

Digital, Social, Mobile: The 2014 Social Admissions Report

#SocAdm14



Uversity



zinch
a Chegg® service

Methodology



Background: Objective is to get greater insights into high school students' use of social media, in general, and in selecting a college or university



Methodology: Survey invitations were emailed to Zinch and CollegeProwler high schools students



Survey Dates: October - November 2013

- 2012 Social Admissions Report was fielded in Fall 2012
- Spring 2013 wave fielded January – February 2013
- Trends are highlighted throughout the presentation.



High School Students:

- Nearly 1,800 surveys completed
- 40% graduating 2012 or 2013
- 60% graduating 2014 or 2015

Digital

The image illustrates a digital marketing strategy for college admissions using Zinch. It features a large tablet displaying the Zinch homepage with a background of a college campus. The tablet screen shows a banner about overwhelmed college admissions, followed by sections for 'Get started', 'Get reminded', and 'Get in'. A smartphone in the foreground shows the Zinch mobile app interface, which includes a sidebar with various service offerings like 'Targeted Campaigns', 'Data Integration & Exporting', and 'Research & Consulting'.

Zinch a Chegg service

For Colleges & Universities

The Basics

- Online Community
- Targeted Campaigns
- Zinch Cloud
- Data Integration & Exporting
- Search Conversion Tool
- College sign up

International Marketing

- Zinch China
- Zinch Middle East and Turkey

Other Opportunities

- Grad School Recruitment
- Transfer Student Recruitment
- Institution Sponsored Scholarships
- Branding & Institution Awareness

Our Partners

- Zinch Colleges
- Testimonials
- Memberships & Partnerships

Connect with Us

- Zinch Team
- Badges
- Socialize & Learn with your Peers

Research & Consulting

- Recruitment Insights & Market Intelligence
- Webinars
- Social Media Consulting Services
- Zinch Executive Data Review

For Colleges & Universities

Targeted Campaigns

The foundation of Zinch's success is its targeted outreach, which over 40% of college-admissions professionals use to help their students happily avoid the college admissions process.

Data Points Include

- Geographic location

Get started

Get reminded

Get in

Overwhelmed with college admissions?

Stay on track

USC

Universities

Making progress

Application Deadline: Nov 30, 2013

Weekly Scholarship

By: Zinch

Deadline: Nov 15

Amount: \$1,000

Admissions

40% are accepted

Average HS GPA

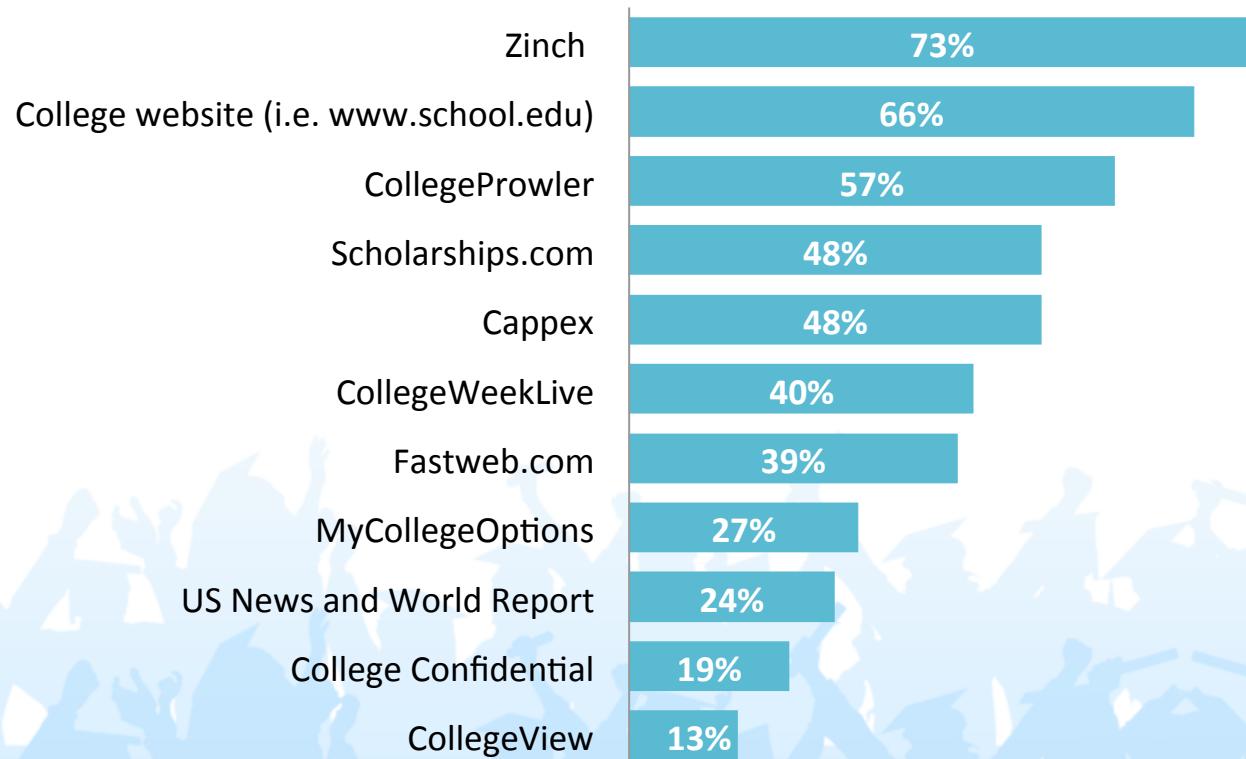
Sign Up

or Log In

Top online resources

Sites most used to review college information is impactful but fragmented

Online resources used to review college information



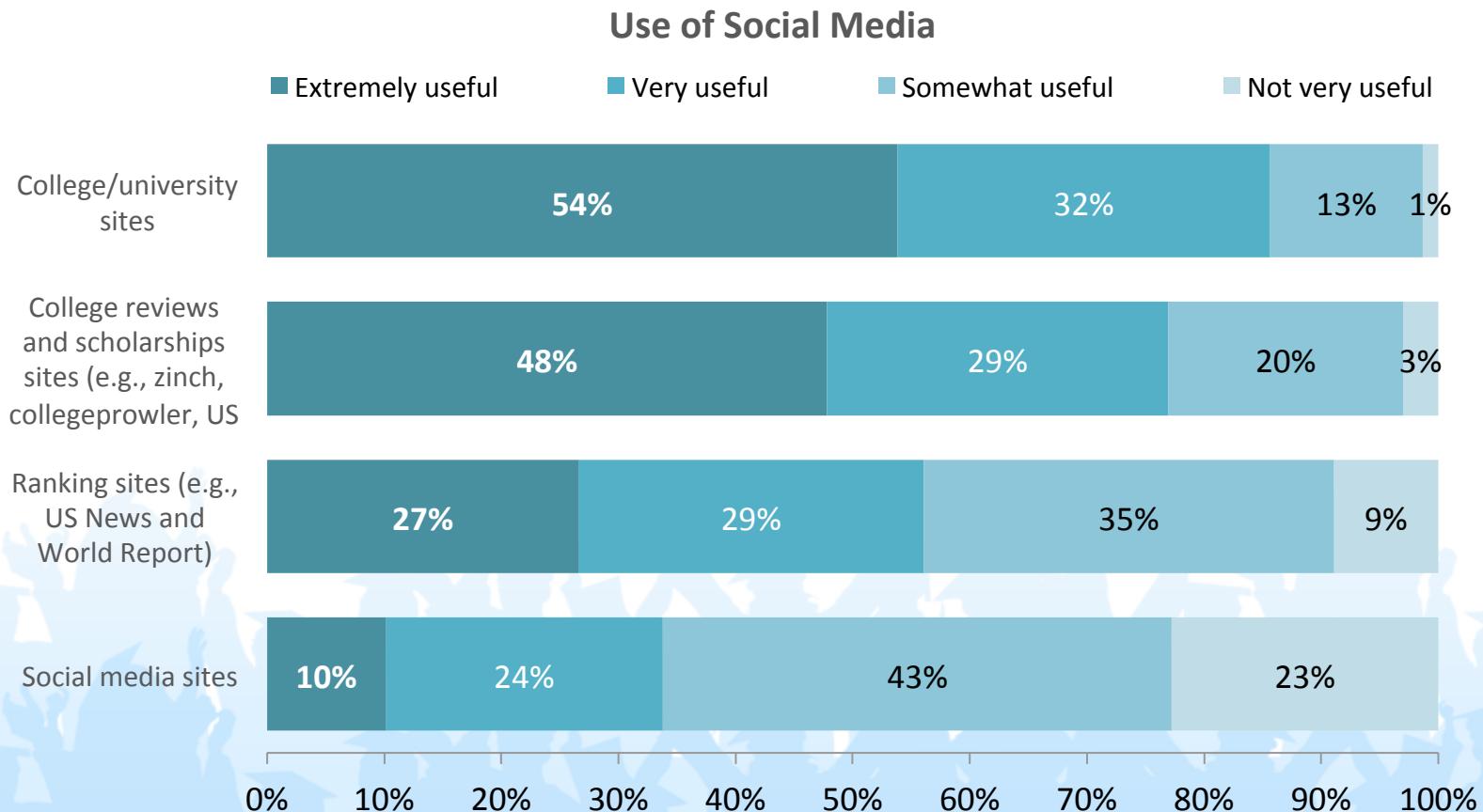
NEARLY
90%
INDICATED USING
A SITE IN
ZINCH
CLOUD

Q28. Please tell us which of the following online resources you used to review college information? (select all that apply)

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Online Resources Used

College review and ranking sites are very useful to students during their search

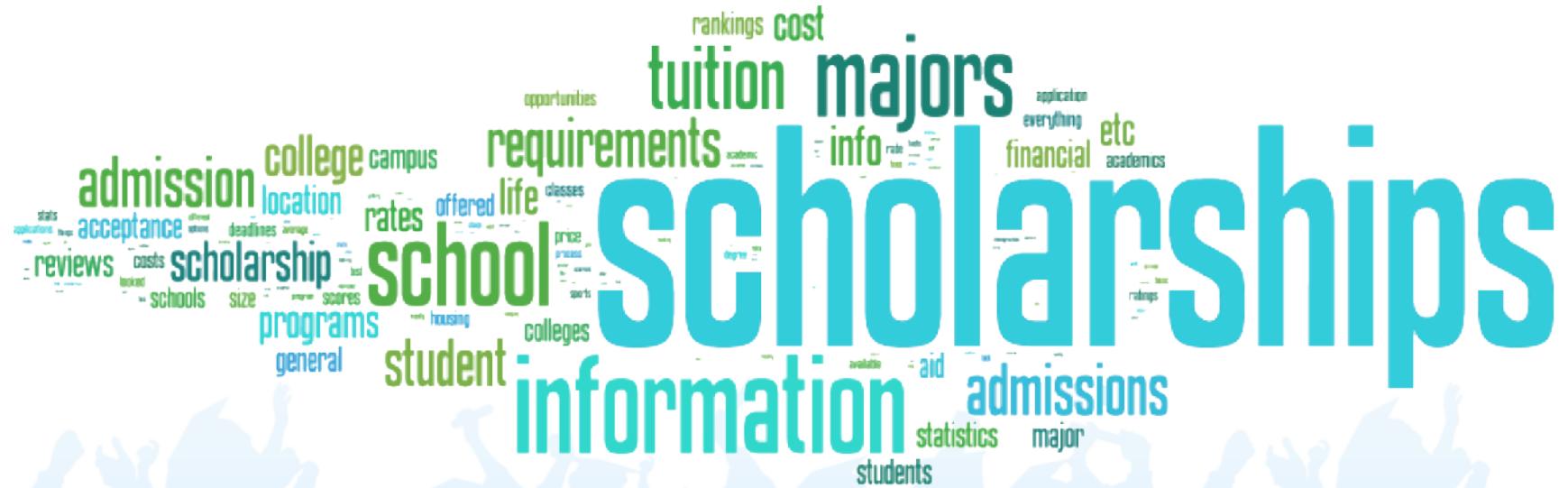


Q30. How useful are the following types of sites in helping you throughout the college application and decision process??

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Content searched for

Students search these sites for information on scholarships, tuition, and admissions



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Q29. What types of content did you look for on these sites?

Insights on Digital Outreach

Content Aggregators like Zinch, College Prowler, and US News are considered useful by students. Over 3/4 of them rated these sites as very or extremely useful.

Nearly 90% of students report using one of the sites in **the Zinch Cloud** Network for their research. These sites are oftentimes the first and last stop on a student's college search.

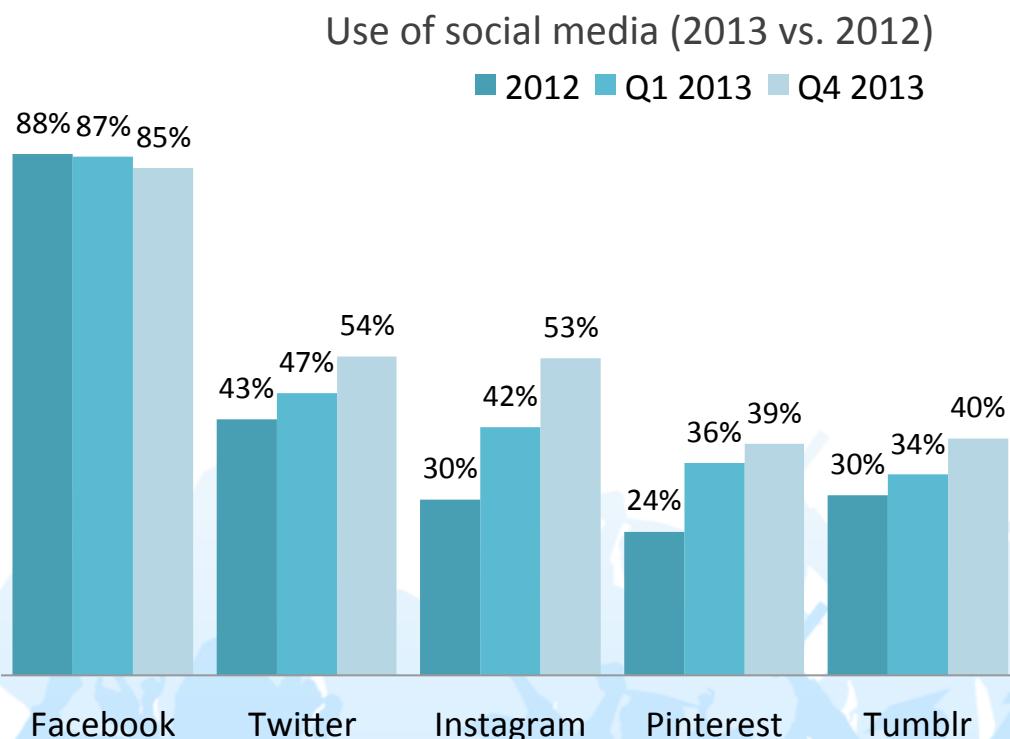
Scholarships are at top of mind as students research college information. General campus information like tuition and majors are also hot topics.

Partnering with (or at least monitoring) these sites is **paramount to connecting with interested students**. Students use these sites while they are actively researching and interested in college information.

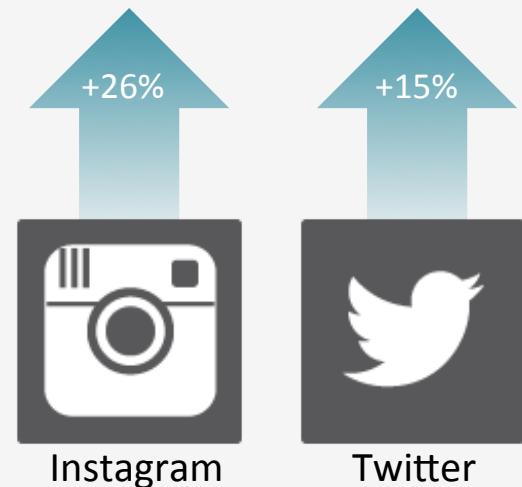


Shifts in social media usage

Most platforms see increased use; Facebook usage trending downward (slightly)

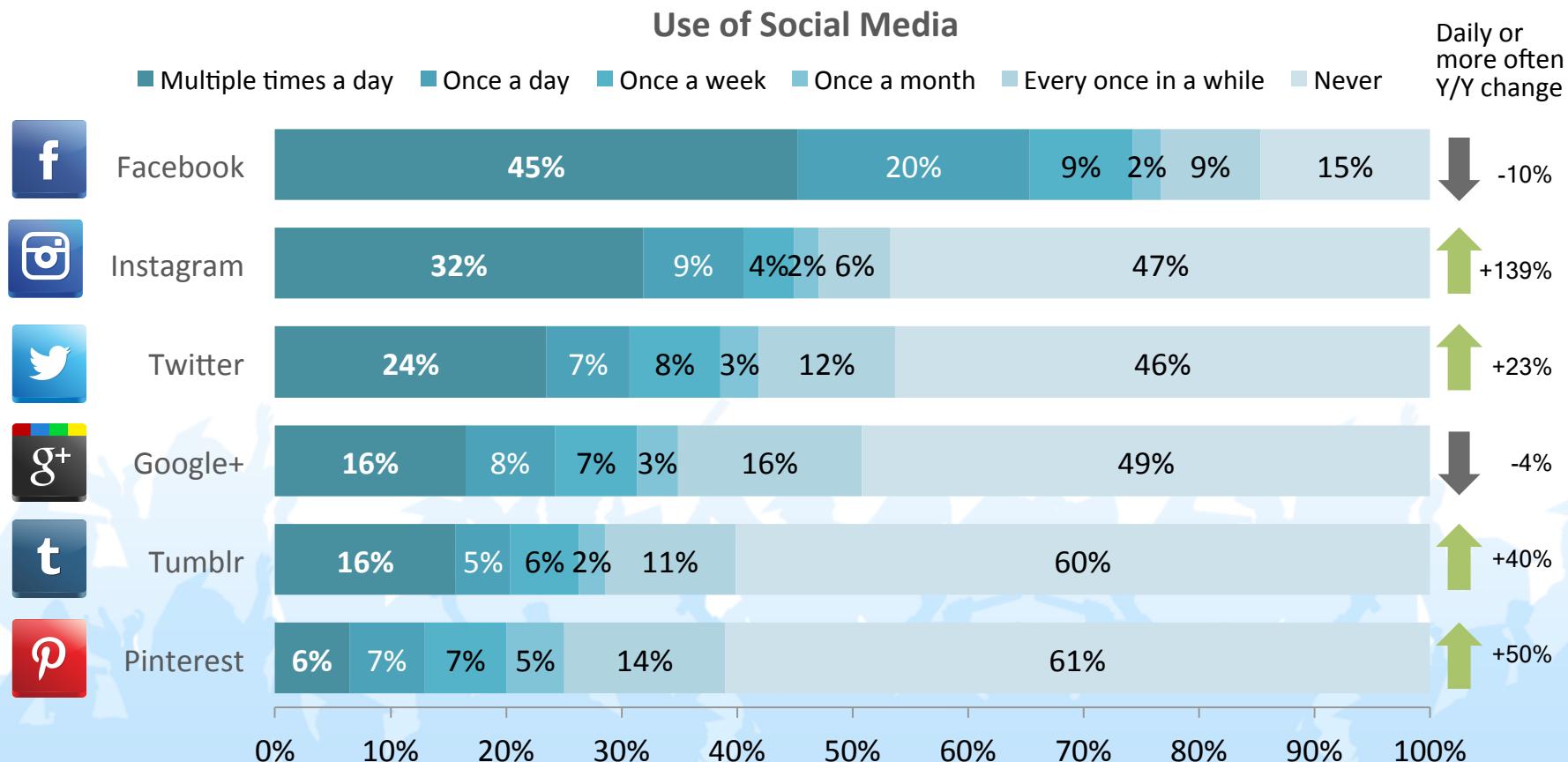


Visual & Mobile-First
Networks Continue to
Outpace the Competition



Social media usage

Interesting shifts from 2012-2013 in social media use



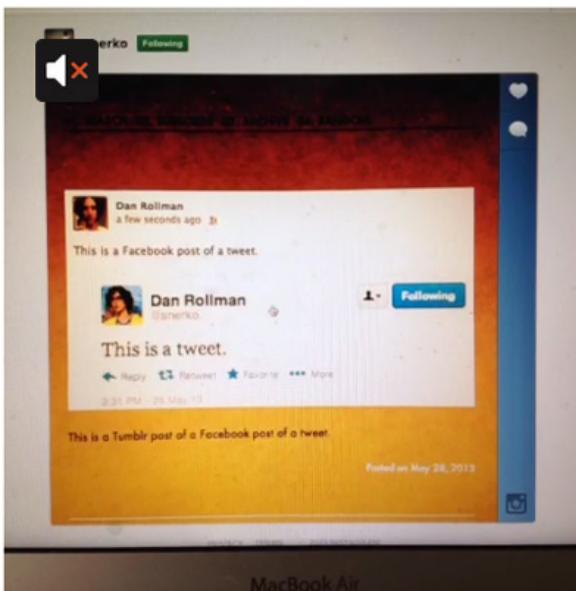
 **Dan Rollman**
@snerko

 Follow

This is a tweet of a Vine of an Instagram of a Tumblr post of a Facebook post of a tweet:
vine.co/v/bYmxJXuIbAb

Reply Retweet Favorite More

 Vine



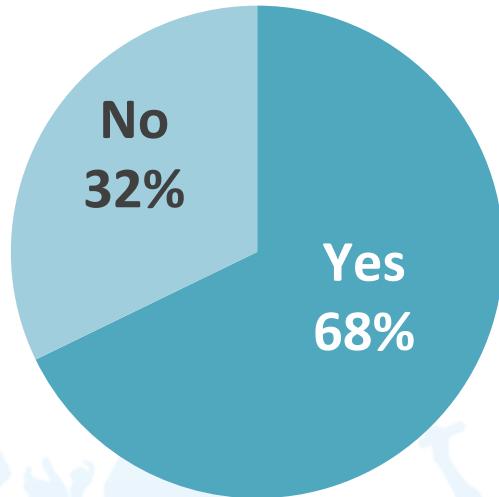
Dan Rollman's post on Vine

This is a Vine of an Instagram of a Tumblr post of a Facebook post of a tweet.

Nearly two-thirds use social media to research colleges, nearly 3/4 find it influential

Use of social media to research college

Overall use as same as 2012 levels

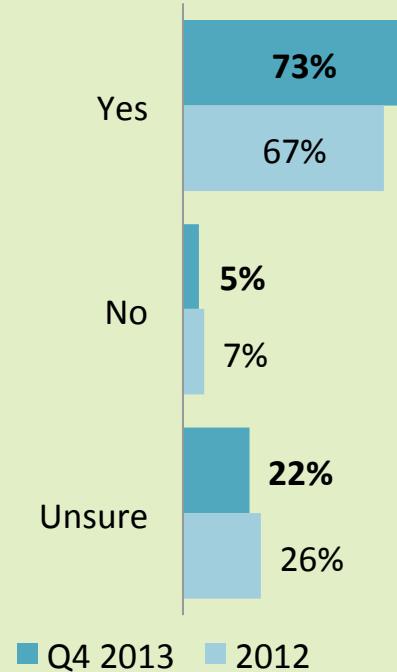


NEARLY
70% MODERATE TO
EXTREME
INFLUENCE OF SOCIAL MEDIA

Should schools have a presence?

Nearly three-quarters think colleges should have a presence on social media to reach students

Should colleges have social media presence? Why?



“ It helps students or possible future students to learn about the college and get a feel of the environment. Plus students can hear the truth from people their own age, compare and contrast different views, and even keep in touch with friends on campus. ”

Q6. Do you think colleges should have a social media presence? Please explain why you feel that way.
(among those graduating in 2013 and later)

Examples of great interaction



Jessica Molina ▶ **Beth White**

I was wondering if you knew how the direct admit process works for health science majors who wanted to go into physical therapy

Like · Comment · More · Jan 26th



Beth White Yes. Students who are admitted to Health S as a freshmen are eligible for the direct admit track for doctoral program (DPT). Candidates have to hit several benchmarks during the undergraduate program: 3.4 fr year, 3.5 sophomore year and a 3.6 going into senior y Provided that you meet these requirements, you are acc into the DPT ahead of all external applicants.

Like · More · Jan 28th



Beth White More details are covered on the Physical Th department's website:
<http://www.bradley.edu/academic/departments/phy...> find the information about direct admission at the bott the page. Hope that helps! If you have more specific qu please let me know. I'll answer what I can or I can refer professor in the department.

Like · More · Jan 28th

Write something...



Elizabeth Jansen @lizardoretardo

Jan 30

I swear if Bradley university emails me one more time

Expand

◀ Reply ⌂ Retweet ★ Favorite ⌂ More ⌂ Assign To



Bradley University @bradleyu

Jan 30

@lizardoretardo You'll love us even more?!

Expand

◀ Reply ⌂ Delete ★ Favorite ⌂ More ⌂ Assign To



Elizabeth Jansen @lizardoretardo

Jan 30

@bradleyu that made my day, but no, sorry, I don't think it'll work out. But it's not you, it's me

Expand

◀ Reply ⌂ Retweet ★ Favorite ⌂ More ⌂ Assign To



Bradley University @bradleyu

16h

@lizardoretardo Worth a try, buy to help, simply click "unsubscribe" at the bottom of the emails. It'll make our break-up official. *sigh*

Expand

◀ Reply ⌂ Delete ★ Favorite ⌂ More ⌂ Assign To



Elizabeth Jansen @lizardoretardo

16h

@bradleyu you're taking this very well

Expand

◀ Reply ⌂ Retweet ★ Favorite ⌂ More ⌂ Assign To



Bradley University @bradleyu

5h

@lizardoretardo The pint of @benandjerry helped...

▶ Hide conversation

◀ Reply ⌂ Delete ★ Favorite ⌂ More ⌂ Assign To

8:37 AM - 31 Jan 2014 · Details

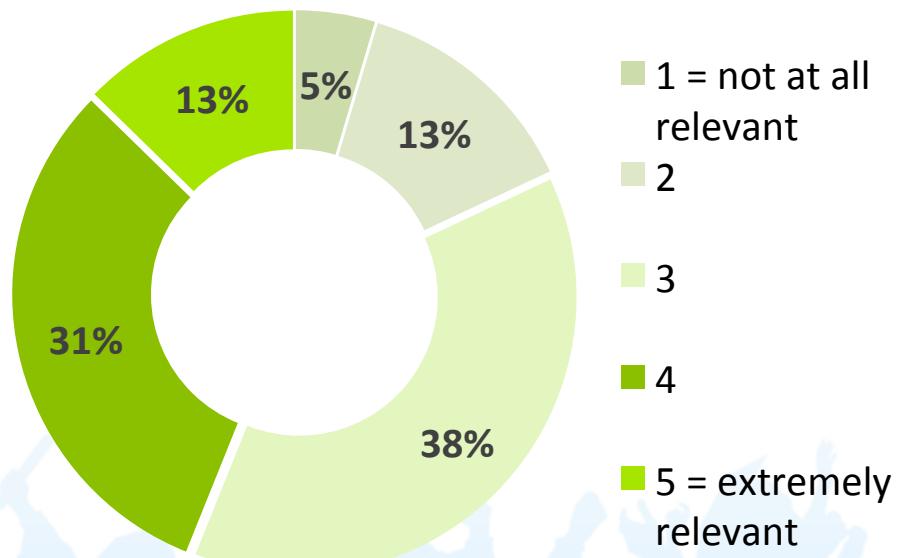
Relevancy of social media posts

4 in 10 students find information posted on school's social media sites relevant

Relevance of information posted on school's social media sites

ONLY 44%
POSTS ARE RELEVANT

THERE IS ROOM FOR
IMPROVEMENT



Information students found least useful on school's social media sites

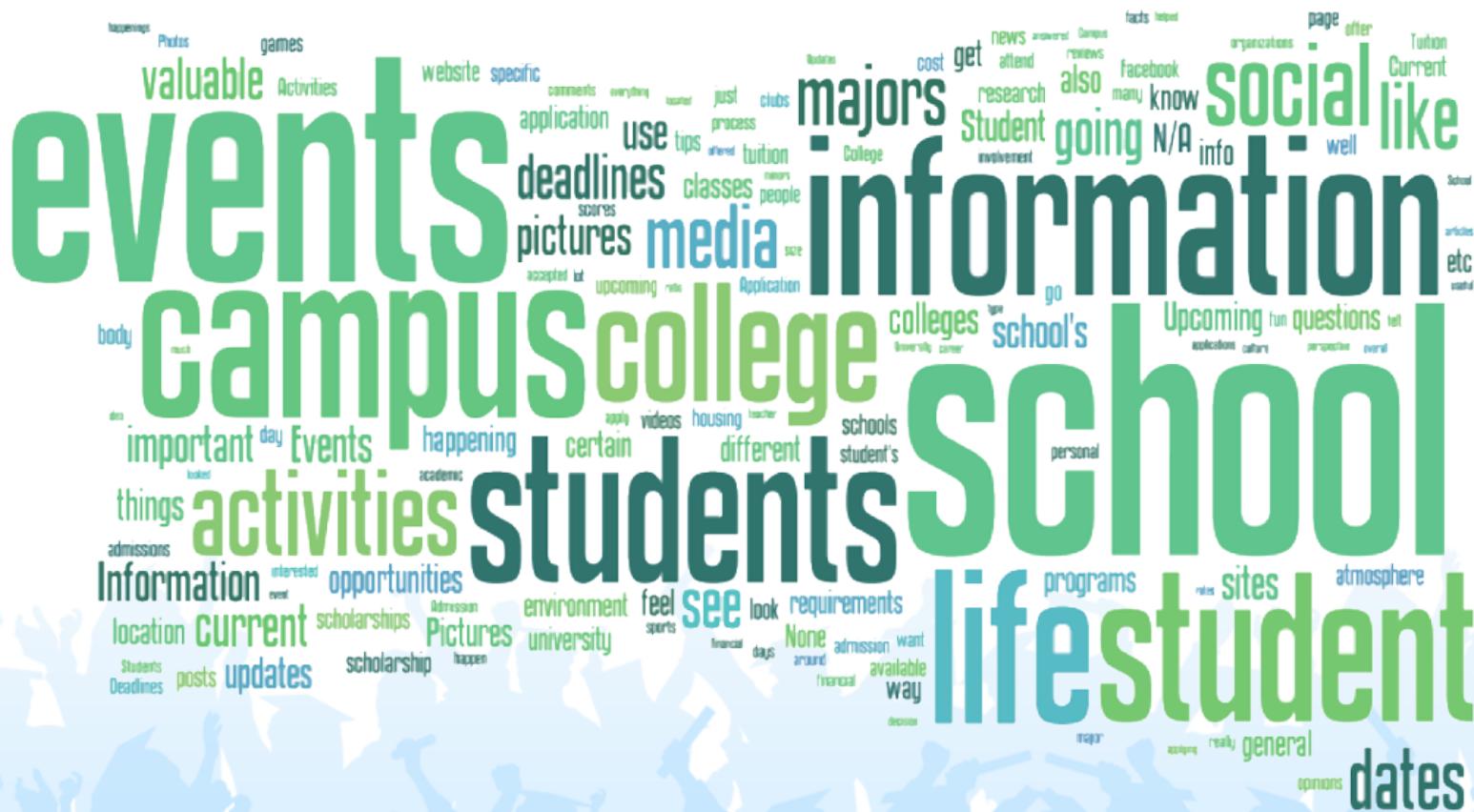
Stories/student testimonies:

*“I feel like the information is mostly just saw them play any.”
prepared them for their future, doesn't really prove anything.”*

“Upperclassmen deadlines and events, things that do not relate to me” or “useless stuff.”

“Information about the oldest class in the school that don't really relate to others that's like the school's typical mood...”

Most valuable information



Students First



2/3

OF STUDENTS SAY
SOCIAL MEDIA
CONVERSATION INFLUENCES
THEIR DECISION ON WHERE TO
ENROLL

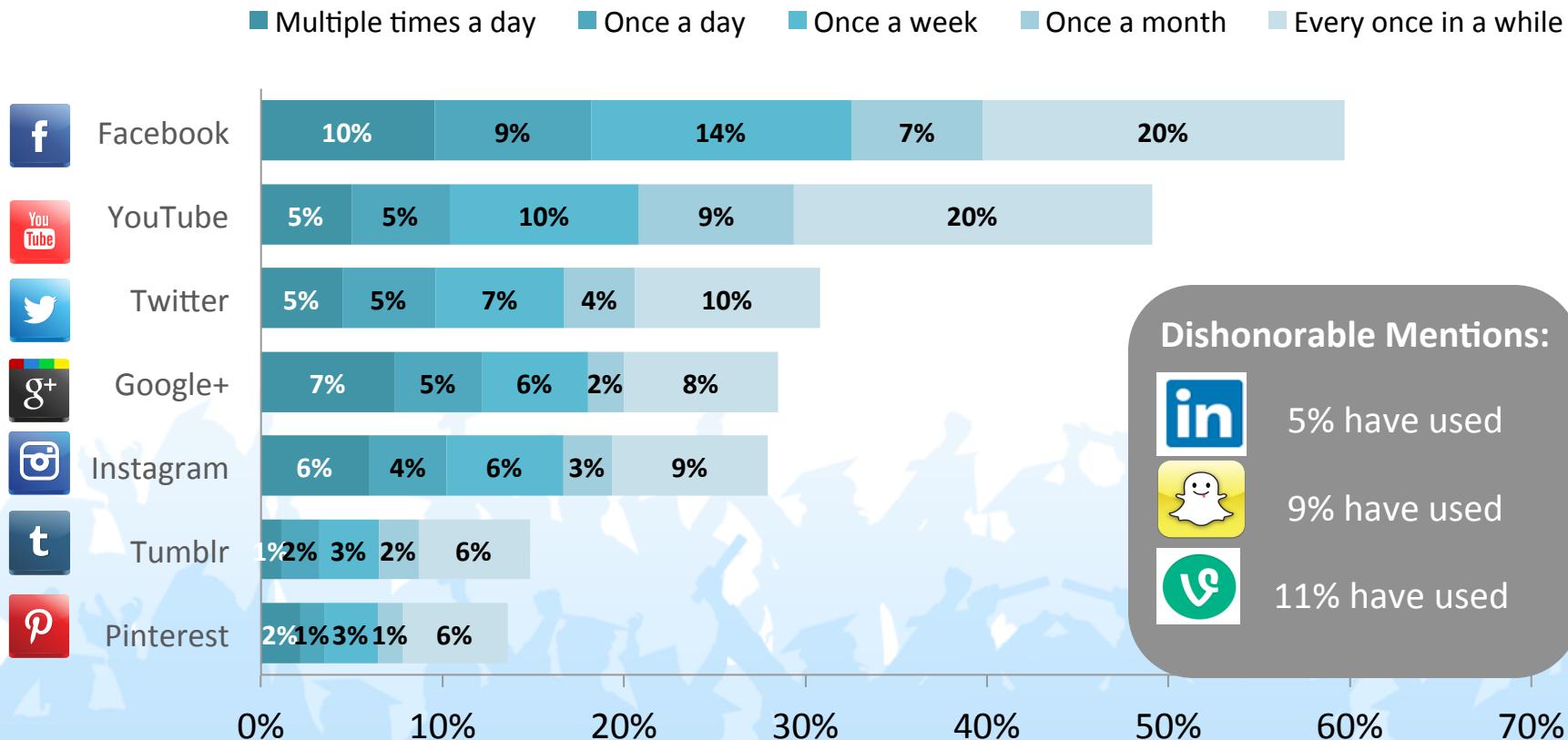
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Q5. How much did (or will) each of the following influence where you decide to enroll?

Mobile and Visual-first are gaining

Facebook ranks 1st among social media sites visited for college information followed by YouTube and Twitter.

Frequency of viewing social media for colleges considered attending



Q9. How often do you view the following social media sites for college/universities you have considered attending?

Q10. Did you (or will you) search for specific hashtags related to your college search (or use specific hashtags yourself)?

#SocAdm14

31% of Students

search for specific #hashtags related to their college search

Retweeted by Josiah Williams



Khadijha Pearlie! @SkinnyMinnie_HH · Feb 2

Happy Black History Month! #BRADLEYU #GreatProgram
instagram.com/p/j5yahACq2y/

Expand

Reply Retweet Favorite More Assign To



Beth White @BethWhiteBU · Feb 1

It'll be here before you know it, @lauraCneustadt1! With all this snow we've been getting I can't wait for summer. #bradleyu #gofargobradley

View conversation

Reply Retweet Favorite More Assign To



Retweeted 2 times



Beth White @BethWhiteBU · Feb 3

We're visiting @IllinoisCentral today! Come visit us next to the bookstore. #gofargobradley #bradleyu

Expand

Reply Retweeted Favorite More Assign To



Followed by Bradley Red Sea and 1 other



Allie @AliceEddington1 · Feb 1

#bustaysup #bradleyutd #stjude #bradleyu spirit! instagram.com/p/j3mh4vyt13/

Expand

Reply Retweet Favorite More Assign To



Followed by Beth White and 12 others



Matt Esche @coachesche14 · Jan 31

@kristen_busch moves to #3 All-Time at #BradleyU

Expand

Reply Retweet Favorite More Assign To



Sumayya @sumayyaq · Jan 31

Geisert breakfast always hits the spot #BradleyU

Expand

Reply Retweet Favorite More Assign To



Mr. Houchin @Mat...

Well I guess they're going to have to fight for me.. #collegemail
pic.twitter.com/wYzUV2YlxE

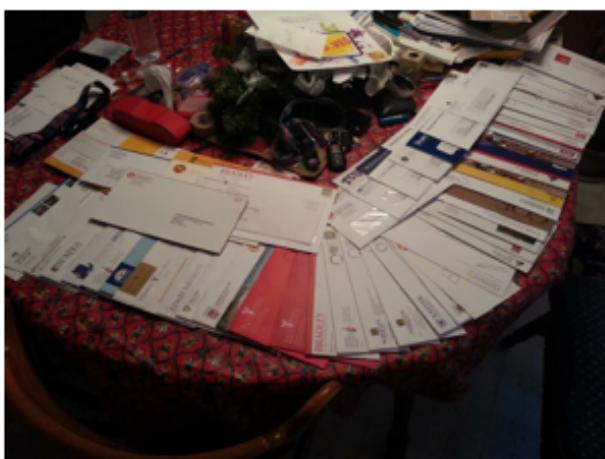


Bradley University

@bradleyu

Challenge accepted. RT

@Mateo_Houch: Well I guess they're going to have to fight for me.. #collegemail pic.twitter.com/XqguenSiHh

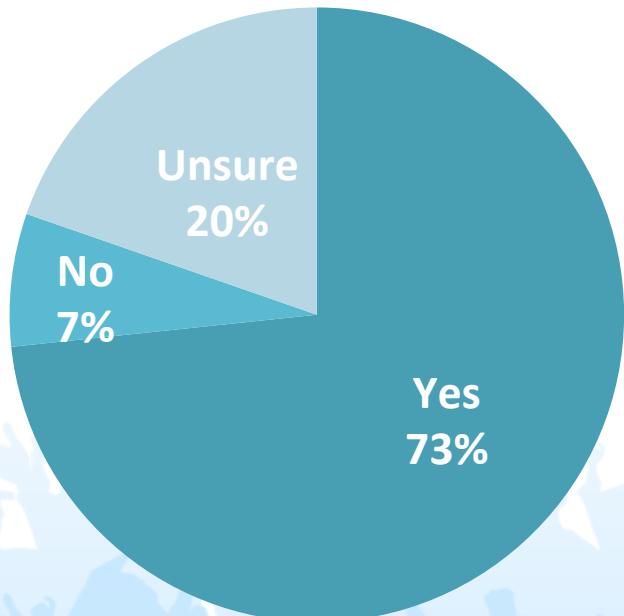


1/31/14, 3:08 PM

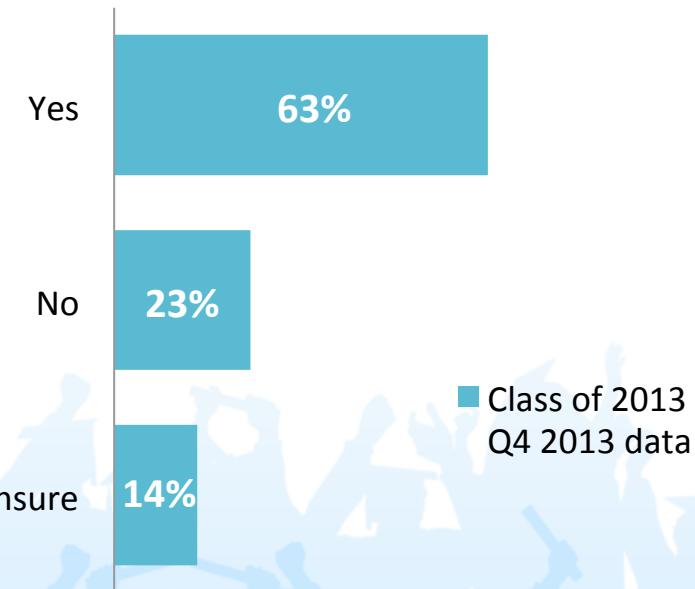
Pages and groups for admitted students

There is still a positive affinity to joining social networks/groups for admitted students

Your school has a Facebook page for admitted students



Likelihood of joining a social network for admitted students



Q16. Did your college/university provide a Facebook page or group for admitted students?

Q18. Would you (or did you) join a social network created by your college/university specifically for accepted students?

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Schools App



Rachel Keller

2014 Admit · Entry Term: 8/17/2014

Hey everyone! My name is Rachel (: I'm a second year student at my current college and I decided to graduate with my associates here and transfer to another college to get my bachelors. I think Bradley might be that place. How exactly so transfer students fit into the campus?

Like · Comment · More · Jan 30th via Schools App for iPhone

 3 people like this.



Sophie Penn

2014 Admit · Entry Term: 8/17/2014

What's your major? I'm going to be a transfer student this fall!

Like · More · Jan 30th



Rachel Keller

2014 Admit · Entry Term: 8/17/2014

I'm majoring in sociology! Minoring in social justice & peace studies! (: you?

Like · More · Jan 30th



Sophie Penn

2014 Admit · Entry Term: 8/17/2014

Health science and minoring in psychology!

Like · More · Jan 31st

Write something...



Alex Lebiedzinski

Hey guys my name is Alex! I'm gonna be majoring in nursing at Bradley. I want to live in University Hall and I plan on rushing. I love to travel, hang out with friends, and bake! I'm looking for a roommate so friend/message me on fb if you're interested!!

Like · Comment · More · Feb 1st via Schools App for iPhone

 4 people like this.



Kristina Kliver We are going to the same school?!

Like · More · about 12 hours ago



Alex Lebiedzinski Yeah!

Like · More · about 12 hours ago

Write something...

#SocAdm14

Pages and group experience

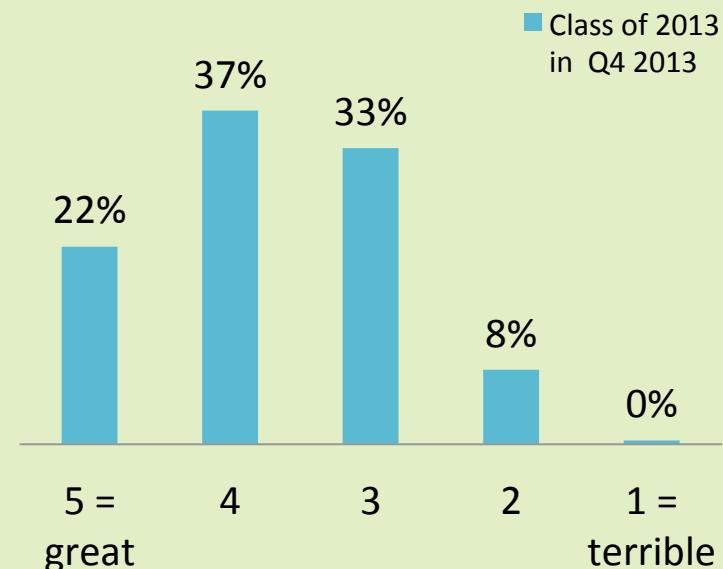
The majority like the experience in the page/group for admitted students

Experience on school's admitted students page/group

“I was able to make friends a little quickly and keep up to date posting ‘selfies’ on the page.”

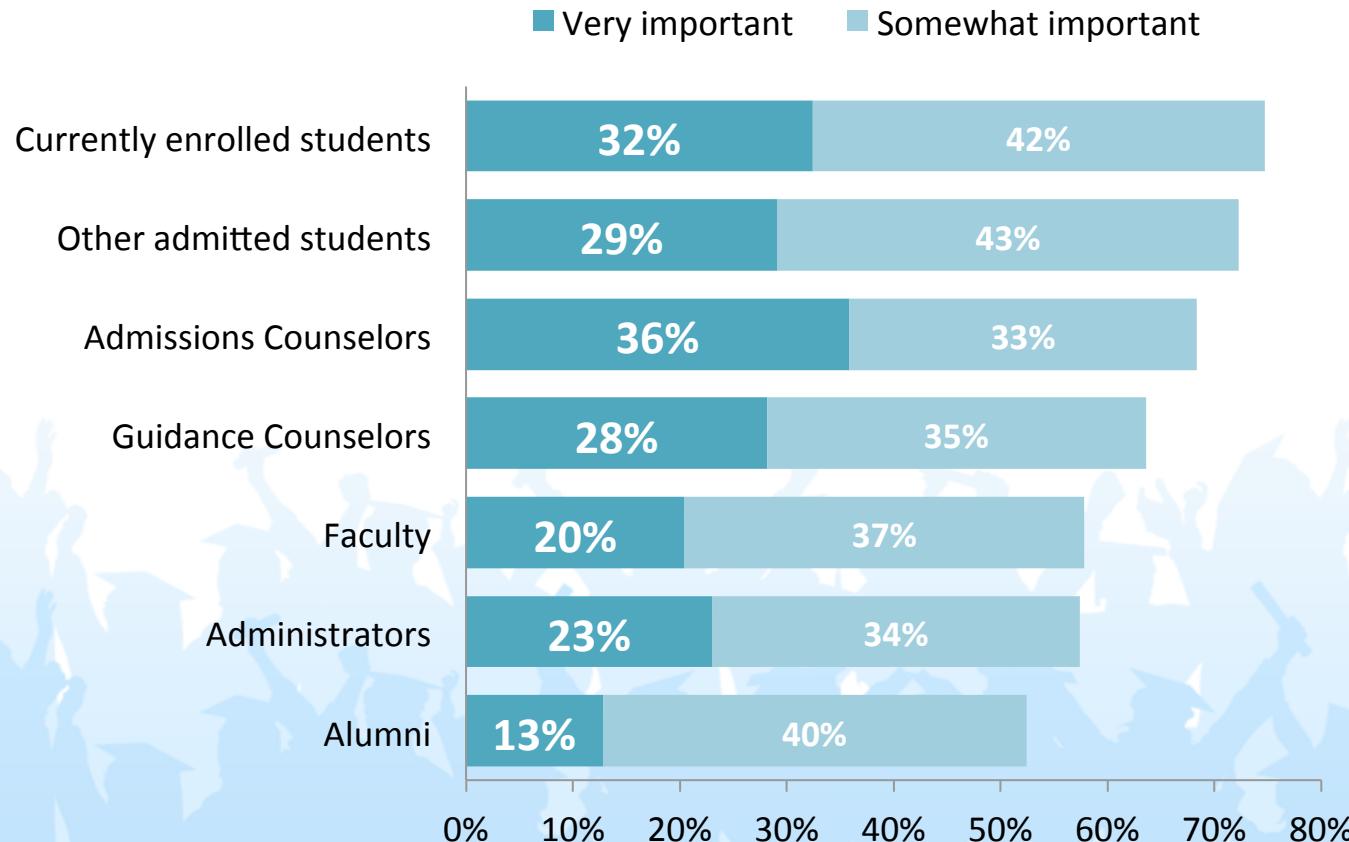


Class of 2013 in Q4 2013



Students and counselors are most important to interact with on social media

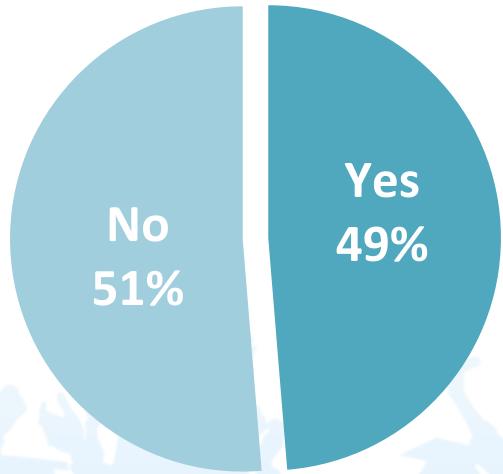
Importance of interacting with people via social media



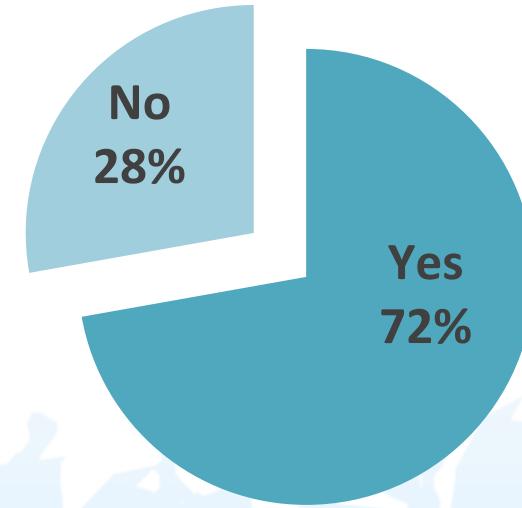
Following schools on social media

Percent of students who like or follow a considered college on social media
increased by 23 points from 2012-2013

Follow or like a considered college on social media



2012 Respondents



2013 Respondents

Own your school's #hashtag. Over 30% of students have searched for hashtags related to their college search.

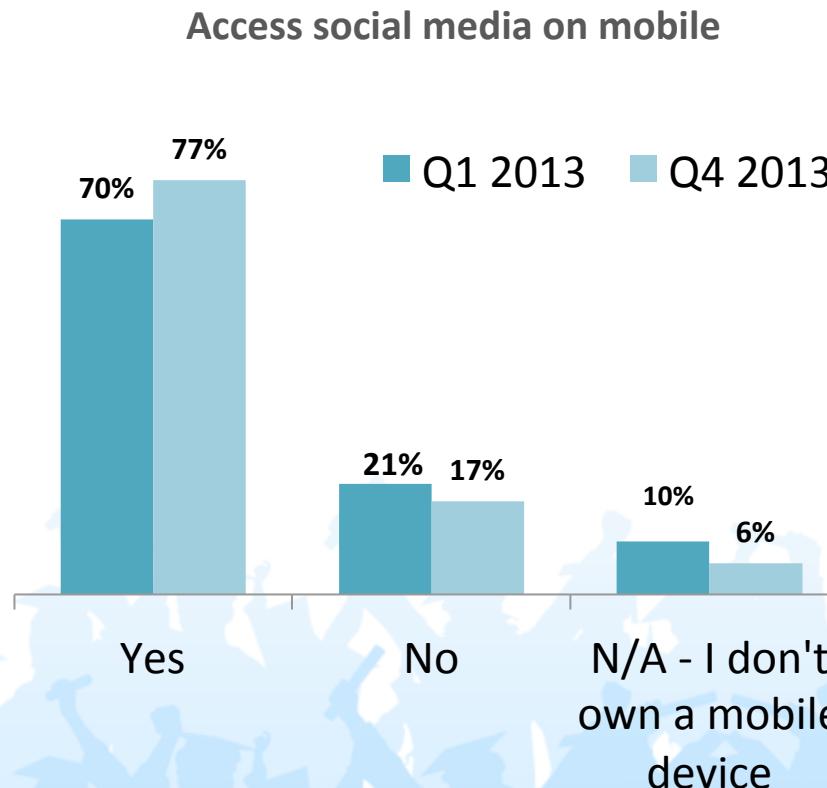
Students are your story! Encourage your campus community to **share their story** with your prospects.

Facebook is not dead. Students are using a variety of sources for information. It's time to **take a multi-channel approach.**

Mobile



77% students access social media on mobile, up from 70% in Q1



Q24. Do you access social media on your mobile device? (iPhone/Android/Tablet)

Q25. Have you accessed a school's site on your mobile device? (among those who access social media on mobile)
– among those who have accessed social media on a mobile device

Students are not impressed with most mobile offerings

97%
of students have
visited a school's
website on a mobile
browser

(smartphone or tablet)

**Nearly
2/3**
Said the experience
was "just OK" or
"challenging"



Nearly 3/4
of students said they
would not download
an app for a school
they were **researching**

Sidebar: Next time around we'll ask about virtual campus tour apps, specifically – Our instincts say that's a different experience and will yield different response.

Mobile is not the future. Mobile is now. Nearly all students access your website via a smartphone or tablet.

Responsive design will be key. It shouldn't matter what type of device a student is using. The experience should be easy, seamless, and consistent.

Nearly 2/3 of students find their experience on college mobile sites simply "OK", or worse, "challenging". **The "winners" will be those that master ease of content delivery.** Like your "traditional" website, your mobile experience should cater to prospective students first.

Focus on mobile browsing over mobile apps. Installing an app is too much of a commitment. A mobile app may be appropriate for your campus community, but not prospective student recruitment.

THANK YOU!

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