Strategic Enrolment Management & Social Media

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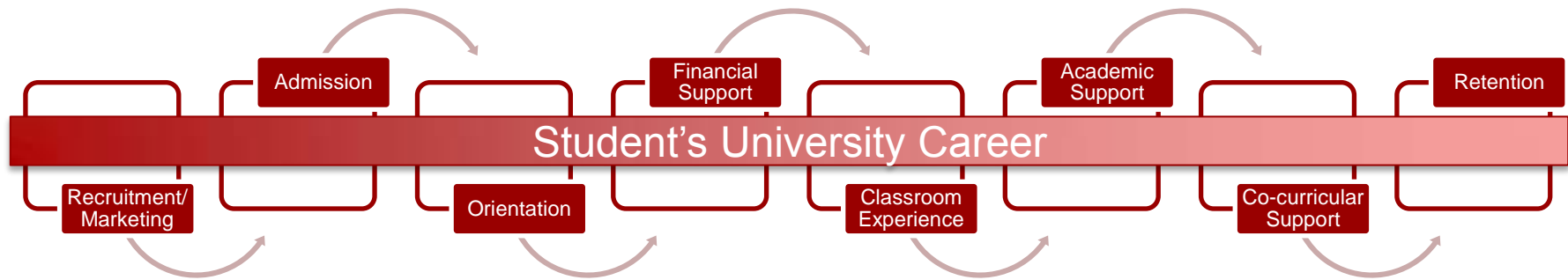**Division of Vice-President Students, York University**

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Goals of this presentation

- 100 new likes or followers
- 78% reach
- 50 engaged users
- 250 impressions

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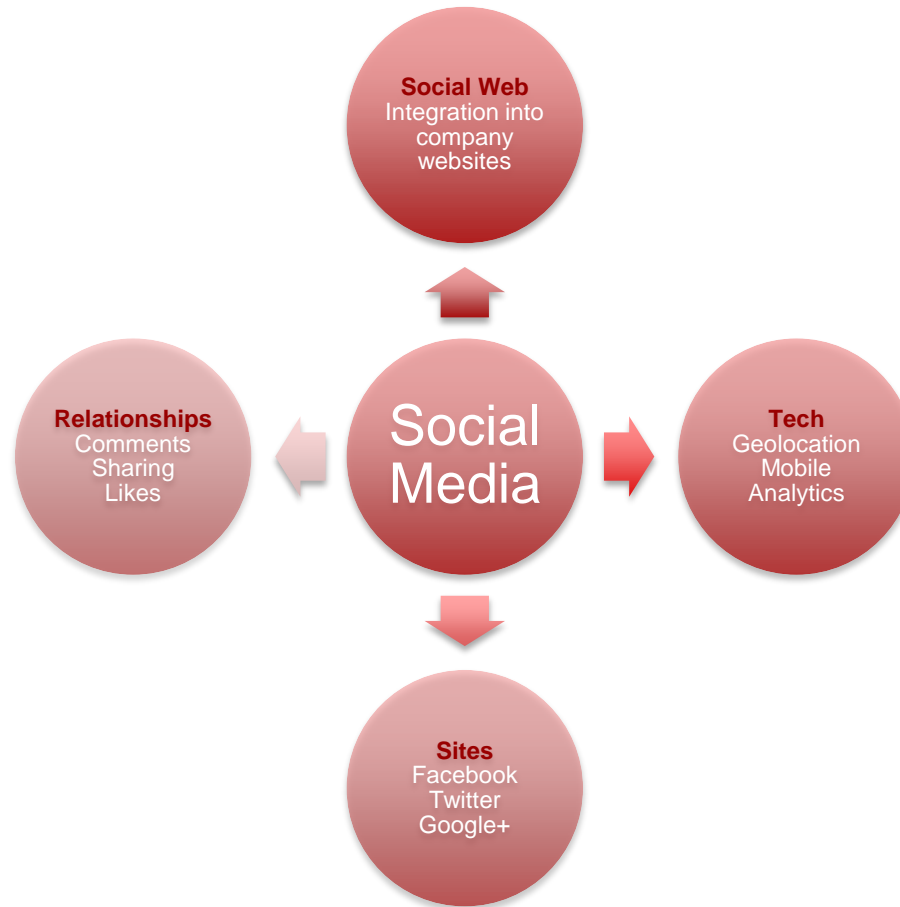
Strategic Enrolment Management

SEM is a comprehensive process designed to help an institution achieve and maintain optimum enrollment, where optimum is defined within the academic context of the institution.

Dolence (1993)

Strategic Enrolment Management

Recruitment/Marketing → Admission → Orientation → Financial Support → Classroom Experience → Academic Support → Co-curricular Support → Retention

Student's University Career

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Social Media

Social Web
Integration into company websites

Relationships
Comments
Sharing
Likes

Social Media

Tech
Geolocation
Mobile
Analytics

Sites
Facebook
Twitter
Google+

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Social Media

Role of Social Media in SEM

- Communication
- Support recruitment
- Support conversion
- Support retention
- Inform/educate
- Promote and enhance brand and reputation

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Mapping SEM Principals to Social Media

Mapping SEM to Social Media

- SMART goals
- Academic Success
- Data
- Student Services
- Communications & Collaboration

- Marketing goals
- Facilitates success
- Analytics/trackable
- Student Service
- Shared strategies & communications

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Claim your space

Determine your niche, focus on it, and deliver on it as well as you possibly can … the very essence of SEM … and social media

Smith 2008

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Consider your segments

Suspects/Prospects

Applicants

Admitted

Enrolled/Current

Alumni

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Seven steps to consumer actions

Awareness | Interest | Desire | Purchase (Application) | Support | Loyalty | Advocate

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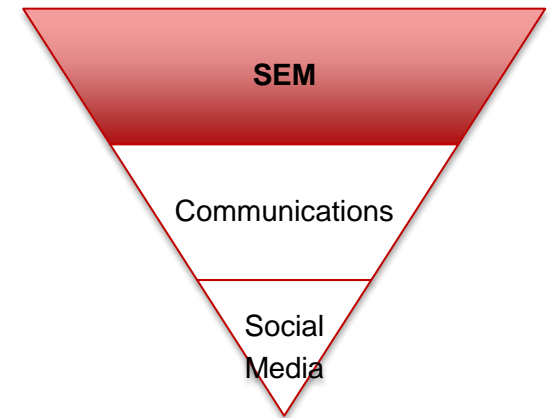redefine THE POSSIBLE.
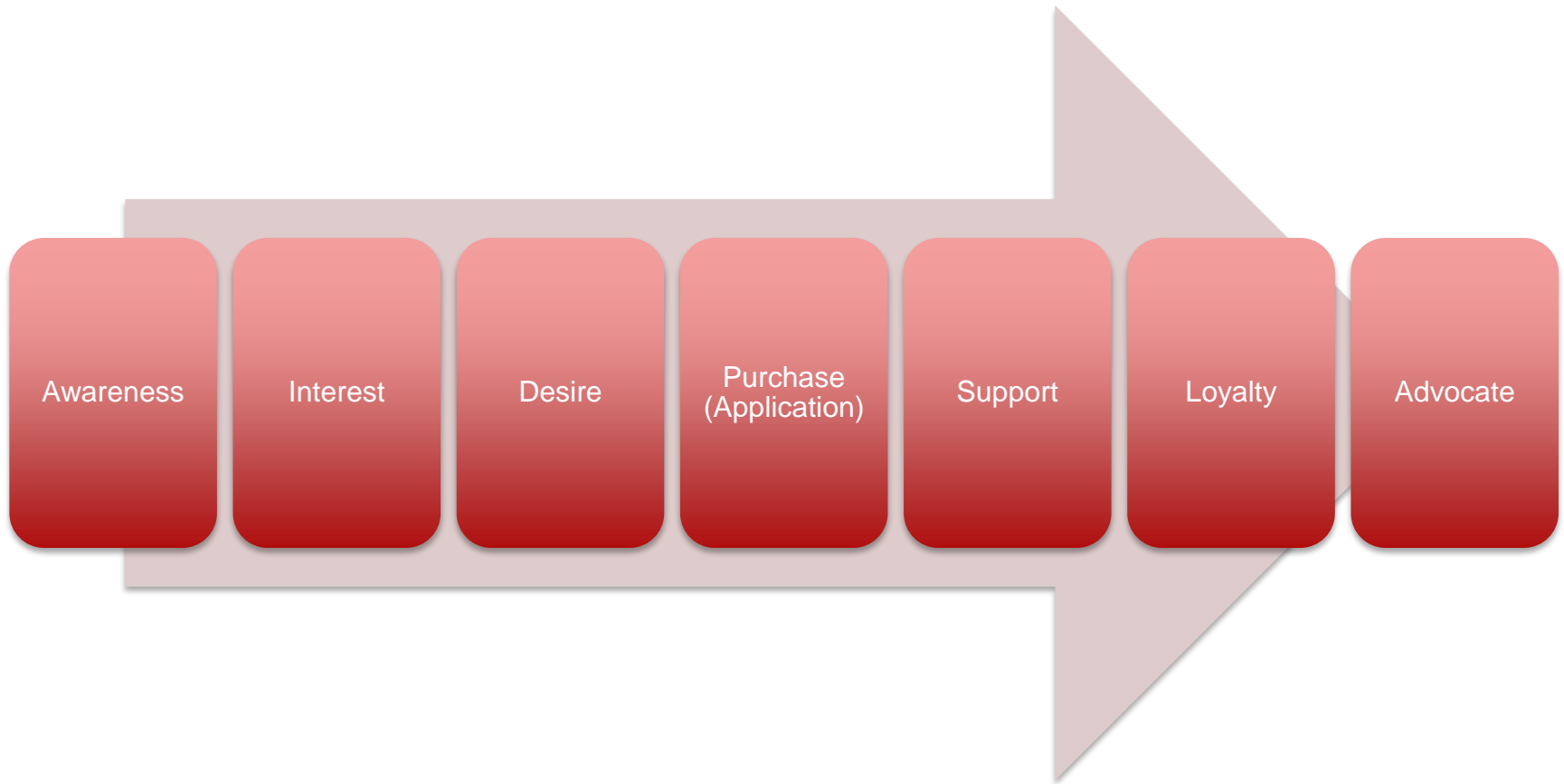
# What a Social Media SEM Plan Looks Like

Establish a Pan-University SEM Plan

- Institutional recruitment plan
- Enrolment planning groups, recruitment councils, Faculty plans, conversion
- Each institution is different
- Examples

SEM

Communications

Social Media

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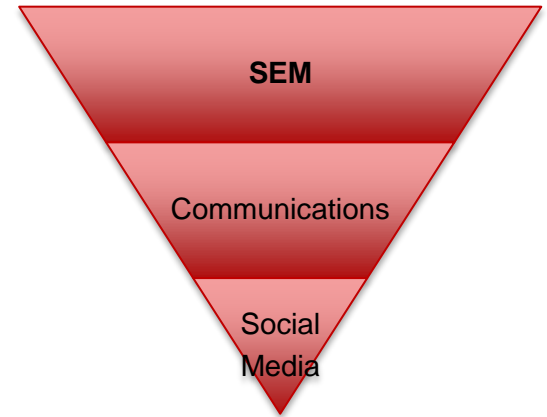UNIVERSITY

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Communications Strategy

- Strategic recruitment goals
- Connect to retention – plan ahead
- Types/characteristics of students
- Decide on a resource focus
- Recruitment messages aligned with institutional marketing/branding messages/initiatives
- Key influences – do you know how yours rank?
- Audiences

SEM

Communications

Social Media

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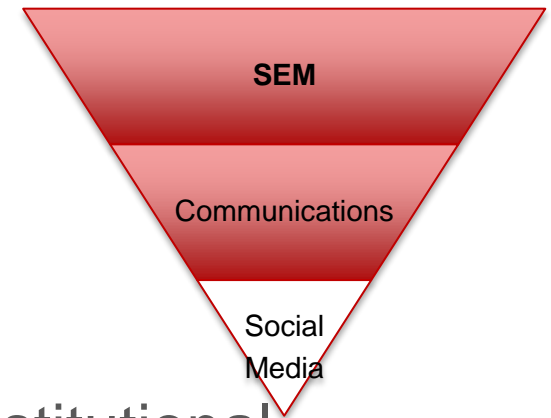
Social Media

- The social media plan is one element of the communications plan – social media can't stand alone

- Know what to use when: *For young people e-mail is how you communicate with elders in formal situation while social networks and SMS are the preferred methods of communication among peers* (Kirkpatrick, 2009)

SEM

Communications

Social Media

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Social Media – Key Messaging

SOCIAL MEDIA OUTLETS
www.facebook.com/pages/York-University/12922531419
www.flickr.com/photos/yorkuniversity
Twitter: @yorkuinversity and @yorkustudents
vimeo.com/channels/yorkuniversity
www.yorku.ca/yublog

2011/2012 SOCIAL MEDIA RECRUITMENT MESSAGING
Date: AUGUST 1, 2011

MESSAGE	Target	MEDIUM	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUGUST
ANSWERING QUESTIONS & BUILDING RELATIONSHIPS	101, 105, GRAD	TWITTER, FB,FLICKR, LINKEDIN, VIMEO, BLOGS												
POSTING PHOTOS & NEWS OF EVENTS ON CAMPUS	101, 105, GRAD	TWITTER, FB,FLICKR, LINKEDIN, VIMEO, BLOGS												
FEATURING PROGRAMS, RESEARCH AND SERVICES ON CAMPUS	101, 105, GRAD	TWITTER, FB,FLICKR, LINKEDIN, VIMEO, BLOGS												
STUDENT PROFILES (EXAMPLES OF CURRENT SUCCESSFUL STUDENTS	101, 105, GRAD	TWITTER, FB,FLICKR, LINKEDIN, VIMEO, BLOGS												
SIGN UP FOR THE FUTURESTUDENT PORTAL	101, 105	TWITTER, FB, LINKEDIN, VIMEO, BLOGS												
EMERGENCY MESSAGING (AS REQUIRED)	101, 105, GRAD	TWITTER, FB,FLICKR, LINKEDIN, VIMEO, BLOGS												
SCHOLARSHIPS	GRAD	TWITTER, LINKED, BLOGS												
EVENT: ONTARIO UNIVERSITIES FAIR	101, 105	TWITTER, FB, BLOGS												
EVENT: FALL CAMPUS DAY	101, 105	TWITTER, FB, FLICKR, BLOGS, VIMEO												
GRAD APPLICATION DEADLINES	GRAD	TWITTER, BLOGS, LINKEDIN												
UNDERGRAD APPLICATION DEADLINES	101, 105	TWITTER, FB, BLOGS												
SUPPLEMENTARY APPLICATION FORMS	101, 105	TWITTER, FB, BLOGS												
LANGUAGE REQUIREMENTS FOR ADMISSION	105	TWITTER, FB, BLOGS												
CAREER SERVICES/CAREER PATHS	101, 105	TWITTER, FB, BLOGS, VIMEO												
EVENT: ONLINE CHAT	101, 105	TWITTER, FB, BLOGS												
ACCEPTING YOUR OFFER	101, 105	TWITTER, FB, BLOGS												
STATEMENT OF INTEREST	GRAD	TWITTER, FB, LINKEDIN, BLOGS												
SCHOLARSHIPS	101, 105	TWITTER, FB, BLOGS												
STEPS AFTER YOU APPLY	GRAD	TWITTER, FB, LINKEDIN, BLOGS												
BOOKING AN ENROLMENT APPOINTMENT	101, 105	TWITTER, FB, BLOGS												
PAY ENROLMENT DEPOSIT	101, 105	TWITTER, FB, BLOGS												
YORK'S COLLEGE SYSTEM	101, 105	BLOGS												
REFERENCE LETTERS	GRAD	TWITTER, FB, LINKEDIN, BLOGS												
EVENT: SPRING OPEN HOUSE	101, 105	TWITTER, FB, FLICKR, BLOGS, VIMEO												
STUDENT FINANCIAL PROFILE DEADLINE	101, 105	TWITTER, FB, BLOGS												
RESIDENCE APPLICATION DEADLINE	101, 105	TWITTER, FB, BLOGS												
TRANSITIONING TO UNIVERSITY/ORIENTATION/RED ZONE	101, 105	TWITTER, FB, BLOGS												

Social Media – Target Audiences

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Social Media – Setting Goals

- SMART goals
- Align with pan-University SEM goals

Increase engagement by X%

Drive X people to the website

**Increase number of people from mobile by X**

Capture X applications

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Social Media – KPIs

- Conversational exchange: # of replies or comments
- Reach: size of your direct audience
- Content Amplification: # of shares per post
- Sentiment: expressed sentiment
- Content appreciation: +1s or Favourites
- Return on Investment (ROI): cost per Tweet

Social Media – Choosing Channels

- Audience
- Budget
- Resources
- Social Media sites

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Social Media – Choosing Channels
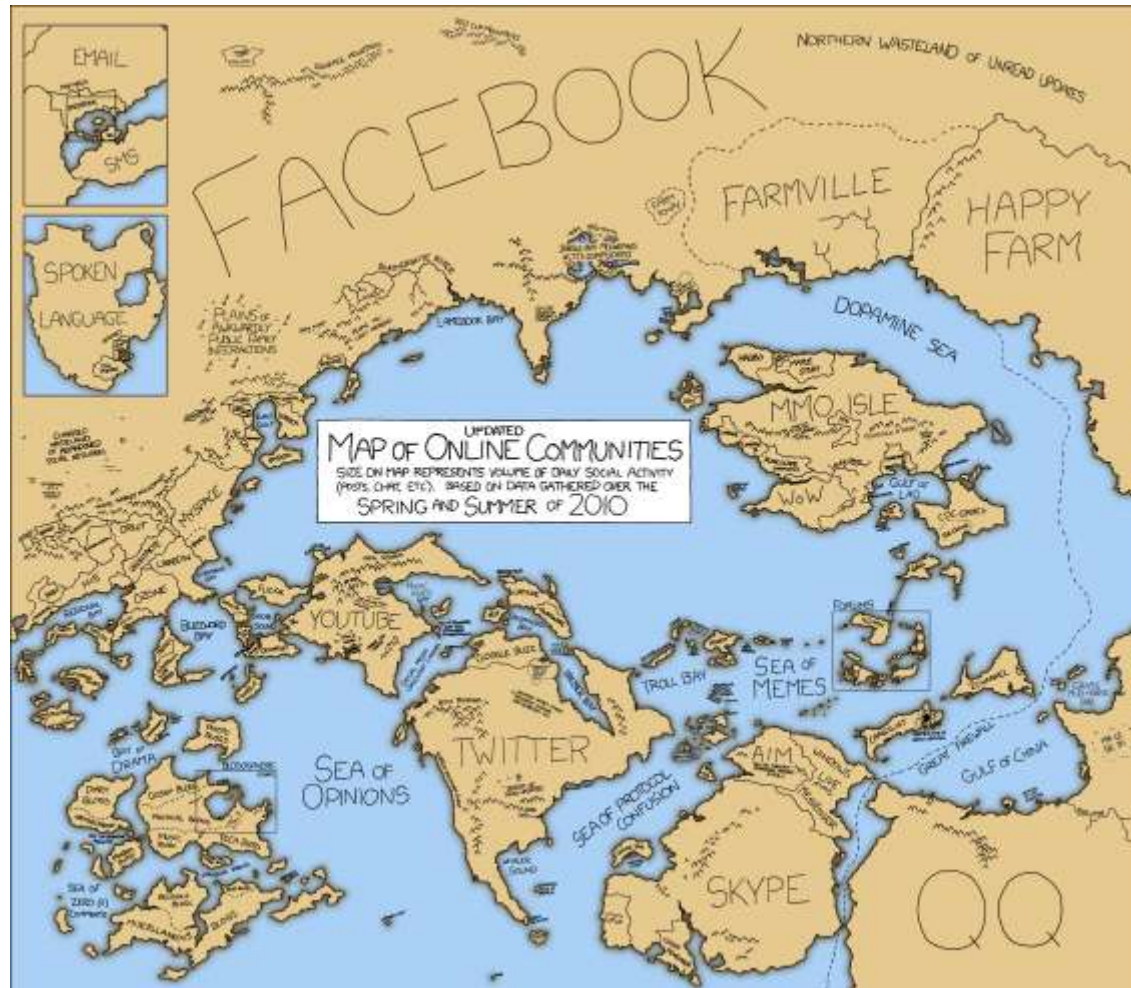
Social Media – Processes

- Hiring and training
- Standard operating procedures
- Editorial schedule
- Messaging calendar
- Emergency messaging/controversial messaging

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Social Media – Protocols

(please see conference handout)

- **What will your protocols do?**
- **What do you want your protocols and your social media presence to stand for?**
- **What will your protocols focus on?**
- **How will you write your protocols?**
- **What should you include/consider?**
- **What shouldn't you forget?**

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Social Media – Content Development

- Tools
  - SEO
  - Scheduling
  - Analytics
- Curation
  - Lists and listening
  - Storify
- Workflow
  - The day-to-day

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Social Media – Risks

- Democratization of publishing
- Virality & word-of-mouth
- Reputational hits
- "It's there for all eternity"
- Privacy
- Cost
- Oversaturation
- Mis-targetting audiences

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Social Media – Tracking & Analysis

- Social Media Analytics
  - Offered within sites
  - Offered for free online
- Purchased products
  - Sysomos, Radian 6 etc.
- Other statistics that work
  - Website stats
  - Application #s
  - CRM

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Social Media – Tracking & Analysis

Handbooks

Online chats & webinars

Spring Open House

- Interaction Stats
- Purchase analytics

Social Media

Website

- Site stats
- Movement on site

- Applicant demographic information

Application

CRM

- Prospects and applicant information

- Complied data on apps, programs, retention

Data Warehouse

School visits

Ontario Universities Fair

Advertising Campaigns

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Social Media – Tracking & Analysis

Social Media – Tracking & Analysis

Four-month period

Current student: SIS, retention

CRM: interactions can be tracked to enrollment

Applications: apps are up, FB drove 300+ students directly to the app

CRM: emails to prospects (links to SM, websites)

Website stats: page views, time on page, # of pages view

Website site referrals – 1,000s of student enter from SM sites

Social Media – interactions increase

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Social Media – ROI

- ROI calculations
- Email ROI = Facebook ROI (by Convince&Convert)
- Interactive Campus Map ROI Calculator (by nuCloud)

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Social Media – International

- Building a Strategy
  - *(please see conference handout)*
- Analysis and ROI
  - *Social networks have no obstructions and are focused on specific groups (rather than physical events)… leads to 61% lower cost per student lead* (Darrup-Boychuck, 2009)
  - *The approximate cost of recruiting one in-state student is $200, one out-of-state student is $500 and one international student is $1,000, without including staff salaries. Meanwhile, the cost of online promoting, using "pay-per-click" or mobile marketing, is $119.50 per any enrolled students regardless of the students' countries of origin.* (Baxton and Foley Study, 2009)

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Social Media – International

- Case Studies

Social Media – Ad Campaigns

An integrated recruitment marketing campaign… the plan

Key messaging

Target audience

Setting goals & KPIs

Choosing channels

Content development

Assessing risks

Tracking/analysis

Review & Repeat

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Social Media – Ad Campaigns

Top Eight Takeaways

- The more targeted our audience and messaging, the better the results.
- Geo-targeting works!
- Cost per impression ads: Google outperformed all other channels.
- Cost per click ads: Olive Media outperformed all other channels.
- Mobile interactions increased with every phase, from 4% to just over 17% traffic.
- E-blasts and e-newsletters netted the lowest rate of return.
- After the landing page and Future Students home page, pageview counts were highest for program and admission requirements pages.
- LinkedIn requires very targeted messaging. Impressions and clickthroughs spiked with key phrases.

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Social Media – Ad Campaigns

Did it work?

Summer enrolments **increased by 30%** over the same period in 2011.

Where to go from here

The Student Voice

- **98.%** like being able to connect with universities on social media

- **84.4%** said their interaction with YorkU on social media made the more likely to visit our social media channels again

- **82.1%** said their interaction with YorkU on social media made them more likely to visit our website about programs and services

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The Student Voice

What aspects of social media help you in your university research?
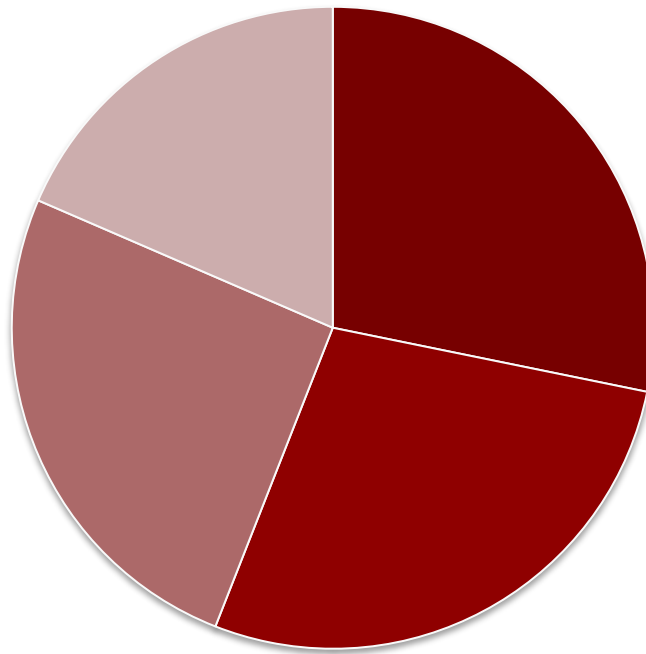
- Posts by the university about admissions processes
- Asking a question and getting an answer
- Discussions by durrecnt students
- Photos and Videos

Student Influencers

- Slightly fewer than one quarter of applicants looked at only one viewbook (24%), while three in 10 looked at two (30%)(Academica Group)

- 39% of applicants attended campus open houses and formal campus tours (Academica Group)

- **43.1%** said the support they received on social media helped them to make their decision on which university to attend

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How to Keep the Momentum Going

- Tell people!
- Create an internal report
- Keep monitoring success
- Involve students
- Network and share best practices
- If it's not working, move on
- Continue integrating social media into your website and find the synergies in analytics

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Questions?

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