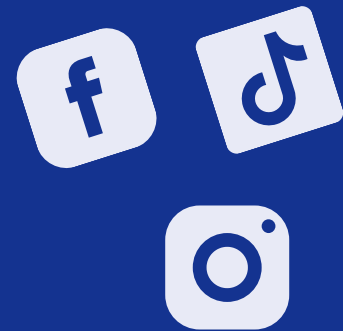




best practices & marketing tips

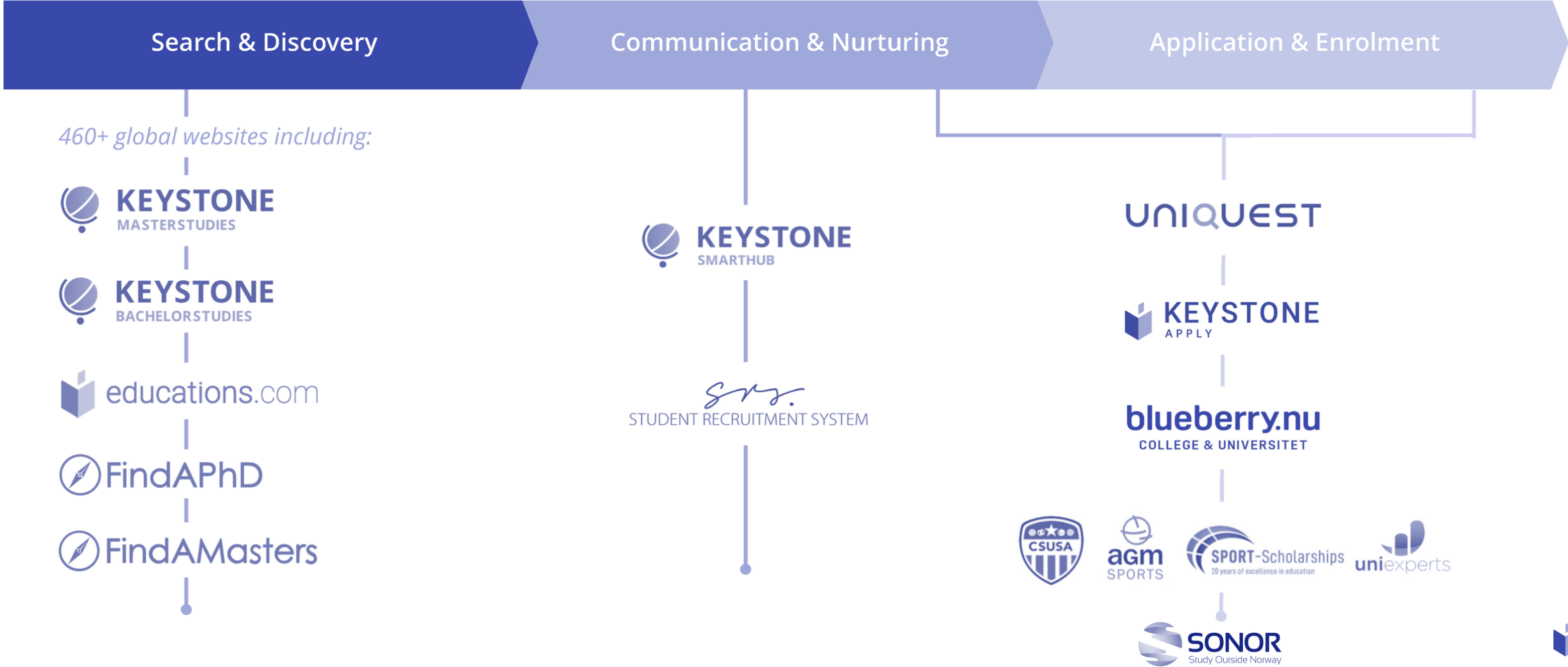


social media for higher ed



KEYSTONE EDUCATION GROUP

Over **110 million** students annually find their education across Keystone's **460** websites including Bachelorstudies.com, FindAMasters, FindAPhD, and Educations.com. In turn, Keystone helps institutions to recruit students across a comprehensive range of student marketing, recruitment and conversion services through its websites as well as through UniQuest, Keystone Apply, Blueberry.nu and Keystone Sports.





Hosted by:
KYLE CAMPBELL
FOUNDER, EDUCATION MARKETER

Background to the webinar data

The data covered in this webinar comes from two surveys carried out in 2022.

The first was in April, which had 20,127 respondents, and a supplementary survey in August asking targeted questions about social media preferences, with 4,658 respondents.

Some of the top respondent countries are Nigeria, India, Pakistan, the USA, Morocco and South Africa. The majority of respondents are between 18 and 34.

We didn't have time in the live webinar to break down the data based on location, but we have gone into a bit more detail in this report.

And you can filter the data based on what country you are interested in - as reading individual reports we have put together on the preferences of students from Europe, UK, North America, Latin America, Africa and Asia - **[all on our State of Student Recruitment report webpage.](#)**

Follow Keystone Education Group on social media to stay informed about future webinars, reports and survey data:



IN NUMBERS...

Our 'Best Practices for Higher Ed Social Media' webinar:

- Survey of over 20,000 students
- Over 1,000 people registered for the webinar
- 475+ live attendees
- 50 questions submitted
- 3 panelists
- 1 higher ed community



Want to join us for
webinar 2?

Our Panelists



Stefania Corrado

Admissions Communications Coordinator

**American University of
Rome**



Alejandra Otero

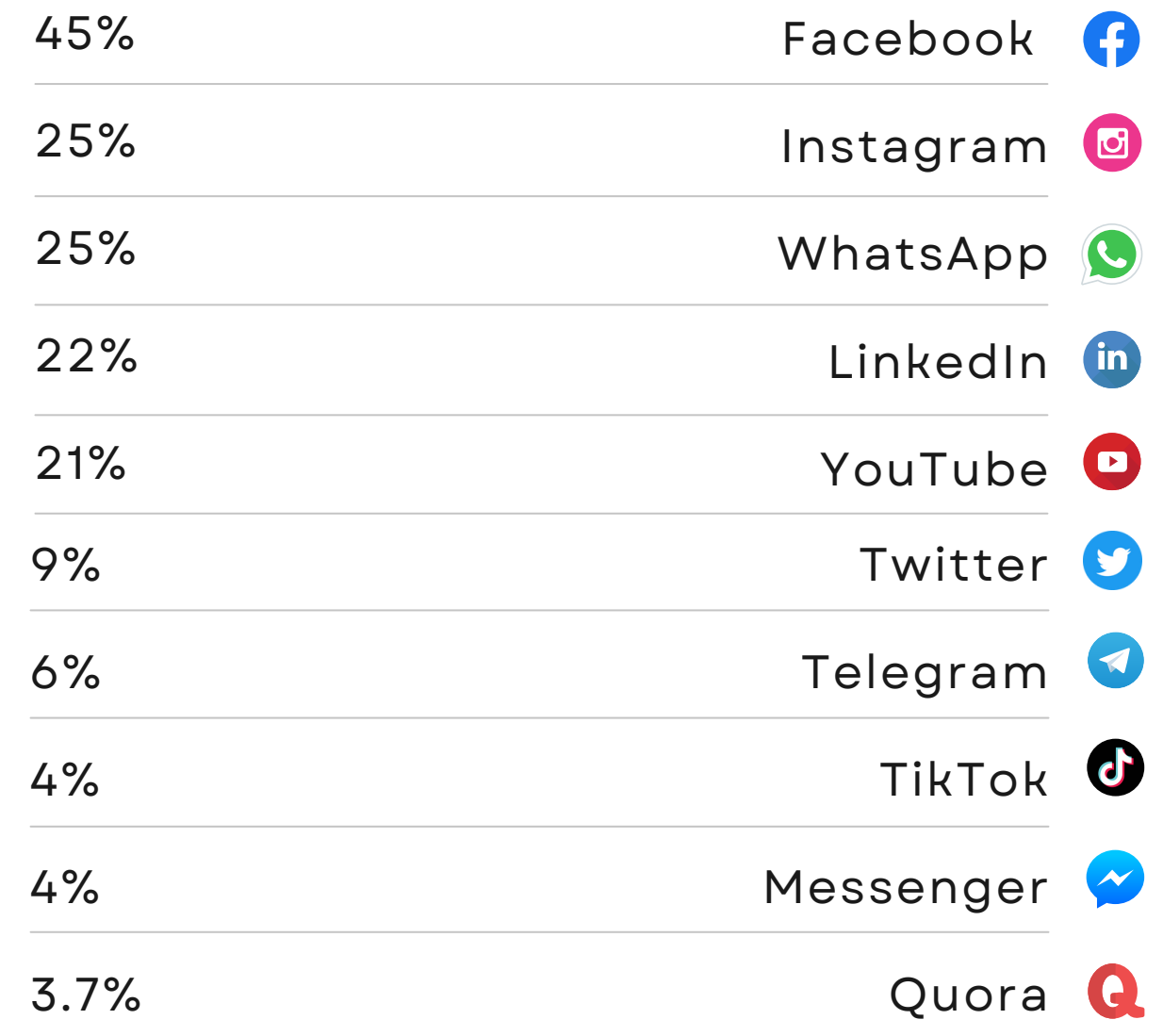
Founder and CEO

NEO Academy

IS FACEBOOK REALLY DEAD?

Which social media channels do students use when researching study options?

**Data from a survey of 4,650 students in August 2022*



For 'higher ed', the engagement rate for Facebook is over double the industry average (0.14% compared to 0.06%).















BROKEN DOWN...











Which social media channels do students use when researching study options?

*Data from a survey of 4,650 students in August 2022











Students from Europe:

45%	Instagram 	10%	Twitter 
41%	Facebook 	10%	TikTok 
23%	LinkedIn 	10%	Telegram 
20%	YouTube 	7%	Reddit 
14%	WhatsApp 	7%	Quora 

Students from North America:

45%	Facebook 
42%	LinkedIn 
26%	Instagram 
19%	WhatsApp 
13%	YouTube 
10%	Twitter 
10%	TikTok 
6%	Reddit 
3%	Messenger 
3%	Telegram 











Students from UK & Ireland:

38%	Facebook 
38%	Instagram 
31%	YouTube 
19%	Twitter 
19%	LinkedIn 
19%	WhatsApp 
6%	TikTok 
6%	Reddit 
6%	Quora 
5%	Discord 

Students from Africa:

45%	Facebook 
27%	WhatsApp 
21%	LinkedIn 
19%	YouTube 
19%	Instagram 
13%	Twitter 
6%	Telegram 
5%	Messenger 
3%	TikTok 
3%	Quora 

Students from Latin America:

42%	Instagram 
37%	Facebook 
19%	WhatsApp 
18%	LinkedIn 
18%	YouTube 
13%	TikTok 
10%	Twitter 
9%	Telegram 
6%	Messenger 
5%	Pinterest 

Social Media Channels

- Which social media platforms are most useful to find out more about a university?

Data from a survey of 20,000+ students in April 2022

STUDY LEVEL

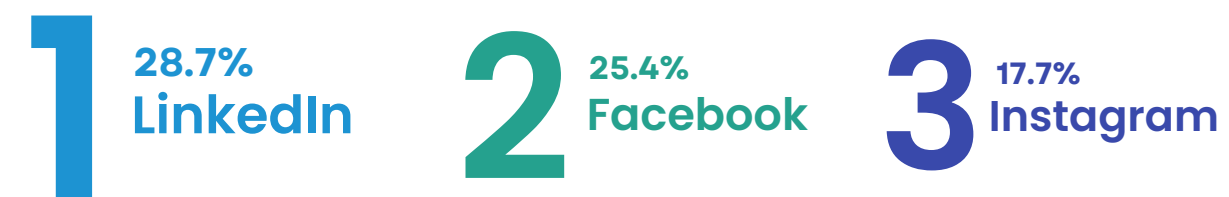
Undergraduate:








Masters:



PhD:



GEOGRAPHICAL REGIONS

					
Asia	31%	30%	18%	8%	1%
Africa	21%	34%	21%	7%	1%
Europe	48%	15%	13%	6%	1%
Latin America	46%	21%	15%	6%	1%
North America	47%	13%	10%	6%	4%
UK/Ireland	40%	12%	15%	7%	3%
Oceania	23%	44%	13%	5%	3%

*Data from a survey of 20,000+ students in April 2022



DID YOU KNOW?

The average TikTok user spends 6.06 hours a week on TikTok - equating to 2.3 years of their life.

BASED ON WHERE STUDENTS ARE FROM

Data from a survey of 20,000+ students in April 2022

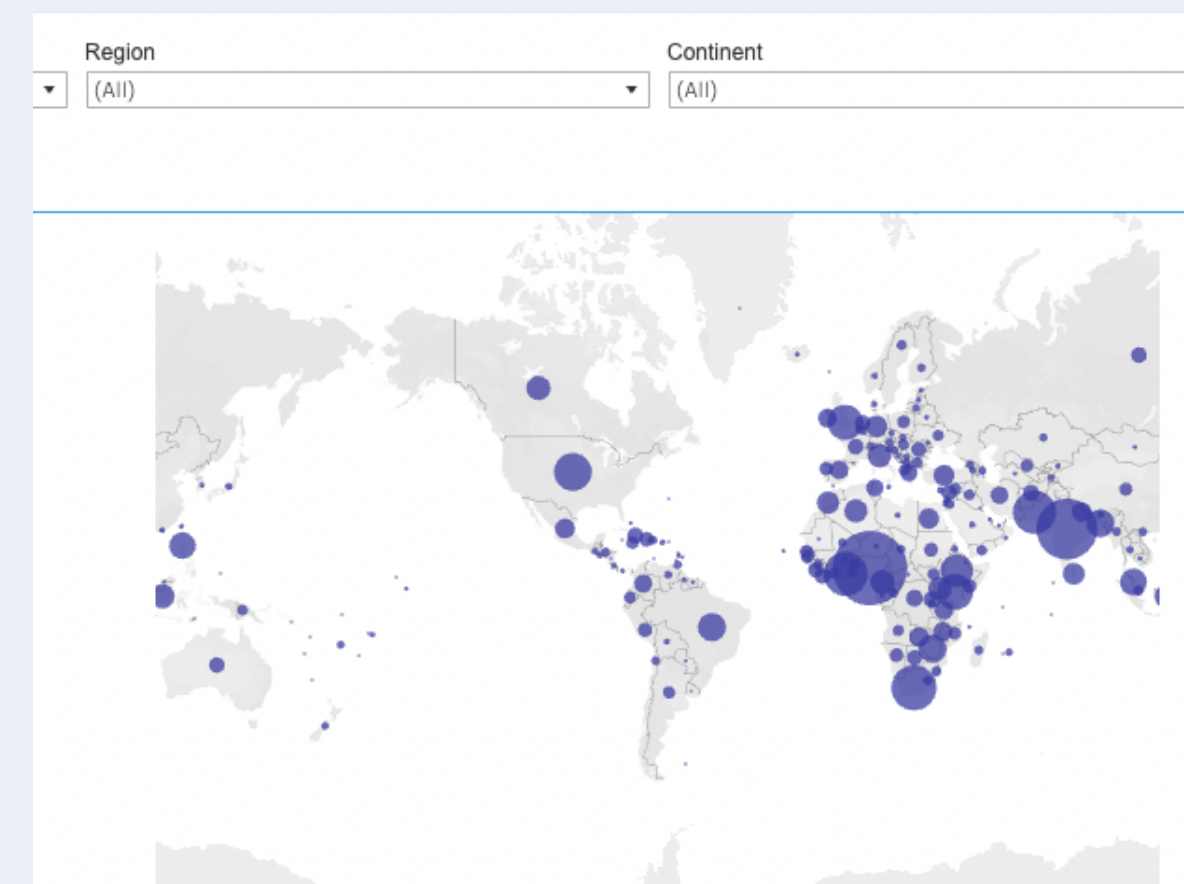
The USA	45%	12%	10%	6%	4%
Canada	51%	13%	10%	4%	2%
UK & Ireland	39%	12%	14%	7%	3%
Germany	51%	22%	12%	6%	1%
Spain	51%	9%	16%	5%	1%
India	40%	12%	22%	9%	0%*
China	39%	13%	22%	10%	0%*
Australia	44%	15%	9%	6%	4%
Middle East	27%	28%	15%	10%	1%

*TikTok is banned in India and China

ACCESS DATA DASHBOARDS

You can filter the data by any country or region on our website:

[keg.com/ssr-22-data-student-communications](https://www.keg.com/ssr-22-data-student-communications)



'Using TikTok in Higher Education Marketing'

[Read more at: www.keg.com/news](https://www.keg.com/news)

DURING THE RESEARCH STAGE.....



TIKTOK: THE NEW KID ON THE BLOCK

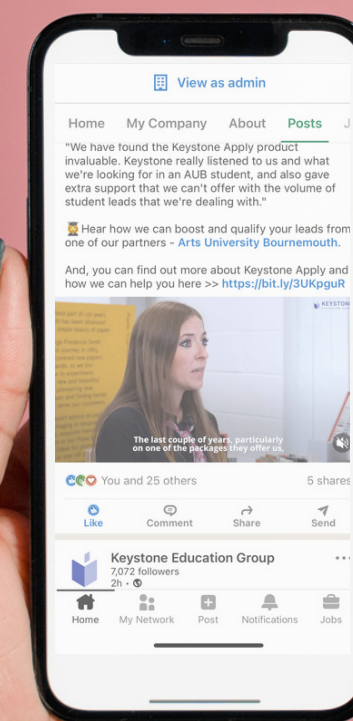
14%

used TikTok when researching potential study options

SOCIAL MEDIA AS A SEARCH ENGINE

75%

of prospective students have used social media when researching study options



Keystone can now manage your TikTok campaigns on your behalf following the launch of our new service in September.

[Find out more here](#)



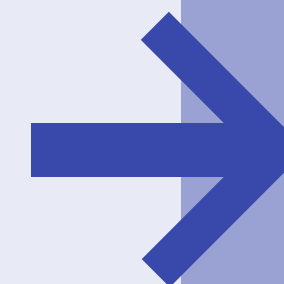
Social media during the student journey

We asked students at which stages of their enrollment journey they use social media.

73%

during initial research

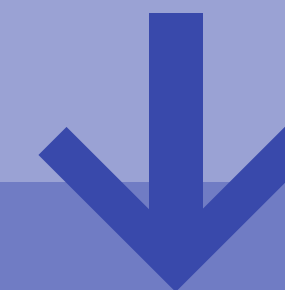
Undergraduate :	74.8%
Masters :	72.5%
PhD :	78.2%



29%

when making a study decision

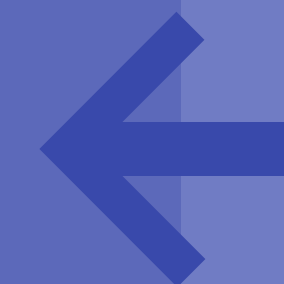
Undergraduate :	30.0%
Masters :	28.0%
PhD :	28.9%



24%

During all stages

Undergraduate :	22.7%
Masters :	14.2%
PhD :	27.5%



28%

Once enrolled

Undergraduate :	26.8%
Masters :	28.6%
PhD :	28.2%

**This data is from our survey in August 2022 of 4,658 prospects. The overall figure also includes those wanting to study by short course, MBA or summer courses.*

+ As a graduate/alumni: 11%

Social Media Retargeting

Reach over 70 million prospective students who have engaged with your institution



- Catch the attention of your target students through Facebook and Instagram
- Maximize value and increase visibility with the right audiences for your programs
- Access to 64+ million student visitor traffic across Keystone websites and Educations.com
- Promote up to 3 programs in one campaign



Find out more

*Data from a survey of 4,650 students in August 2022

• Types of content

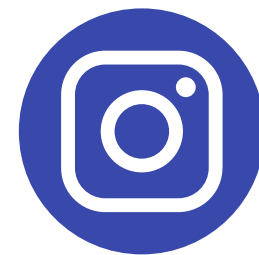
Student generated content : 14%
Content by university : 20%
A mix of both: : 56%



How frequently should you post on social media? The optimal average for higher ed accounts is said to be:



6.9x a week



3.5x a week



9.7x a week

SOURCE: RIVIL IQ



2 to 5x week is optimal for LinkedIn in general (not specific to higher ed)

During the webinar, we asked attendees how often they post on social media. The poll results from higher ed attendees:

- 40% - 1 to 3 times a week
- 29% - 4 to 6 times a week
- 21% - daily
- 8% - twice or more a day
- 3% - 8 to 14 times a week

The need for speed

What would improve a university's response?

#1

Quicker response time

#2 More relevant information

#3 Ability to have direct contact or 1:1 conversation with an advisor

#4 Answer tailored specifically to question

#5 Better quality information



Social media offers immediacy - do your institutions use social media to communicate with students?

Getting the most out of paid social media

The context for our discussion:

GWI market research: 1.3 million more 13 to 19-year-olds were shown ads in 2022 compared to in 2021.



Instagram

Average conversion rate for ads is 1.08%.

'Higher ed' has the **highest engagement rates** for organic posts with 2.99% (next is 'sports teams' with 1.79%).



Facebook

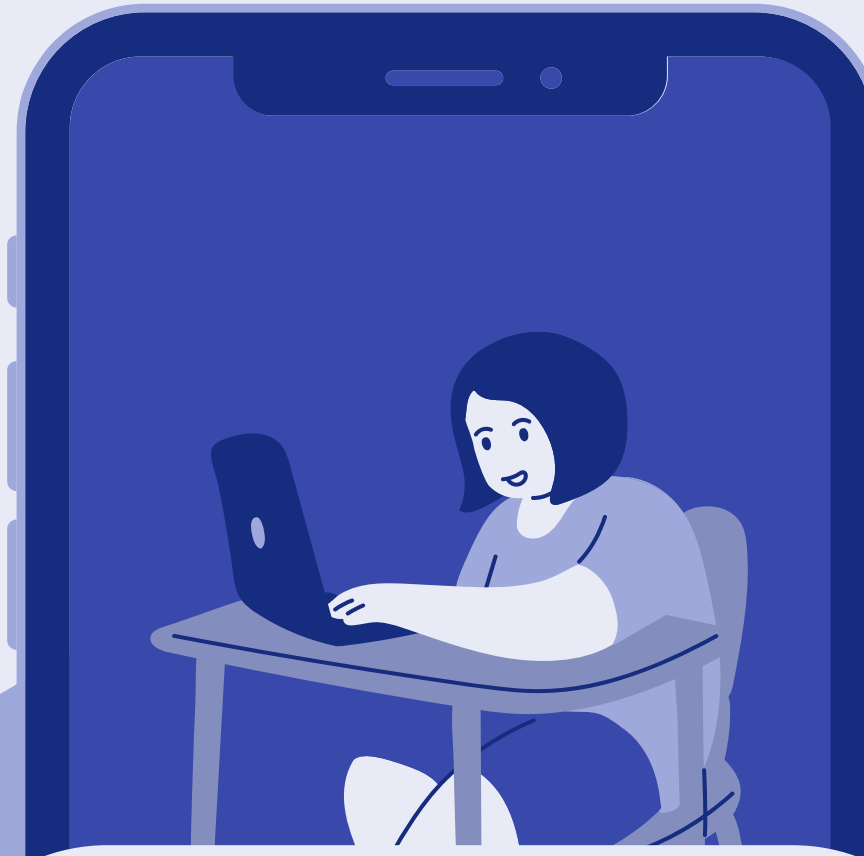
Facebook utilizes **52,000 data points** (including what you clicked on, downloaded, liked etc).

Average conversion rate is 9.21%.



NEED HELP WITH YOUR STUDENT
RECRUITMENT?

Talk to us.



LEARN MORE AT
[keg.com](https://www.keg.com)