








E-Expectations Series: Engaging Prospective Students Through Social Media

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Agenda

-  Social media and college planning
-  How do they find colleges' and universities' social pages?
-  What content is key to pushing the "follow" button?
-  Ads and social media
-  Best practices to connect with students through social media



Social Media and College Planning





74%

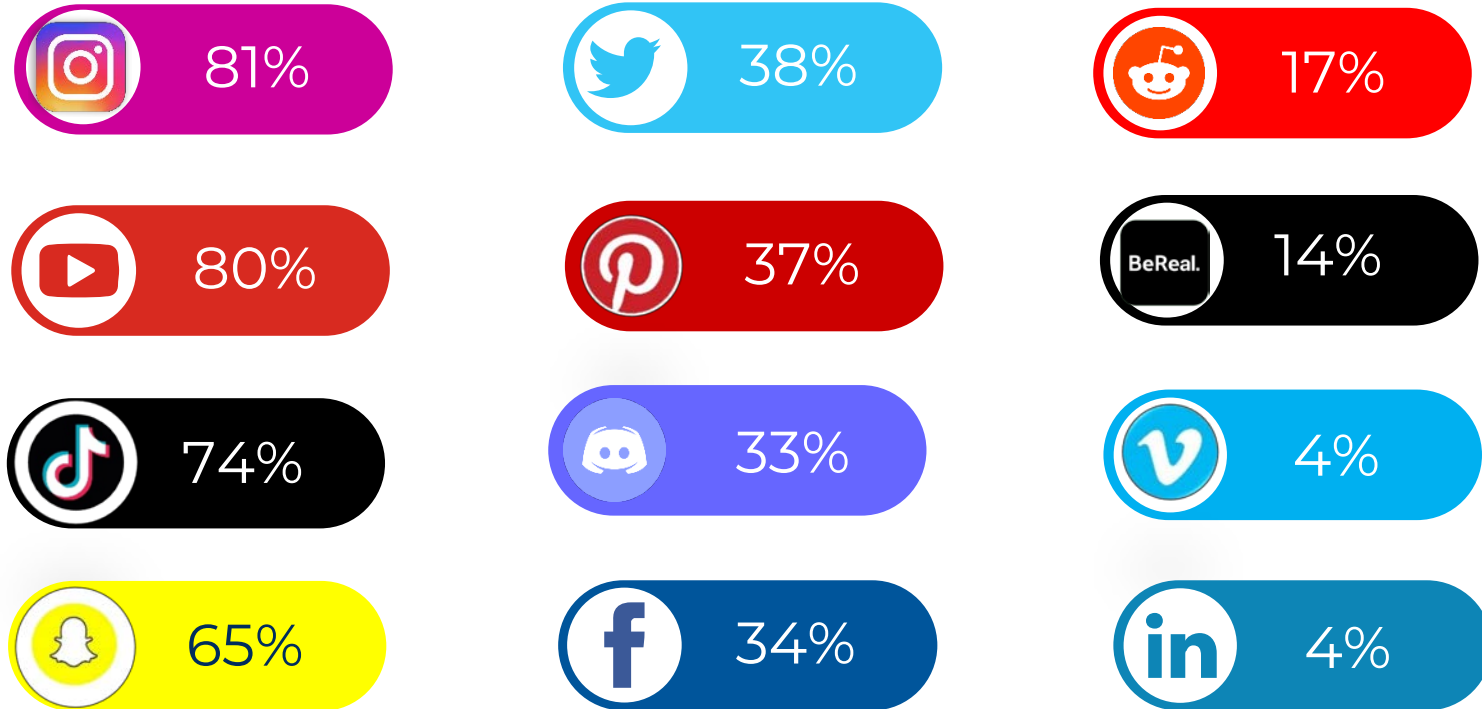


Find social media useful in their college planning



RNL, Gigg, ModernCampus, Plexuss, & StudentBridge (2023). 2023 E-Expectations Trend Report. Ruffalo Noel Levitz.

Social Media Usage





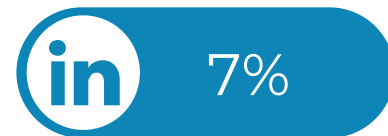
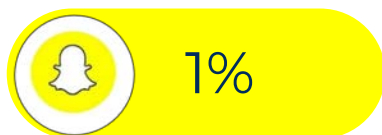
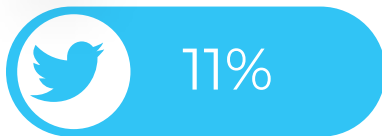
PLATFORM	2021	2023
Instagram	70%	81%
YouTube	62%	80%
TikTok	41%	74%
Snapchat	74%	65%
Twitter	27%	38%
Facebook	35%	37%
Pinterest	21%	34%
Discord	12%	33%
Reddit	10%	17%
BeReal	n/a	14%
LinkedIn	10%	4%
Vimeo	2%	2%



Family's/Parents' Social Media Usage



Where Are Families Following You?



Top Ten Information Topics (out of 25) for Families by Grade

10th grade (Top information topics for families)

- 1 Cost (tuition, fees, room, board, etc.)
- 2 Academics (programs, majors, minors, etc.)
- 3 Admission requirements
- 4 Application process and timeline
- 5 Financial aid and scholarships
- 6 Safety precautions
- 7 Updates to student's academic and financial records
- 8 Housing
- 9 Community life and activities
- 10 Options to finance college education (financial aid, loans, etc.)

11th grade (Top information topics for families)

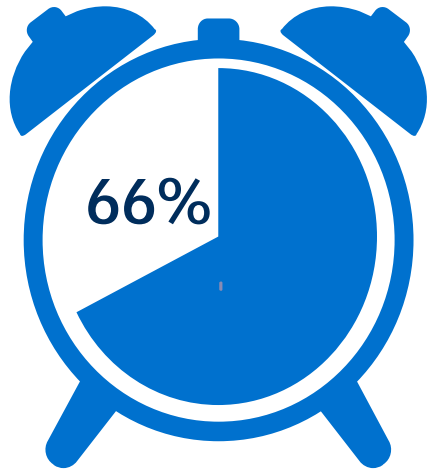
- 1 Academics (programs, majors, minors, etc.)
- 2 Admission requirements
- 3 Cost (tuition, fees, room, board, etc.)
- 4 Application process and timeline
- 5 Housing
- 6 Safety precautions
- 7 Financial aid and scholarships
- 8 Updates to student's academic and financial records
- 9 Food services and dining
- 10 The strength of the academic programs (ratings, rankings, etc.)

12th grade (Top information topics for families)

- 1 Cost (tuition, fees, room, board, etc.)
- 2 Academics (programs, majors, minors, etc.)
- 3 Admission requirements
- 4 Application process and timeline
- 5 Financial aid and scholarships
- 6 Updates to student's academic and financial records
- 7 Account services and paying the tuition bill
- 8 Housing
- 9 Safety precautions
- 10 What makes the institution different

When is social media helpful to students?

Just as they are learning more about the school



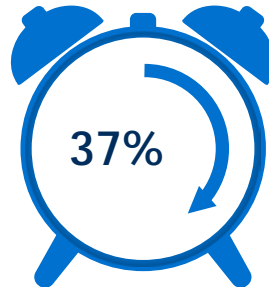
After they've visited campus



After they've been accepted




After they've seen explored the website



After they've applied for admission



Best practices to engage students through social media



Focus on the platforms students are using

Focus on sharing engaging information to encourage them to move to the next step.



#CALLTOACTION

How do they find
colleges' and
universities' social
pages?



How do students find information about colleges and universities on social media?



Search for it by the name of the college or university
66%



An email from the college mentions it **33%**

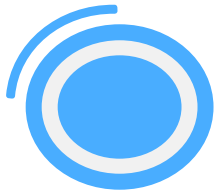


Things come up on feed **31%**



Friends recommend it **26%**

Social media platform recommends it **26%**

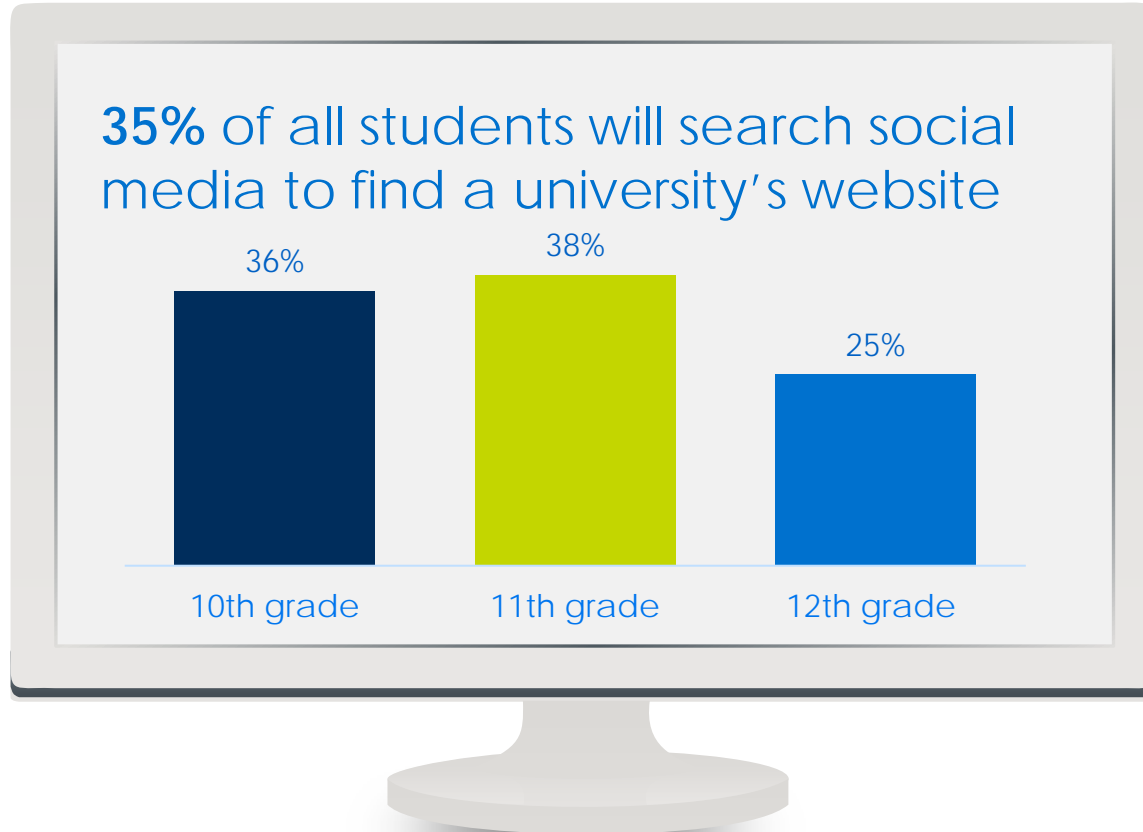


They follow accounts of **individual people** that post about that college or university
24%



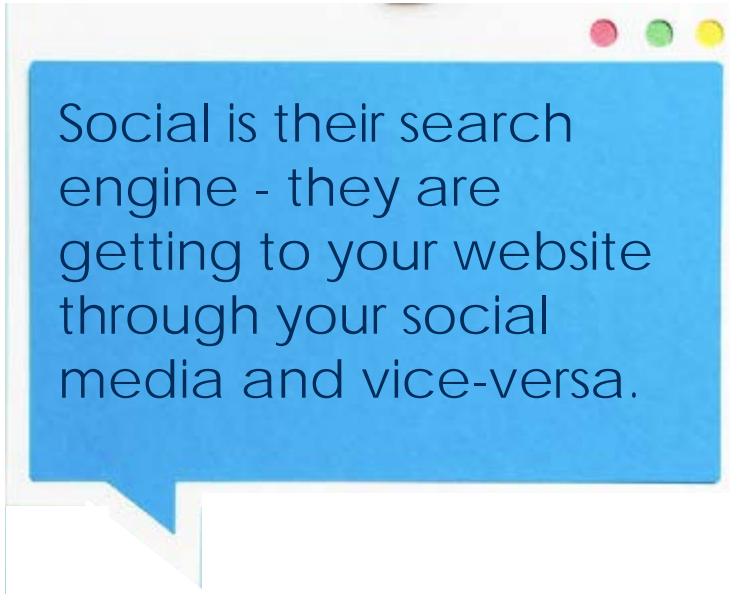
Ads appear on feed **21%**

Social Media is their Search Engine





Best practices to engage students through social media



Social is their search engine - they are getting to your website through your social media and vice-versa.

What content is key to pushing the "follow" button?



What content is key to pushing the "follow" button?

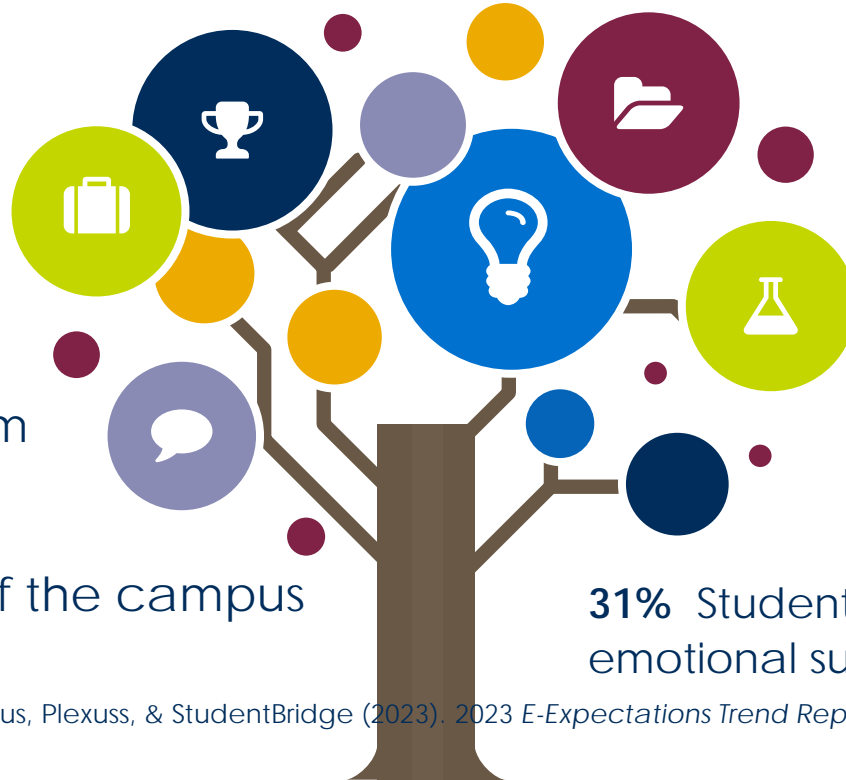
63% The student life experience

39% Activities and clubs for students

44% Stories of current students

37% What it's like to live on campus in the dorms

40% Content around specific major or program I'm interested in



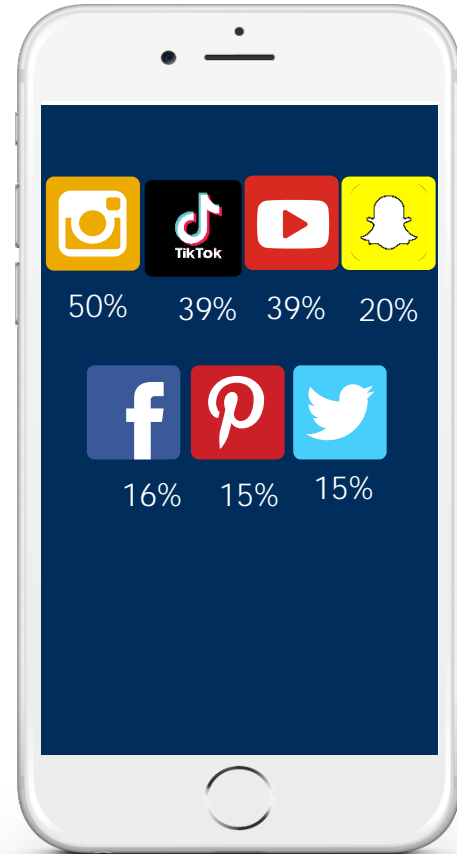
35% Admission requirements

34% Application steps and requirements

40% Photos of the campus

31% Student mental and emotional support

Ads on Social Media



Best practices to engage students through social media

Four keys for content:

- Authentic
- Creative
- Fun
- Current (trends!)

Use the content your students are already creating!

Focus on your strengths!

Best practices to engage students through social media

Social media is where they will pay attention and click on your ads

Involve current enrolled students in your marketing efforts

Videos are key to tying in the experience from your social pages

Best Practices to Connect with Students Through Social Media



Best practices to connect with students using social media



1. Take advantage of user-created content
 - When a student tags your school or athletic teams, re-share and celebrate it.
 - Invite your students to create and share authentic content
 - Create a social media ambassador team; you have the talent right there!
2. Keep up with the trends!
 - This is where your ambassadors can help tremendously!
 - Make sure you are using trends on Instagram and TikTok to shine
3. Remember, students click on ads they see on social media!

CASE STUDY / DIXIE STATE UNIVERSITY

Increase in Awareness:

▲ 288%
Social Mentions

▲ 126%
Campus Visits*

Impact on Enrollment:

2,318
Largest Freshman
class in history*

▲ 31%
Increase in
student inquiries*

▲ 76%
New Student
applications*

*Stats measured from 2016-17 to 2018-19 academic year

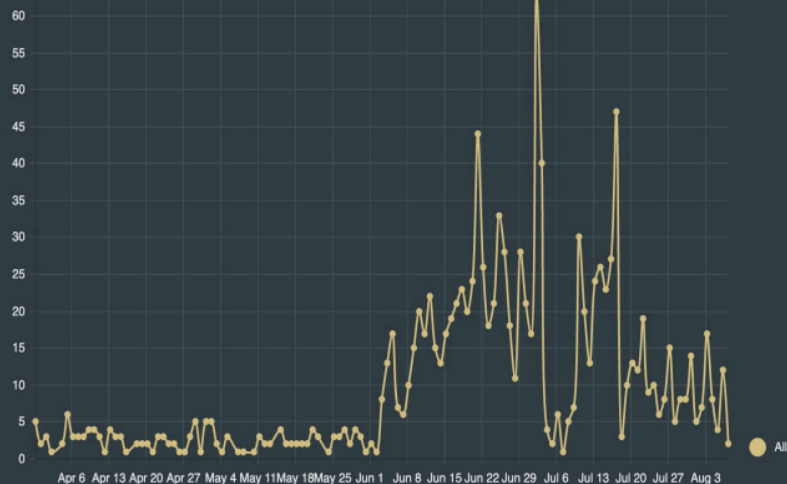
CLIENT TESTIMONIAL

"Just like customer reviews on Amazon, Gigg gave us a way to display real student reviews of our brand. This student generated content had a major influence on students decisions to visit, apply, and enroll."

Brett Schwartz
Director, Admissions

MENTIONS

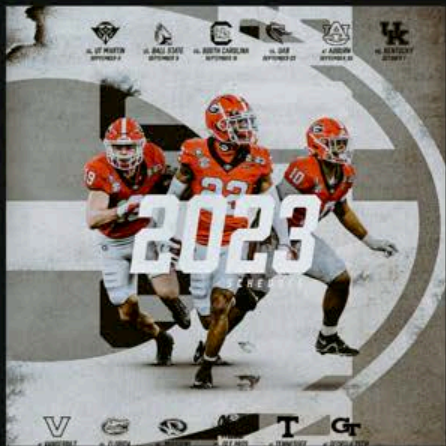
Daily Weekly Monthly platforms all




GET SOCIAL: #GETINTOWEBER




Questions?

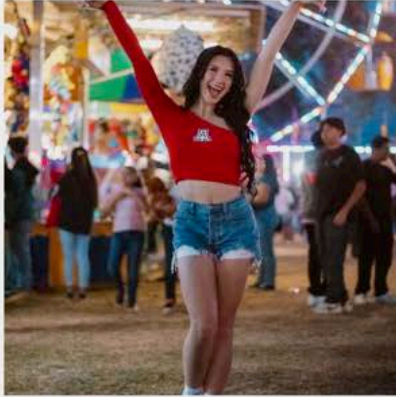


Share that you're Arizona-bound on Instagram or Twitter with the hashtag #WildcatReady to be featured on this page. Practice the Wildcat hand symbol, wear cardinal red and navy blue, and show your fellow Wildcats how you Bear Down!

 [@uarizona](#)

 [@uazadmissions](#)

 [@lifeatarizona](#)



Thank you

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Gigg*

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