

Social Media and its Impact on Student Outreach and Communications



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FASTER, HIGHER, STRONGER:
TECHNOLOGY, LEARNING AND IDENTITY

SUMMER CONFERENCE 2017

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Introduction



McMaster-Syracuse
Master of Communication Management
Fall Cohort 2015

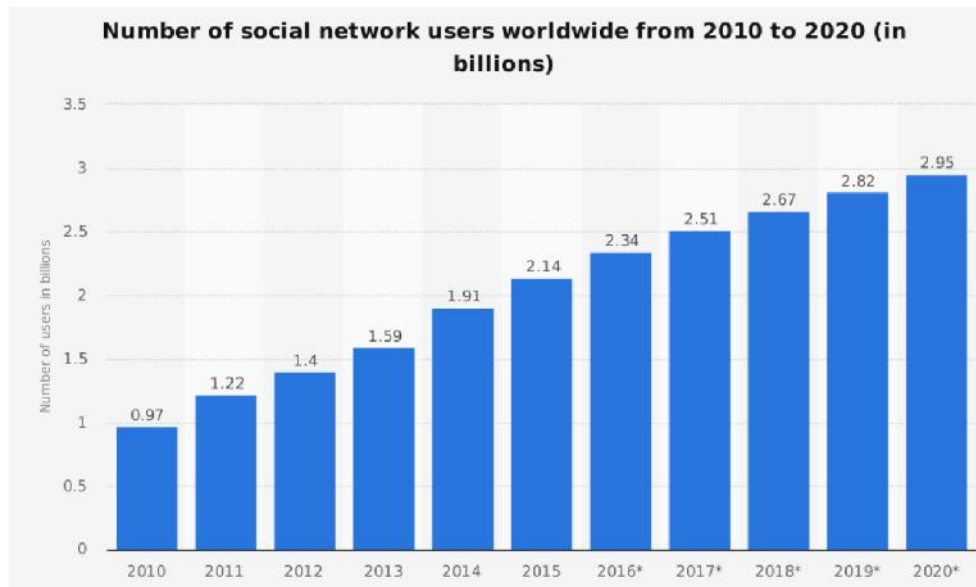


What is social media?



Picture source: McMaster University - New Technologies in Communication, © Dr. Jessica Langer, 2016

Global social media landscape

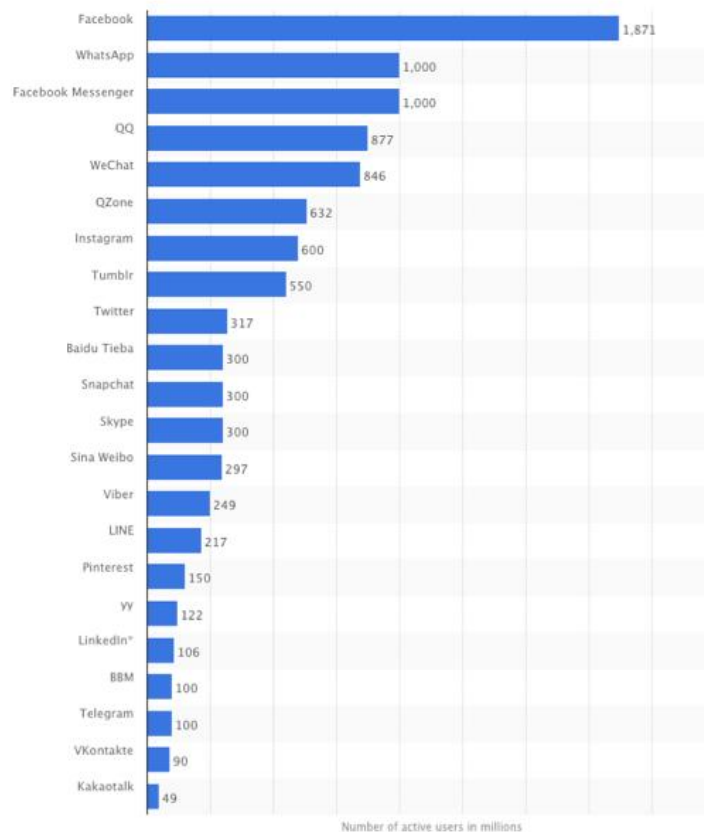


- 3.5 billion internet users, as of January 1, 2017
- 2.34 billion (67%) of these users have social media accounts
- Predicted growth rate of 4.74%; 2.95 billion social network users by 2020

Source: eMarketer, © Statista, 2017

Global social media landscape

Social network sites worldwide ranked by number of active users (in millions, as of January 2017,)

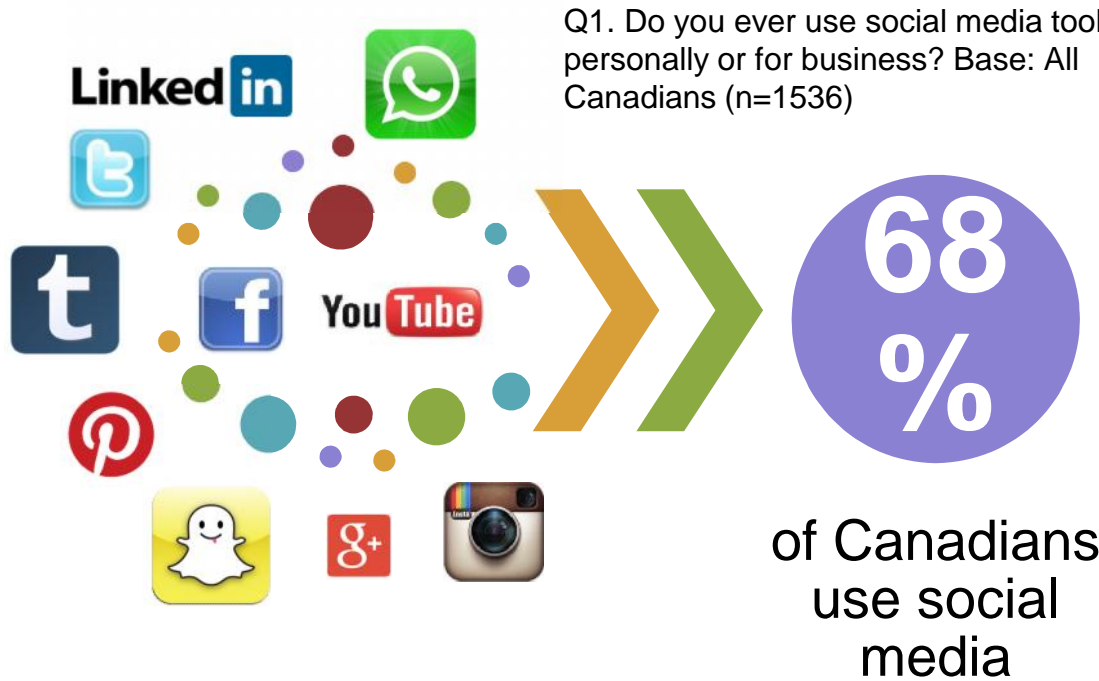


- Top 9 platforms take 71% of total market share
- Facebook-owned platforms hold 32% market share: Facebook (18%); What's App (7%); Messenger (7%)
- APAC-favoured platforms follow with 24% market share: QQ (9%); WeChat (8%); Qzone (7%)
- Predominantly Western platforms of Instagram (6%), Tumblr (5%), and Twitter (4%) sit 7th – 9th

Source: eMarketer, © Statistica, 2017







Canadian social media landscape



Source: Canadian Social Media Usage, © Leger, 2017

Canadian social media landscape





Q3. And which of these, if any, have you used? Base: Canadians who use social media in 2014

	Sept 2016	Feb 2016	2015	2014	2011	200
	90%	90%	91%	89%	87%	77%
	73%	73%	70%	70%	76%	65%
	52%	47%	50%	50%	44%	-
	53%	52%	47%	49%	61%	-

Source: Canadian Social Media Usage, © Leger, 2017

Canadian social media landscape

Q3. And which of these, if any, have you used? Base: Canadians who use social media in 2014

	Sept 2016	Feb 2016	2015	2014	2011	2009
	39%	41%	39%	38%	32%	8%
LinkedIn 	38%	41%	36%	35%	25%	10%
	34%	31%	27%	21%	-	-
	38%	37%	35%	29%	-	-

Source: Canadian Social Media Usage, © Leger, 2017

Canadian social media landscape

National Social Media Statistics

150x The number of times
people check their phones
a day

96% of the Canadian digital
population can be reached
with Google

8.3B Searches happening in
Canada per month. (273M
a day)

Source: National Social Media Statistics, © Meagan Tanner, Google Canada, 2017



King's University College social media landscape



2016

2017

King's Facebook Likes



8 617

624 International
243 Dominican Republic
148 India
115 Ethiopia

*All as of May 2, 2016

King's Facebook Likes



9 359

668 King's International
326 King's Residence
198 King's India
2 322 KUCSC

*All as of May 25, 2017



King's University College social media landscape



#1

2017 #1 preferred social media platform by King's students

58%

would trust and go to King's FB in times of crisis on campus

41%

prefer FB as the main social media account for King's

36%

have viewed our Facebook live feed this year




King's University College social media landscape



Facebook Live




 **King's University College at Western University** was live.
about 2 months ago · 🌐

Dean of Students Joe Henry enlightens us about resources for exam prep and wants to remind everyone to take care of their bodies and minds. Wishing all King's Students good luck with exams!

510 Views

👍 Like 💬 Comment ➦ Share 🌐 📄

👤 Ben Muller, Sarah Parsons and 12 others

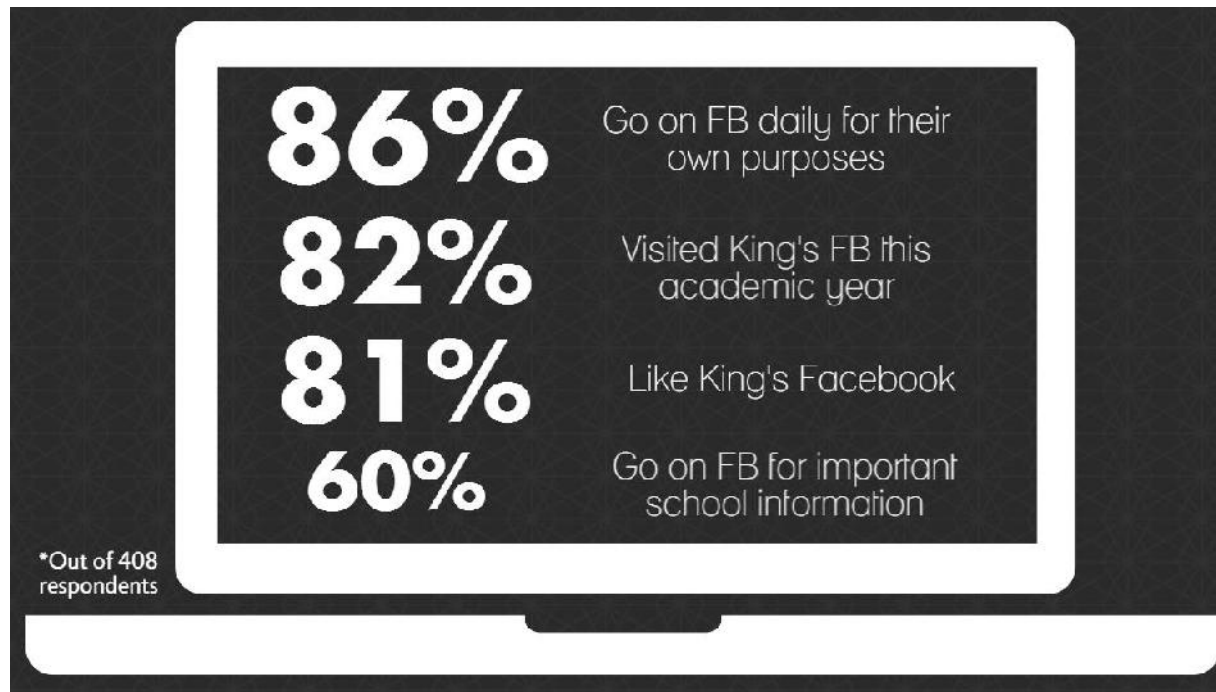
 Write a comment... 😊 📷 🗨️



King's University College social media landscape



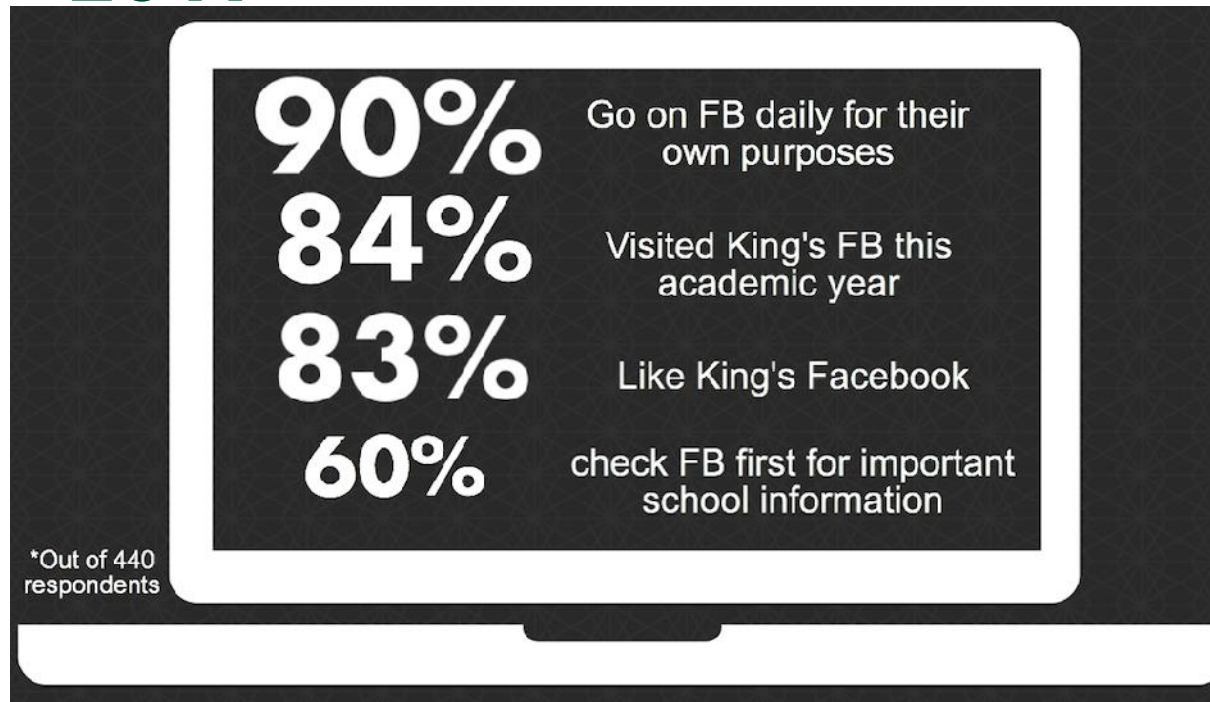
2016



King's University College social media landscape



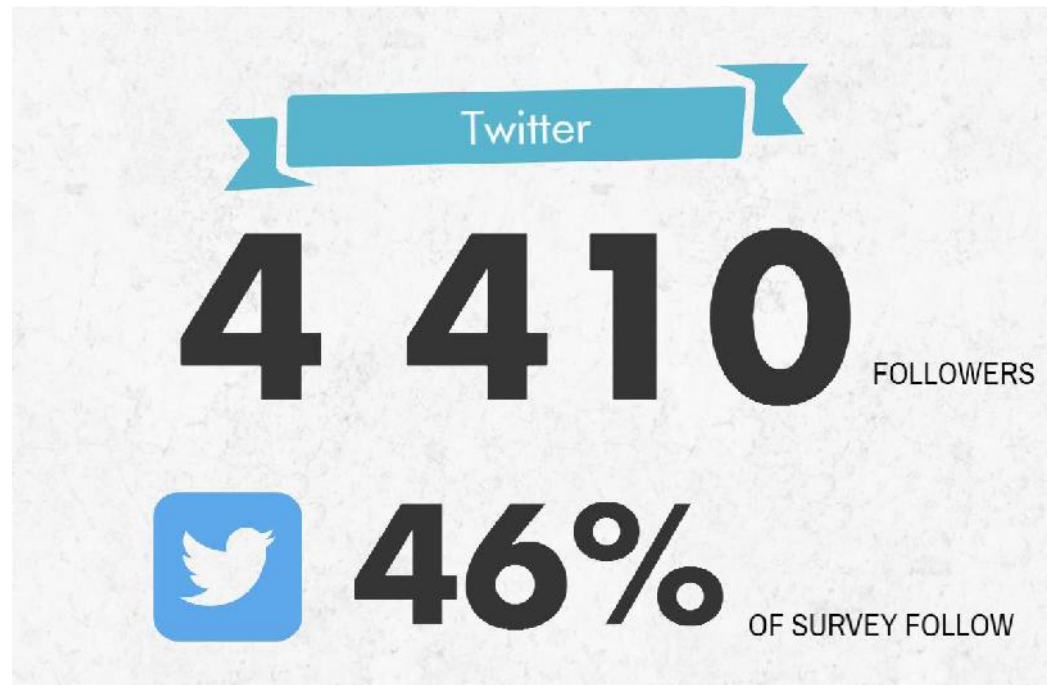
2017



King's University College social media landscape



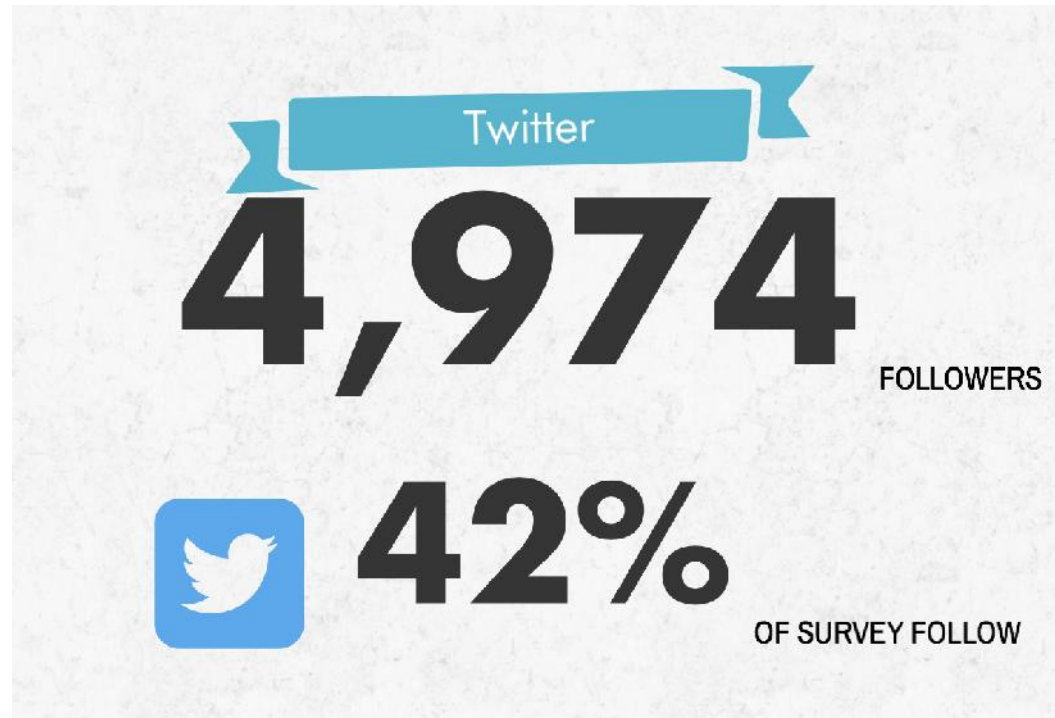
2016



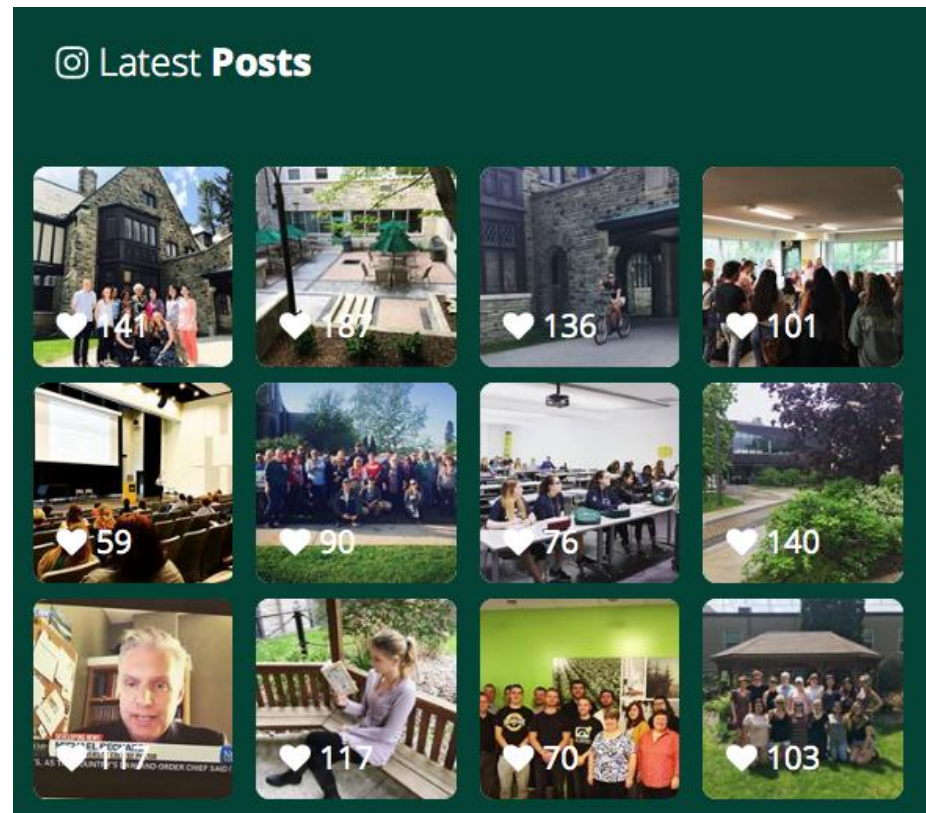
King's University College social media landscape



2017



King's University College social media landscape



King's University College social media landscape



2016

#2

Instagram was students' second preferred platform as a daily choice for personal use.

71% 61%

check Instagram daily

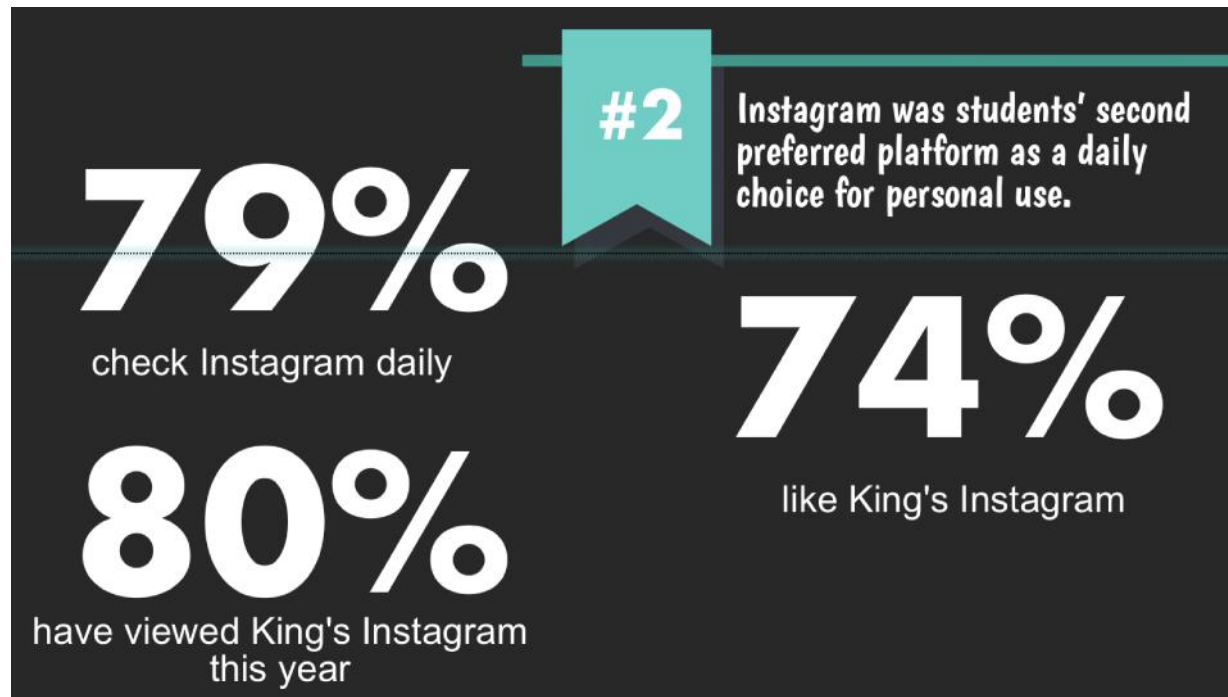
like King's Instagram



King's University College social media landscape



2017



King's University College social media landscape



2016



27%

follow King's snapchat



King's University College social media landscape



2017



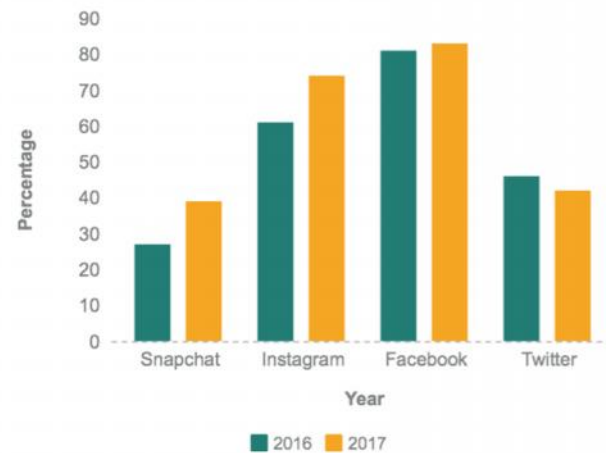
39%

follow King's snapchat



King's Social Media Accounts

Students who follow King's Accounts



Research question

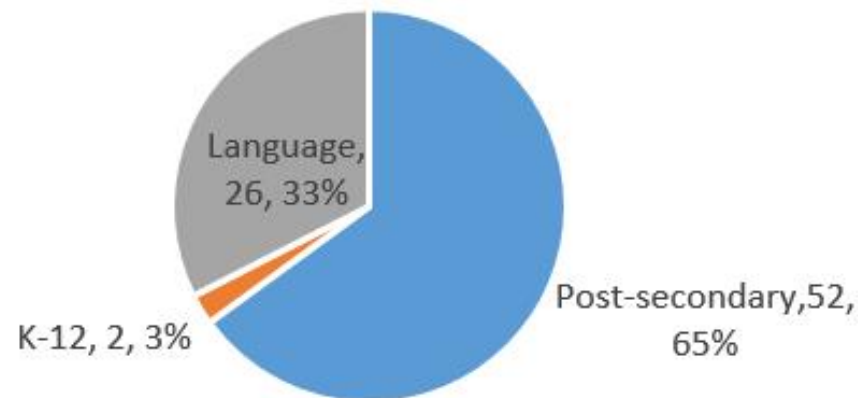
What is the role and impact of Facebook in the educational journeys of international students?

- Student recruitment
- Student services
- Student engagement



Survey overview

- Expansion of a 25-question survey conducted in 2015
- Purposive, snowball, and volunteer sampling
- Response summary: 80 / 101 (79%) applicable responses



Facebook for international students

Respondent profile

Country of Origin	# of Respondents	% of Respondents
Taiwan	17	21%
Mexico	9	11%
South Korea	9	11%
Brazil	7	9%
China	7	9%
India	7	9%
Japan	7	9%
United States	3	4%
Venezuela	3	4%
Germany	2	3%
Others	9	11%
TOTAL	80	100%

- 19 nationalities represented
- 50% of respondents from North-East Asia

Facebook for international students

First-contact path

First contact through	# of Respondents	% of Respondents
Suggested Facebook page	17	21%
Current student	14	18%
Institution website	10	13%
Institution viewbook	9	11%
Search engine	7	9%
Recruitment agent	4	5%
Others	3	4%
Former / graduated student	2	3%
Don't know / remember	14	18%
TOTAL	80	100%

- Top 3 Facebook drivers: internet algorithms (30%), peer/human influence (26%), institution collateral (24%)

Question: How did you first learn about your institution's Facebook page?

Facebook for international students

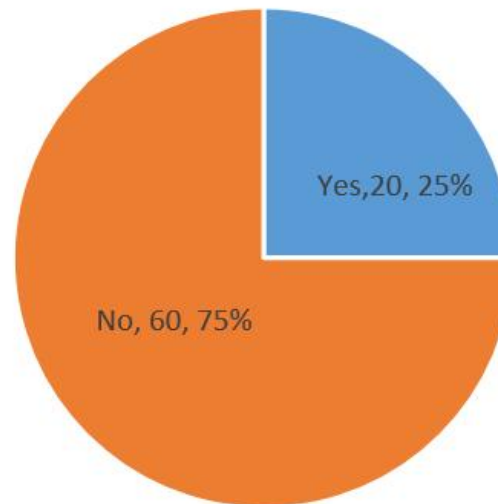
Visit frequency

Visit frequency	# of Respondents	% of Respondents
A few times a month	20	25%
A few times a year	15	19%
Less than once a year	12	15%
A few times a week	7	9%
Once a week	5	6%
Once a month	5	6%
Daily	3	4%
Once a year	2	3%
Don't know / remember	11	14%
TOTAL	80	100%

- ½ of students (n=40) visit their institution's Facebook page at least once a month

Question: How frequently do you visit your institution's Facebook page?

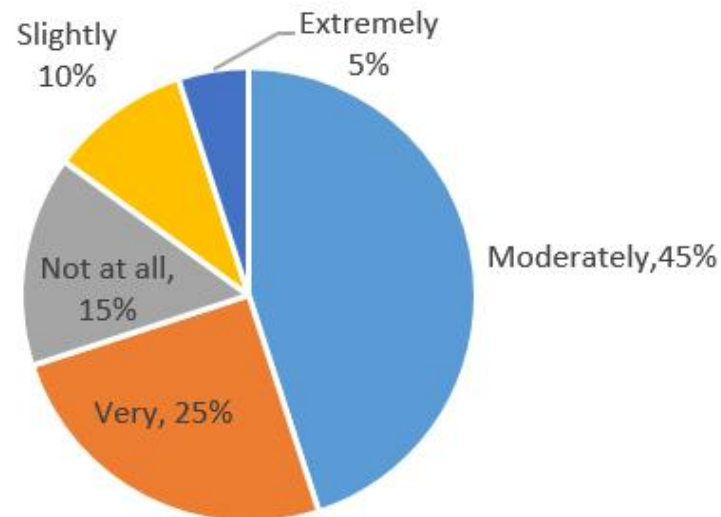
Facebook visits prior to enrollment



- Only $\frac{1}{4}$ of all students sought information from their institution's Facebook page prior to applying

Question: Did you seek information from your institution's Facebook page, prior to course enrollment?

Facebook influence on decision-making

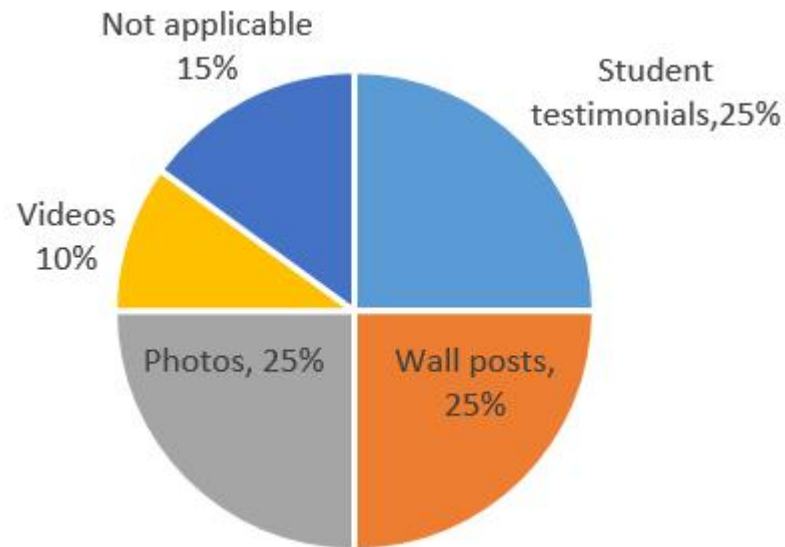


- Approximately $\frac{3}{4}$ of students (n=14) who visited Facebook prior to enrolment found it moderately-to-very influential in their decision-making

Question: How influential was the Facebook page in your decision to study at the institution?

Facebook for student recruitment

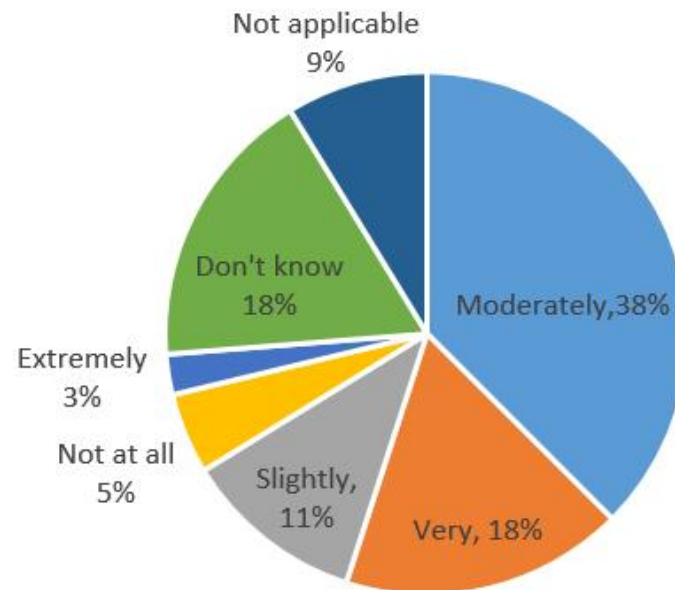
Most influential Facebook item



- Students found testimonials, wall posts, and photos equally compelling

Question: Which Facebook item(s) influenced your decision to study at the institution the most?

Effectiveness at student-service promotion



- A little over ½ of students (n=44) found Facebook moderately-to-very effective for student-service promotion

Question: How effective is your institution at advertising its student services on Facebook?

Facebook for student services

Noted student services

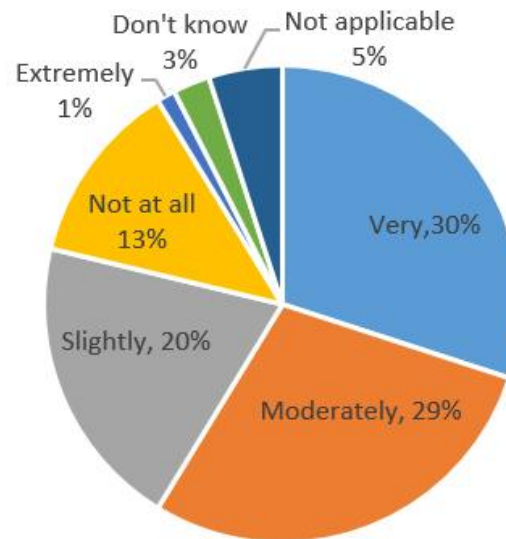
Student service type	# of Respondents	% of Respondents
Orientation	39	49%
Academic	23	29%
Career	21	26%
Pre-departure	16	20%
Mental wellness & health	8	10%
Other - student events	2	3%

- Close to ½ of students recall seeing orientation-services advertised
- Suggests most students visit Facebook at the beginning of their studies

Question: Which student service(s) does your institution advertise on Facebook? (Check all that apply)

Note: "Don't know" and "N/A" responses not included

Interest in student services

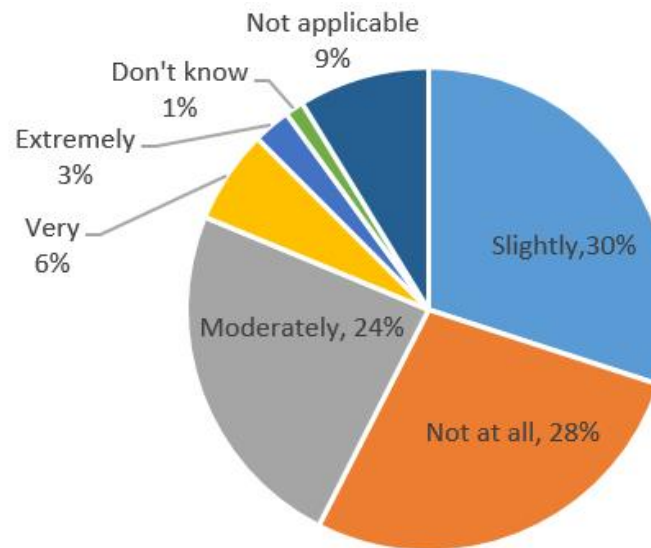


- A little over $\frac{1}{2}$ of students (n=47) were moderately-to-very interested in the advertised services

Question: How interested are you in using the student services advertised on your institution's Facebook page?

Facebook for student engagement

Engagement frequency



- Over ½ of students (n=46) said they were slightly or not at all engaged with their institution over Facebook

Question: How would you describe your current engagement with your institution on Facebook?

Facebook for student engagement

Engagement style

Engagement style	# of Respondents	% of Respondents
Like / dislike posts	36	45%
Like / dislike photos	31	39%
Join Facebook events	14	18%
Comment on posts	9	11%
Comment on photos	4	5%
Send private messages	2	3%
Other - check for news	1	1%

- Students engage passively

Question: How do you currently engage with your institution on Facebook? (Choose all that apply.)

Note: "Don't know" and "N/A" responses not included

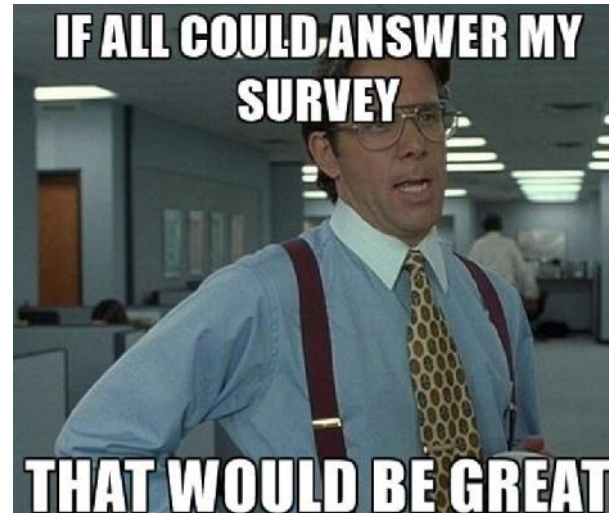
Conclusions

Facebook plays a modest role in student outreach:

- Largest impact in student services
 - Moderate to strong interest in services
 - Time-specific
- Moderately effective for student recruitment
 - Only ¼ of students visit Facebook prior to application
 - Fairly influential for those who do visit
- Minimal student engagement
 - Passive – “like”
 - Little two-way symmetrical communication
 - Extension of / addendum to website

Limitations

- Size of survey sample
- Lack of sampling controls
 - Study sectors
 - Student ages
 - Student origins
- Interpretation of questions
- Date of survey



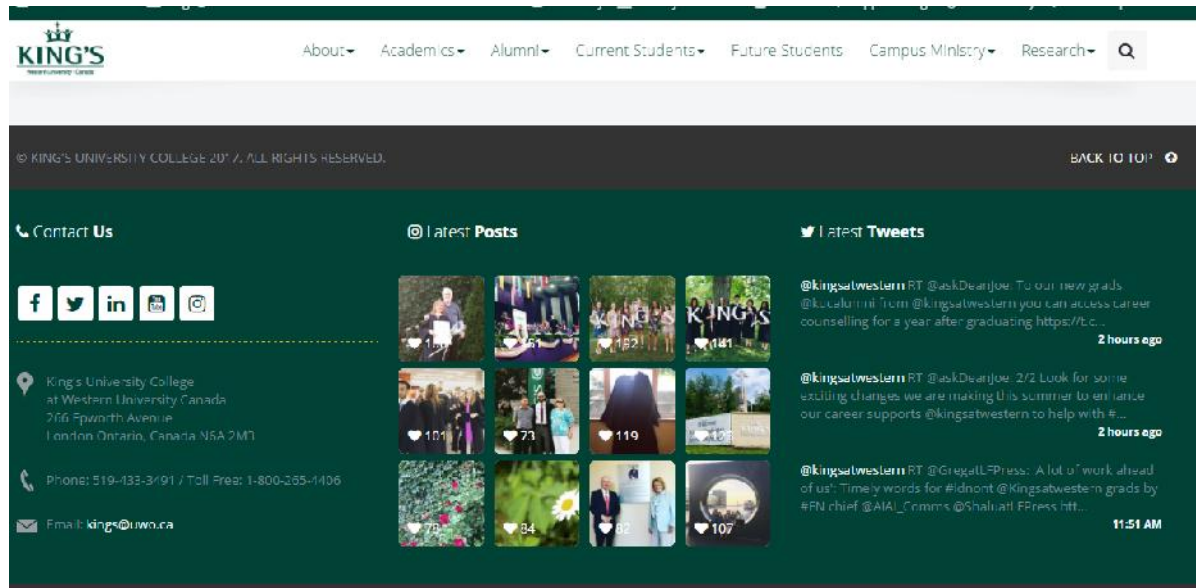
Overall conclusions

- Facebook is not going away
- Social media is only going to grow
- Coming generation is looking to social media as a trusted conduit of information
- Contrary to its intention, social media is still mainly a one-way communication platform
- Canadian universities are investing in these platforms; viewed as an integral part of their communications' platform
- New platforms always emerging



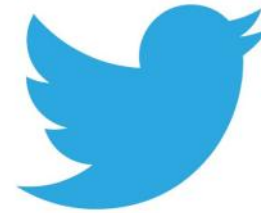
Recommendations

1) Social is not a stand-alone platform, and digital needs to be linked to social



Recommendations

2) Consider your purpose and audience



Recommendations

3) Create social media guidelines

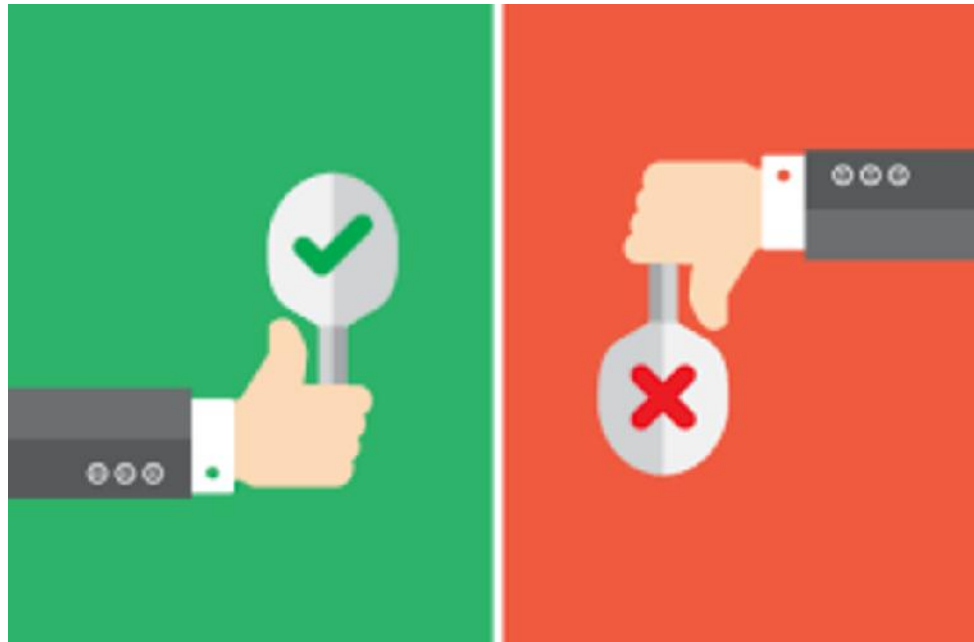
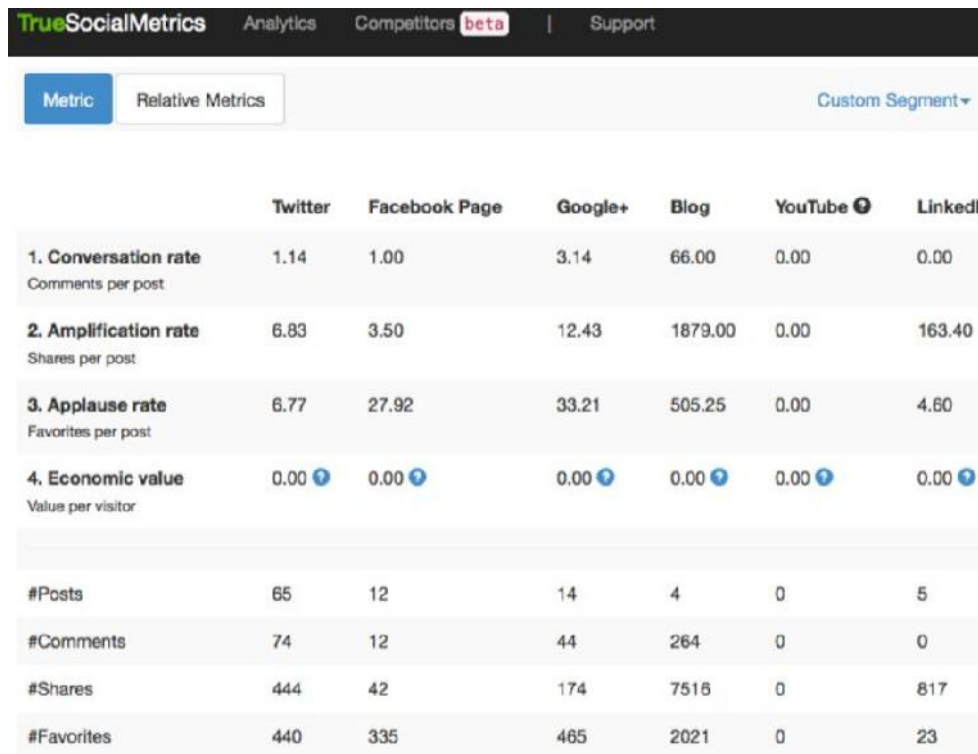


Illustration by Blake Thompson

Recommendations

4) Establish KPIs and measurable results for engagement



The screenshot displays the TrueSocialMetrics dashboard. At the top, there are navigation links for 'Analytics', 'Competitors', 'beta', and 'Support'. Below this, there are tabs for 'Metric' and 'Relative Metrics', along with a 'Custom Segment' dropdown. The main content area is a table with columns for 'Twitter', 'Facebook Page', 'Google+', 'Blog', 'YouTube', and 'LinkedIn'. The table lists four primary metrics: 1. Conversation rate (Comments per post), 2. Amplification rate (Shares per post), 3. Applause rate (Favorites per post), and 4. Economic value (Value per visitor). Below these, there are four rows of counts for '#Posts', '#Comments', '#Shares', and '#Favorites'.

	Twitter	Facebook Page	Google+	Blog	YouTube	LinkedIn
1. Conversation rate Comments per post	1.14	1.00	3.14	66.00	0.00	0.00
2. Amplification rate Shares per post	6.83	3.50	12.43	1879.00	0.00	163.40
3. Applause rate Favorites per post	6.77	27.92	33.21	505.25	0.00	4.60
4. Economic value Value per visitor	0.00	0.00	0.00	0.00	0.00	0.00
#Posts	65	12	14	4	0	5
#Comments	74	12	44	264	0	0
#Shares	444	42	174	7516	0	817
#Favorites	440	335	465	2021	0	23

Recommendations

5) Listen! Social media is not about pushing out information



Recommendations

6) Dedicate time for social media



Recommendations

7) Keep an eye on emerging trends



Recommendations

In conclusion, social media usage needs to be

INTENTIONAL



Banner by greyweed

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THANK YOU



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