

The Dos and Don'ts of Higher Ed Social Media

LIVE WEBINAR



Our Panel



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Our host:



Rob Clark

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Housekeeping

Audio and video is off by default – you can only hear and see the panel.

The webinar will be recorded – we will email you the recording shortly.

Need help? If you have any technical issues, email marketing@keg.com



JUST ASK! Have a question for our panel? Submit it via the Q&A tab

'Most useful' social media channels



Instagram
27.5%



Facebook
26.5%



LinkedIn
17.1%



YouTube
8.8%

**Keystone's annual student survey - 24,000 students*



Do! Use your data. It may seem students or prospects aren't on a particular platform, but your data could suggest otherwise.



Social media as search

84%

**OF STUDENTS USE SOCIAL
MEDIA TO FIND OUT MORE
ABOUT COLLEGES**

**Niche class of 2024 survey*

41%

**OF CONSUMERS USING
TIKTOK AS A SEARCH
ENGINE**

**Adobe research 2024*

2ND

**YOUTUBE SECOND-
LARGEST SEARCH ENGINE
(AFTER GOOGLE)**



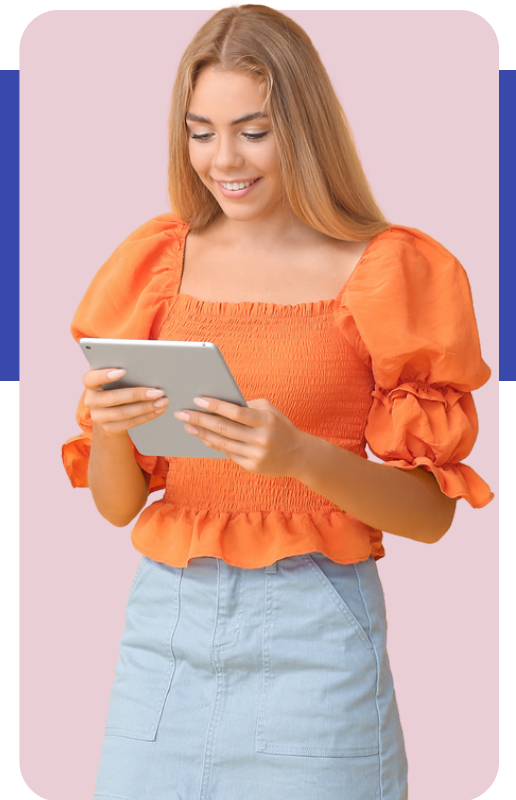
Do! *Optimize your social media content for search. Apply the same SEO keyword strategy you use on your website for your social media posts too.*

Keeping up with...every platform

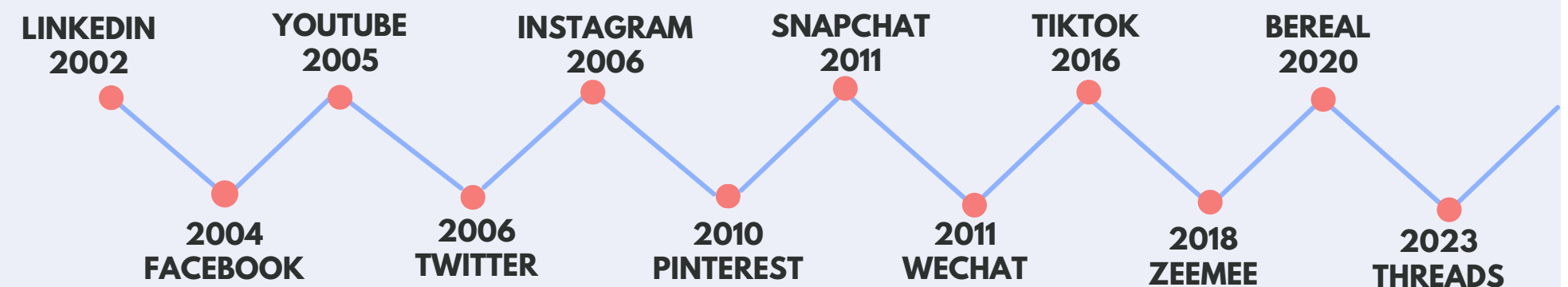
59%

of higher ed marketers find it hard to keep up with new features or ad features on social media.

**Hootsuite social trends 2024*



Don't! Don't always need to be reactive. If a new channel launches, create an account to secure your account name & then see how it develops.

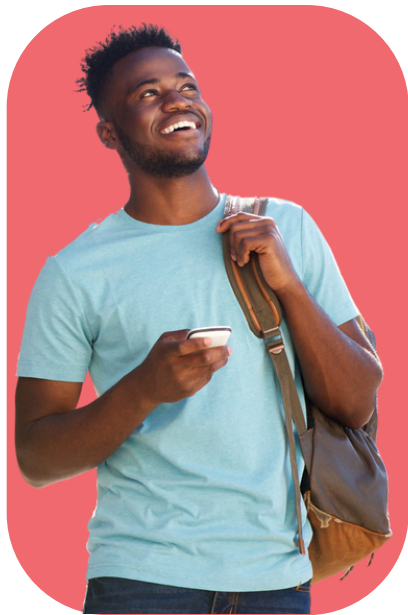


Is there growing social media fatigue?



ENGAGEMENT RATES ARE DECLINING...

Rival IQ reporting 8% decrease in engagement across the board.



BUT... NOT FOR HIGHER ED

Average engagement for higher ed is 2.4% – the best industry sector.

For higher ed TikTok accounts, the average engagement is 9.2%.
(second is 'sports teams with 4.4%)

Poll! Do you use engagement as a measure of success? Tell us how you measure success in the chat!



Community building

65%

OF STUDENTS USE REDDIT FOR COLLEGE CONTENT & LOOKING UP STUDENT PERSPECTIVES

**Niche class of 2024 survey*

62%

OF STUDENTS IN EUROPE SAID CHATTING WITH ANOTHER STUDENT INFLUENCED THEIR APPLICATION DECISION.

**Unibuddy*



Do! *If you don't already, use current students to help source content. Takeovers, 'day-in-the-life-of' vlogs and campus tours will resonate with international students who can't visit campus.*

ANY QUESTIONS?



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