32	22	10
English - Professional Writing	19	16	3
Exploratory Studies (Undecided)	1748	1632	116
History	95	84	11
Languages and Cultures - Arabic	3	3	0
Languages and Cultures - Chinese	5	4	1
Languages and Cultures - French	2	2	0
Languages and Cultures - Russian and East European Studies	6	6	0
Languages and Cultures - Spanish	6	6	0
Languages and Cultures - Spanish Heritage Language Learners	2	2	0
Media and Journalism - Emergent Media	21	19	2
Media and Journalism - Journalism	56	46	10
Media and Journalism - Media Production	71	62	9
Media and Journalism - Public Relations/Strategic Communications	32	29	3

# Unfortunately, it takes more than this to change higher ed...



[Redacted] · Feb 17, 2022



[chnng.it/MJZcmWmR](https://chnng.it/MJZcmWmR) via @Change

signing bc i circled the lot for an hour after arriving to campus an hour early to avoid the parking problem and was still late to class



change.org

Sign the Petition

More Readily available parking for Residents living on Campus

## Importance of information from colleges and universities

Field	Very important	Important	Not at all important
The athletic season	44%	41%	15%
Academics (programs, majors, minors, etc.)	78%	21%	1%
The strength of the academic programs (ratings, rankings, etc.)	55%	41%	4%
Admission requirements	75%	24%	1%
Financial aid and scholarships	92%	8%	0%
The cost (tuition, fees, room, board, etc.)	93%	7%	0%
Options to finance college education (financial aid, loans, etc.)	77%	20%	3%
Account services and paying the tuition bill	77%	22%	1%

# Gen Z isn't afraid to share their opinions

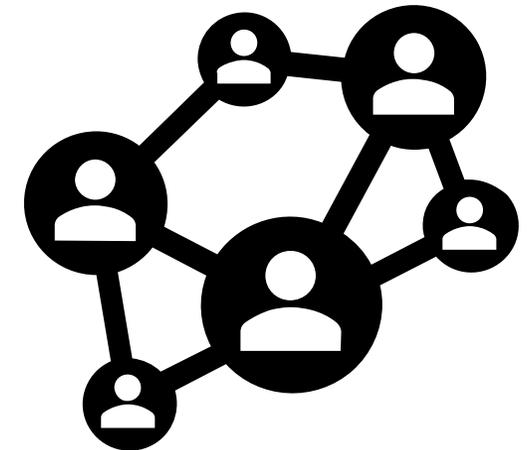
## Have you received information from colleges or universities on these topics?

Field	Yes	No
The athletic season	54%	46%
Academics (programs, majors, minors, etc.)	93%	7%
The strength of the academic programs (ratings, rankings, etc.)	75%	25%
Admission requirements	85%	15%
Financial aid and scholarships	83%	17%
The cost (tuition, fees, room, board, etc.)	83%	17%
Options to finance college education (financial aid, loans, etc.)	65%	35%
Account services and paying the tuition bill	40%	60%
Updates to my students' academic and financial records	37%	63%
Housing	52%	48%
Food services and dining	48%	52%
Diversity and other demographics	45%	55%
Community life and activities	60%	40%
Application process and timeline	76%	24%
What makes the institution different	65%	35%
The location (town, area, local spots, etc.)	56%	44%
Safety precautions	49%	51%



# Summary

- Social Listening Overview
  - ✓ What is it? What tools are available?
  - ✓ What do the metrics tell you?
- Organizing Data & Analyzing Results
- Leveraging Data to Advocate for Change



# Upcoming Social Listening Sessions

**Wednesday, July 26, 2023 @ 3:30**

- 26J90: How to Consume Data and Knowledge From Multiple Social Media Platforms to Better Engage With Today's Students
  - Presented by Gigg

Learn how to consume data and knowledge from multiple social media platforms to better engage with today's students.



**Thursday, July 27, 2023 @ 1:45**

- 27N80: E-Expectations Series: Engaging Prospective Students Through Social Media
  - Raquel Bermejo, AVP Market Research, RNL
  - Scott Warner, CEO, Gigg

Attend this session to learn how prospective students use social media in college planning. Where and how are they finding information about colleges and universities on social? What pushes them to "follow" institutions on social platforms? Ultimately, we will show you how to engage prospective students as part of your overall strategy, how social media is part of students' college planning experience from beginning to end, and how to use that to your advantage.





# Connect with us!

**Bryson Purcell, M.Ed., SMS** (he/him)  
*Associate Director of Enrollment Communications*  
Commonwealth University of PA  
bjp844@commonwealthu.edu  
@bryson\_purcell | [linkedin.com/brysonpurcell](https://www.linkedin.com/in/brysonpurcell)

**Dr. Amy Jauman, SMS, CDMP** (she/hers)  
*Director of University Partnerships*  
Ruffalo Noel Levitz  
amy.jauman@ruffalonl.com  
@amyjauman | [linkedin.com/amyjuaman](https://www.linkedin.com/in/amyjuaman)