

Terms of Engagement



**Harnessing Social Media and Student Research
to Support Enrolment Strategy**

Seneca

Introductions



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Seneca College

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Academica Group

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Today's Presentation



- Most popular platforms among PSE students
- What it means for MarComm professionals
- How social media supports recruitment strategy
- Enrolment research's impact on social media strategy
- Best practices in MarComm/ Recruitment team collaboration
- Social media analytics
- Conclusion

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What Academica does



- | ▪ Research | ▪ Consulting | ▪ Content |
|-----------------------|----------------------|----------------------|
| • Applicant Research | • SEM | • Top Ten |
| • Program Feasibility | • MarComm | • Indigenous Top Ten |
| • Custom / Policy | • Strategic Planning | • Academica Forum |
| | • Other | • Social Media |

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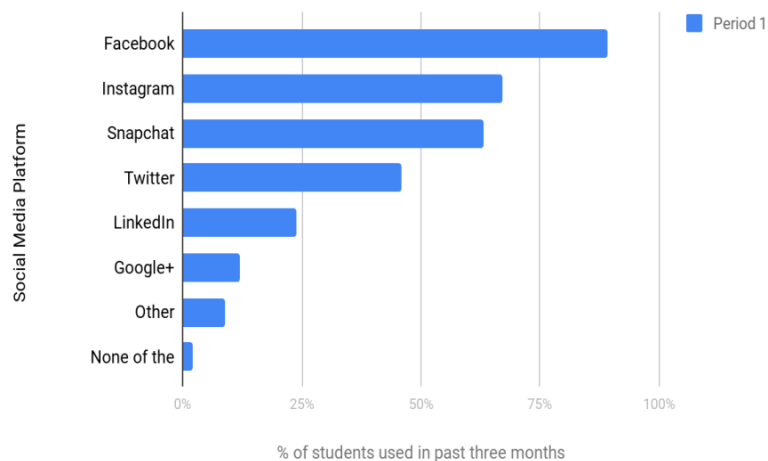
Social Media Research (StudentVu)



- A cross-country community of 5,000 current, former, and future PSE students
- Constant engagement through surveys, a monthly newsletter, contests, and more.
- The survey received 1,706 completed responses

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Most Commonly Used Social Media Platforms



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Younger Respondents



- For students 17 and younger, Instagram and Snapchat were virtually neck-and-neck with Facebook.
- 81% of this group used Facebook, 77% used Snapchat, and 74% used Instagram.

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Social Media Platform	Age Group				
	17 or younger	18 to 19	20 to 24	25 to 30	31 or older
n-size	105	532	577	250	242
Facebook	81%	85%	94%	92%	88%
Snapchat	77%	78%	69%	49%	22%
Instagram	74%	78%	68%	59%	47%
Twitter	59%	50%	42%	47%	41%
Google+	18%	11%	7%	12%	22%
LinkedIn	6%	14%	31%	29%	36%
Other	15%	8%	9%	8%	8%
None of the above	-	2%	1%	<1%	3%

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Engaging with PSE Institutions



- Overall, Facebook had the largest proportion of users who said that they used this platform to engage with their PSE institution (30%).
- Instagram (16% of users) and Snapchat (6%) had significantly lower proportions of users who engaged with their school.
- Platforms like Google+ (25%) and LinkedIn (24%) were more commonly used for this purpose than Instagram, Snapchat.

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What it means for MarComm Professionals



- Adjust current social media strategy and allocate resources wisely
- Look ahead and plan future strategy

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Supporting Student Recruitment



- Focus your social media efforts
 - #1 Recruitment
 - #2 Retention

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Recruitment Materials



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Marketing Partnerships

kiss925
Seneca@york >




3,980 views · Liked by senecamedia

kiss925 Shake off those winter blues and check out the @SenecaCollege open house! Come by and say hey to @jaxonair until 2pm. See you soon! #startatseneca

View all 5 comments

Made with Boomerang

APRIL 1



Liked by senecamedia and 270 others

kiss925 Hanging out with some new friends at @SenecaCollege's Open house! Come down before 2pm and get a tour, take some awesome photos, and say hey to @jaxonair! #startatseneca

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Forging bonds before students arrive

Seneca Because it matters. 30 years

Congratulations

Dear ,

On behalf of all of us at Seneca, thank you for your application. I am delighted to let you know that you are being offered admission to all campus for September 2017. We are just putting your offer of admission in the mail, but you don't have to wait: you can view and confirm your offer now by logging into your [senecacollege.ca](#) account.

We're also sending you the Seneca Welcome Guide that contains details on how to get started at Seneca. For a sneak peek of the full Welcome Guide, go to [Seneca College Welcome Guide 2017-2018](#).

You've worked hard to get this far. Seneca has the programs, professors and abundance of learning opportunities to help you achieve your goals, and we look forward to seeing you on campus soon.

David Agnew
President

If you have any questions, please call or email us:
416-491-5050 ext. 2264
admission@senecacollege.ca

Share Your Excitement

Let everyone know about your decision to go to Seneca. Share your excitement on social media with #startatseneca for a chance to win \$1,000 towards campus expenses such as food, parking and books!*

[f](#) [t](#) [@](#)

*SenecaProud Contest Rules

GET READY

Say hello.

FIRST STEPS

Confirm your offer to join the Seneca community.

Confirm Your Offer

To confirm your offer, please visit [senecacollege.ca](#) by the deadline stated in your offer of admission letter. Your [senecacollege.ca](#) username and password will be emailed to you in your account. You can also phone [senecacollege.ca](#) at 1-888-882-2228. If there are any conditions on your offer, you have until the first day of scheduled classes to meet those conditions.

Visit Our Site For New Students

There are a lot of things to do before you start at Seneca. We'll make things easier by setting up a site just for new students. Visit [senecacollege.ca/newstudents](#) to find out about:

- Financial aid
- Student services
- Residence and more
- Food and payments
- Skill Assessment

Explore Seneca

A campus tour is a great way to explore Seneca and get a feel for student life before your program starts. Join a campus tour, see our residences or take a virtual tour. For details, visit [senecacollege.ca/startatseneca](#).

Share Your Excitement

Let everyone know about your decision to go to Seneca. Share your excitement on social media with #startatseneca for a chance to win \$1,000 towards campus expenses such as food, parking and books!*

YOUR CHECKLIST

For details on everything you need to do before classes start, see inside your offer.

*SenecaProud Contest Rules available at [senecacollege.ca/startatseneca](#)

WELCOME GUIDE 2017-18 1

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Forging bonds before students arrive



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Forging bonds before students arrive



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Forging bonds before students arrive



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Seneca College - Markham Camp...

senecacollege Look who's back! Meet Bailey the therapy dog in the cafeteria at a Markham Campus, she'll be here until noon!

panesar98 Can't wait to see bailey when I start at Seneca

panesar98 🥰🥰🥰

senecacollege @panesar98 We can't wait to have you #StartAtSeneca! Let us know if you have any questions. We're happy to help! ☐

norcimmus_ 🙌🙌🙌

155 likes

3 DAYS AGO

Add a comment...

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Forging bonds before students arrive



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senecacollege Our talented students have been creating beautiful music for 50 years and counting. #Seneca50 #TBT amandaarruiz which campus has music stuff?

senecacollege @amandaarruiz Both the Independent Music Production program & Independent Songwriting and Production program are at our Seneca@York Campus.

moji_mastan @senecacollege coming for computer programming and analysis #senecaproud this summer 8th may !!! 🥰

allthingsregal I do believe this picture was taken inside the Villa Fiori at Seneca College King Campus is our resident College Archivist Mr S.H. able to confirm this? Happy Friday!

144 likes

APRIL 6

Add a comment...

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Student-driven content



senecacollege
Seneca College-King Campus

senecacollege Congrats to all our #vettech students who finished their final surgery last week! 🎉🎉🎉 Regram @taylormxo

iamdulah My college... so excited about joining this fall 🥳🥳🥳

crepestar_desserts Thanks for sharing :)

senecacollege @iamdulah Welcome to the family! See you in September. 🥳

206 likes
7 DAYS AGO

Add a comment...

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Student-driven content



senecacollege
Seneca College Newnham Campus

senecacollege Happy Monday to all of Seneca's dreamers, thinkers and innovators. #MondayMotivation Regram @shahruchi03 Silence isn't empty, it's full of answers

panesar98 Happy Monday to you too!!! @senecacollege. See you on Saturday

moji_mastaan Happy Monday Seneca !!! #mondaymotivation can't wait to start 🥳🥳

senecacollege @moji_mastaan We're also excited for you to #StartAtSeneca! Will you be joining us for our Open House on April 17?

maxemus.axe.throwing It was because of our Seneca background we were able to launch Maxemus! Always go for your dreams!

senecacollege @maxemus.axe.throwing

197 likes
MARCH 27

Add a comment...

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Our friend Panesar



senecacollege
Seneca@york

senecacollege Check out this AWESOME ice sculpture from @SenecaStudentLife's Ice Sculpture Demo at Seneca@York today! 🍷 Don't miss today's next demos at Markham at 2pm and King at 3:30pm! Be sure to capture a #SenecaSelfie with one while you're there! For more info, visit the link in our bio. #SenecaOrientation

panesar98 That's brilliant!! #stingers I applied to the King city campus on December 1st for the Environment Landscape Management (Co-op) for the September starting of this year.

senecacollege @panesar98 That's awesome! You will love our beautiful King Campus! Please let us know if you have any questions.

panesar98 Ya I've got only 1 question...I applied on December 1st and was wondering when I'd get my offer?

330 likes
JANUARY 9

Add a comment...

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Our friend Panesar



senecacollege
Seneca@york

senecacollege We would love to see what you're working on! Tag #senecacollege and your work could be featured on our account. Also, where do we sign up for a bedroom with a river running through it? ❤️ Regram

@vain_villain New structural assignment was a themed child's bedroom. I chose a camping theme, and yes this kid gets a genuine river going through their bedroom because WHY NOT?? I know I'd like one!

panesar98 Can't wait to start in September!!!! #seneca #senecaproud #senecacollege

senecacollege @panesar98 We're looking forward to it just as much as you are! What program did you get in to?

panesar98 Environmental Landscape management (Co-op)

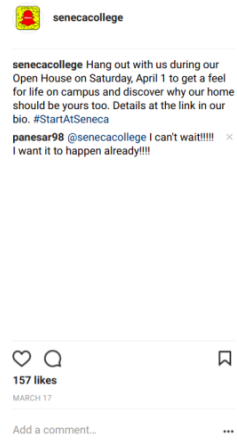
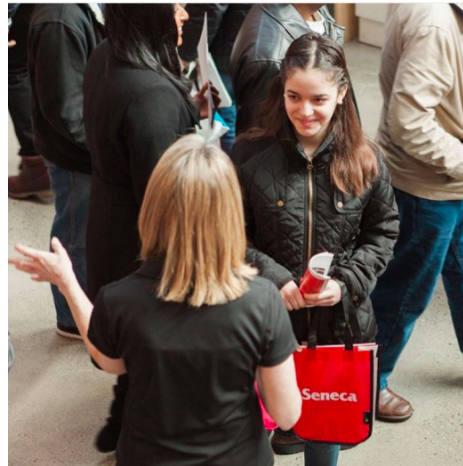
panesar98 And I'll be sure to stop by the

100 likes
FEBRUARY 16

Add a comment...

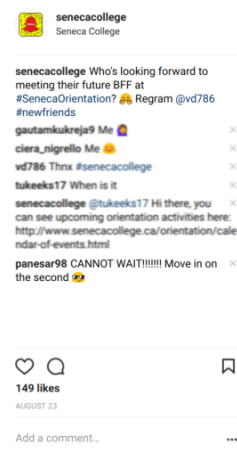
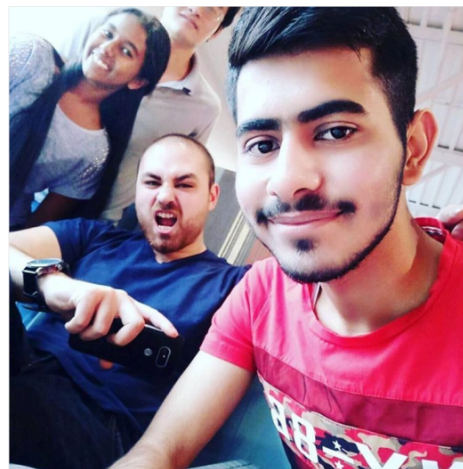
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Our friend Panesar



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Our friend Panesar



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Our friend Panesar



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Enrolment Research



- The Acceptance Declined Study™ (ADS)
- Creates profile of students who decline an offer of admission
- Looks at Key Decision Factors
- Understand what marketing tactics are resonating or not resonating with decliners

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Enrolment Research



- Offers data specific to those who declined your school's offer of admission
- Rates your school's success across a number of categories compared to your biggest recruitment competitors

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Findings from 2017 ADS reports



- 16% to 24% of applicants listed website/social media presence as a factor in their decision to decline an offer of admission.
- 10% to 14% said that the school they planned to attend had a better social media presence than the one whose offer they declined.

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Enrolment Research



- University/College Applicant Survey™ (UCAS)
- Measures applicants' perceptions of your school according to 48 distinct Key Decision Factors (including social media)
- Benchmarks the success of your marketing/recruitment efforts year-to-year, shows trends in social media usage
- Compare with biggest competitors

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Real-world examples



- Most commonly used is Facebook in almost every case.
- Platforms rated most influential by applicants are Instagram, YouTube.
- Snapchat scores as most influential for some institutions, yet its overall usage as an information source is less common.

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Real-world examples



- Use of Facebook as applicant information source dropping between 2016-17
- Use of Twitter dropping
- Use of Instagram and Snapchat rising
- YouTube remaining steady and retaining a high level of influence
- Common trends, yet significant variability between schools, institution types

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Behavioural vs. Perception data



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Behavioural vs. Perception Data



Behavioural = Data based on what users are actually doing (e.g. clickthroughs, retweets, applicant conversions)

Perception = Data based on the attitudes/perception/knowledge that is informing this behaviour

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Behavioural vs. Perception Data



Examples of behavioural data

- Google Analytics
- Twitter Analytics
- Website traffic, clickthroughs
- Applicant conversions

Can try to gain some sense of why behaviour is happening by looking for user responses to specific messages, mixed with anecdotal information.

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Behavioural vs. Perception Data



Examples of perception data

- Qualitative feedback (e.g. written replies to social media posts)
- Interviews/focus groups
- Survey-based research (e.g. ADS, UCAS, Postsecondary Experience Survey)

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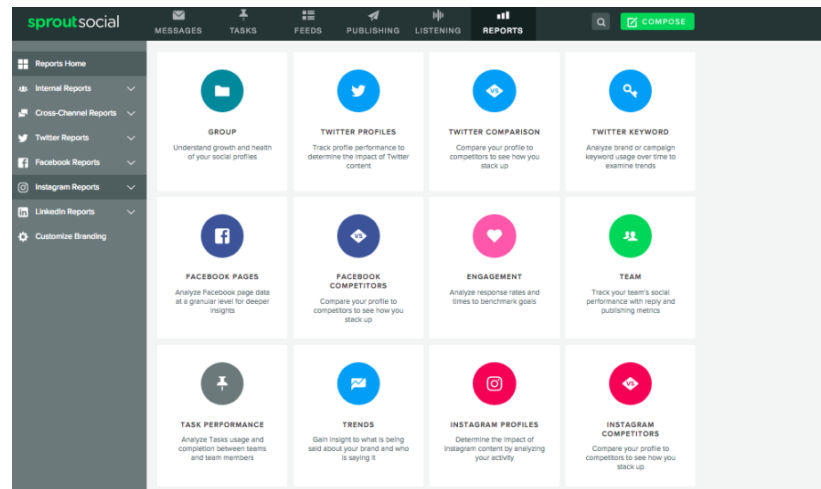
MarComm + Recruitment



- Break free from traditional silos
- Set joint business objectives
- Develop social media strategy based on research for each phase of recruitment cycle
- Establish clear process for tracking and nurturing "hot leads"

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Tools + Analytics

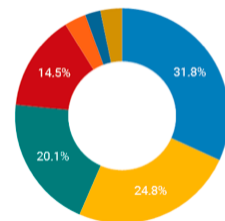


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Tools + Analytics



Source / Medium	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Open House - Registration Signup - Thank You Page (Goal 18 Conversion Rate)	Open House - Registration Signup - Thank You Page (Goal 18 Completions)
	242 (992,977)	60.33% Avg for View: 36.63% (64.62%)	146 % of Total: 0.06% (253,968)	61.57% Avg for View: 37.46% (64.36%)	2.43 Avg for View: 3.33 (-20.27%)	00:02:10 Avg for View: 00:03:10 (-31.81%)	3.31% Avg for View: 6.38% (758.96%)	8 % of Total: 0.32% (2,667)
1. tw / social	122 (50.41%)	63.93%	78 (53.42%)	77.05%	1.96	00:01:46	4.10%	5 (62.50%)
2. ig / social	68 (28.10%)	61.76%	42 (28.77%)	38.24%	2.72	00:00:53	0.00%	0 (0.00%)
3. fb / social	52 (21.49%)	50.00%	26 (17.81%)	55.77%	3.15	00:04:47		



iPhone
 Sprout social
 Android
 Desktop/Web
 Firefox
 IPad
 Other

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Listening out for Mendy



☆ 🍌 🍌 🍌 🍌 @mendystar1 · Apr 16

why are all the programs i'm interested in in seneca all graduate certificates. i don't think i can get a job with those...

3 1 1 1



☆ 🍌 🍌 🍌 🍌 @mendystar1 · Apr 16

all the ones i'm interested in are mostly in the newnham / markham campus. 🤔

1 1 1 1



☆ 🍌 🍌 🍌 🍌 @mendystar1 · Apr 16

thinking of something related to marketing / communications and maybe a class in photography + graphic design on the side

2 1 1 1



☆ 🍌 🍌 🍌 🍌 @mendystar1 · Apr 16

hmmm, it does have the design aspect i'm looking for, but i'm kind of leaning more to the advertising / marketing part of things.

1 1 1 1

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Listening out for Mendy



☆ 🍌 🍌 🍌 🍌 @mendystar1

Follow

Replying to @dogooberry

omg... that's true... group work is the worst...

--

this sounds promising. 🍌 🍌

senecacollege.ca/fulltime/CAB.h...

10:13 PM · 16 Apr 2017

2 1 1 1



Tweet your reply



Seneca College @SenecaCollege · Apr 17

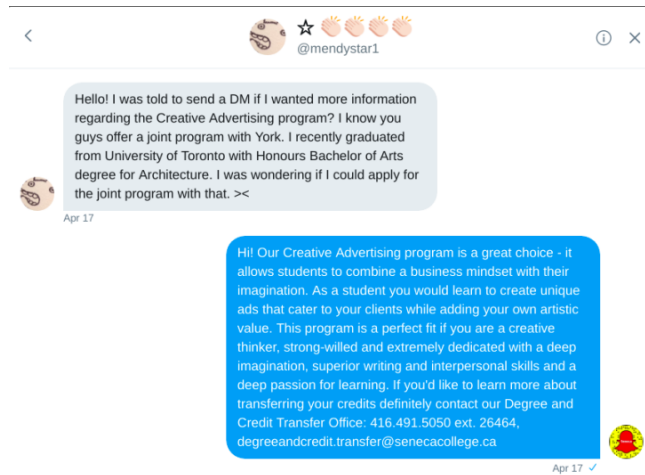
Replying to @mendystar1 @dogooberry

Send us a DM for more info about Seneca's Creative Advertising program/related programs. We bet we could find the perfect one for you! :)

1 1 1 1

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Listening out for Mendy



Apr 17 ✓

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Winning over Jessica



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Conclusion



- Create a culture of being social
- Set clear, shared business objectives
- Develop a social media strategy based on research for each phase of the recruitment cycle
- Focus on the right analytics to demonstrate ROI
- Be authentic and human

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Let students take over



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Thank you



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