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SOCIAL MEDIA CAMPAIGNS WITHIN HIGHER EDUCATION

Picture: The UNHSocial Team, Image Credit: UNH Social Media Team

MODULE 8 **COMMUNICATING TO YOUNG PEOPLE IN AN EDUCATIONAL CONTEXT**

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Module 8

DIGITALIZATION

Title:	Social Media Campaigns within Higher Education
Topic:	The module is shows ways of how to communicate to young people using social media
Educational Objective:	Extension of competencies within the scope of social media use
Key Words:	Higher education – digital media – social media – university – communication
Duration:	Approx. 30 min. study + 15 min. questions

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COMMUNICATING TO YOUNG PEOPLE IN AN EDUCATIONAL CONTEXT

AREA OF GOOD PRACTICE: DIGITALIZATION

1 INTRODUCTION

Listening and monitoring social networks like Twitter, Instagram, and Facebook for key words or hashtags and responding to create a dialogue and establishing an online relationship with students/ stakeholders.

Example:

When a student tags your account and comments about your school or institution, reply back and let them know they're being heard. It cannot only add new followers, but it can be the beginning of another student being engaged with their school and spreading the positive mentions to others on social media. It really can amplify your brand!

Social media is a two-way street. Make sure you are actively involved in what is being said about your institution.

2 BACKGROUND

Picture: Banner from the UNHSocial Website

University campus with access to (free) WiFi for all students, faculty and guests.

We offer a social media directory and guidelines to help students, faculty, and staff manage their social media better. It's available at http://unh.edu/social

UNH Communications and Public Affairs is responsible for the official UNH social media accounts. Colleges, departments and organizations at UNH do an amazing job managing their individual social networks, which are located inside the UNH Social Media Directory. The #UNHSocial team is an operation providing support and helping colleges, departments, and organizations formulate their own social media strategy. We also help explain the importance of measuring success through analytics & engagement. All this information can be found on our social media website.

Our goal is to showcase and promote The University of New Hampshire through our collection of online digital communities. Brand UNH as a Higher Education leader in research, innovation, technology, academics, athletics, and life on campus. We build community through sharing, engaging, and interacting with our stakeholders on social media that highlight our university. By cultivating and nurturing our digital communities, we're able to promote key messages to prospective students, current students, parents, faculty, staff, alumni, and the entire UNH Wildcat community.

The social media team at UNH recognizes how important social media has become, so we've created Social Media Guidelines for official use at The University of New Hampshire.

3 GOOD PRACTICE

Picture: UNHSocial engages in the video messaging app „Snapchat“

Target group(s):

- Students: We have certain social media channels that are focused on students. They are also 100% run by student interns at UNH. We use Snapchat, Twitter, Instagram, Tumblr, Pinterest, and Facebook Groups.
- Prospective students: We have admissions-based social media channels on Instagram and Twitter that not only share information about the university, but also answer any incoming questions form perspective students and their parents.
- Faculty: The main university social media accounts share information about all aspects of the university and our faculty can find out what's going on by following us on Twitter, Instagram, Facebook, LinkedIn, and Snapchat. We use hashtags: #UNH (main), #IBelieveInUNH (pride), and #instaUNH for photos.
- Alumni: We have certain social media channels that are focused on our alumni, who are all over the globe. It's run by our UNH alumni social media team and they use Twitter, Instagram, Pinterest, and Facebook.

Responsible people and their main activities/ tasks: The responsible people are the UNH Social media team, which is made up of staff and student interns. See more above.
For more information and examples, visit the UNH social media blog:
https://medium.com/@unhsocial

4 EFFECTIVENESS AND SUCCESS FACTORS

KPIs (Key Performance Indicators) and other metrics we use to evaluate effectiveness:

- Followers/ Acquisition (are people continuing to add us and are we creating a relationship?)
- Re-tweets on Twitter
- Engagement rate (likes, comments, shares on a particular post)
- Click through rate on a URL in a post
- How far the social media posts reach (number of impressions)
- Where the web traffic is coming from and how long they stay on our websites
- Bounce rate (time spent on webpage)
- Sentiment (positive or negative)
- Gender/ Location
- Conversion – Did they subscribe or request for info or apply?
- Advocacy – Are the social media posts shared by influencers of our brand?
- Keyword frequency – How often are we mentioned or are people using our hashtags and other keywords we search for everyday?

5 RESULTS AND IMPACT

Description of a Twitter example that illustrates the achieved results:

- A high school junior toured the campus and then tweeted about his visit. Since we search hashtags & keywords, we found his tweets and replied.
- After we replied, he then followed us and all the students' social media channels. He then replied back in a positive way, using the hashtag we had just used in our tweet.
- Since we had noticed he began to follow other social media accounts at our university, including @UNHStudents on Instagram & Twitter, he was able to see posts about a candlelight vigil our student community held for the Boston Marathon tragedy.
- It was soon after that he tweeted, "The way @UofNH honoured the Boston Marathon victims makes me proud to be going there #UNH #UNH17"

The relationship was now established, we engaged a prospective student and demonstrated that we care and want to get to know him more. Did this have anything to do with him choosing UNH? We cannot measure that specifically at that moment, but we know our actions and social media replies were positively received and that social media is a part of Will's life. Will is now a part of our student community as a sophomore in the theatre and dance department.

6 ADDITIONAL LEARNING MATERIALS

6.1 Links to websites

http://unh.edu/social

http://unh.edu/unhtales

https://medium.com/@UNHSocial

6.2 Links to videos

https://youtu.be/zDdoT8EEGRg

https://youtu.be/DWCJB6Ef7I8

https://youtu.be/vjyX1dSSCEQ

7 QUESTIONS

This is the professional self-learning section to reflect on the topic, improve your skills and sharpen your creativity. Please use it as a starting point for the development of your own ideas and thoughts. Please select at least one of the questions below and note your answer in max. 1000 characters. You can also use the additional online material or consult other online sources to refine your arguments. Please sent your answers to the following contact: info@eumillennials-tour.eu

1. In your opinion, is the installation of a student-run social media team a must-have for all educational institutions? Pro or Contra, motivate your view with at least 4 arguments.

2. Take a look at the Social Media Guidelines promoted by the UNH. What is positive/ well designed? What is missing? What would you like to add?

3. Using social media is one opportunity to intensify contact with stakeholders, visitors, employees and to therefore create more personalized offers. Can you think of other (analogue) ways to achieve this in the same time? Please describe your ideas in an action plan.

4. Taking the UNH as starting point, collect arguments against or in favor of the following statement: when it comes to social media – it's the more the merrier!

Please sent your answer(s) to the following contact: info@eumillennials-tour.eu

Please add the number of this module and the number of the question to your answer (e.g.: module 1, question 1.).

We will not give grades. Individual feedback will only be given by the online assessment contact.

8 ONLINE ASSESSMENT

For those that are interested in deepening their knowledge about the module, a personalized online assessment is offered. For all questions on the topic and further information about this module, please contact your expert for your online assessment:

World Youth Student and Educational (WYSE) Travel Confederation

Wendy Morrill

Educational Associate

Email: education@wysetc.org

Skype: wysewendy

9 GENERAL CONTACT INFORMATION

World Youth Student and Educational (WYSE) Travel Confederation

Wendy Morrill

Educational Associate

Email: education@wysetc.org

Phone: +31 20 421 2800

https://www.wysetc.org

UNH Communications and Public Affairs

Social Media Dept.

15 Strafford Ave.

Durham, NH 03824 USA

Phone: + 1 603 862 1234

http://unh.edu

10 RESPONSIBLE ACCORDING TO THE PRESS LAW

V. i. S. d. P.:

Wendy Morrill

World Youth Student and Educational (WYSE) Travel Confederation

Keizersgracht 174-176

1016 DW Amsterdam

The Netherlands

Phone: +31 20 421 28 00