The 2013 Social Admissions Report

2013 IACAC Conference





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 high schools students and Chegg college students



Survey Dates: January - February 2013

2012 Social Admissions Report was fielded in early Fall 2012.
 Trends are highlighted throughout the presentation.



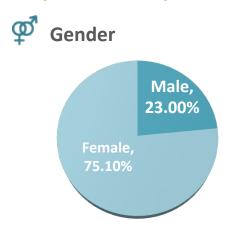
High School Students:

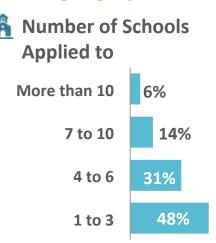
- 4,025 surveys completed
- 63% graduating 2012 or 2013
- 36% graduating 2014 or 2015

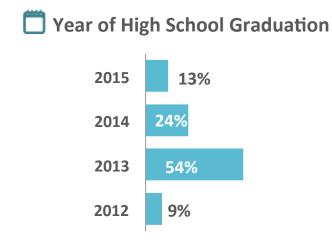




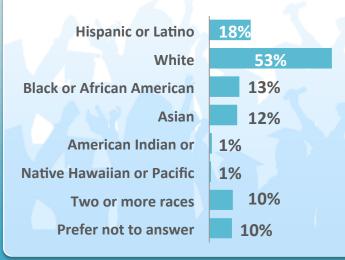
Respondents represent ethnic and geographic diversity of students



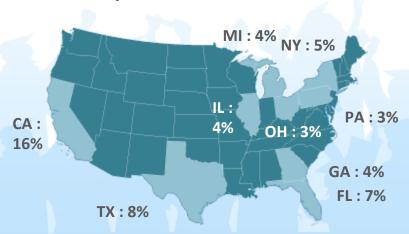


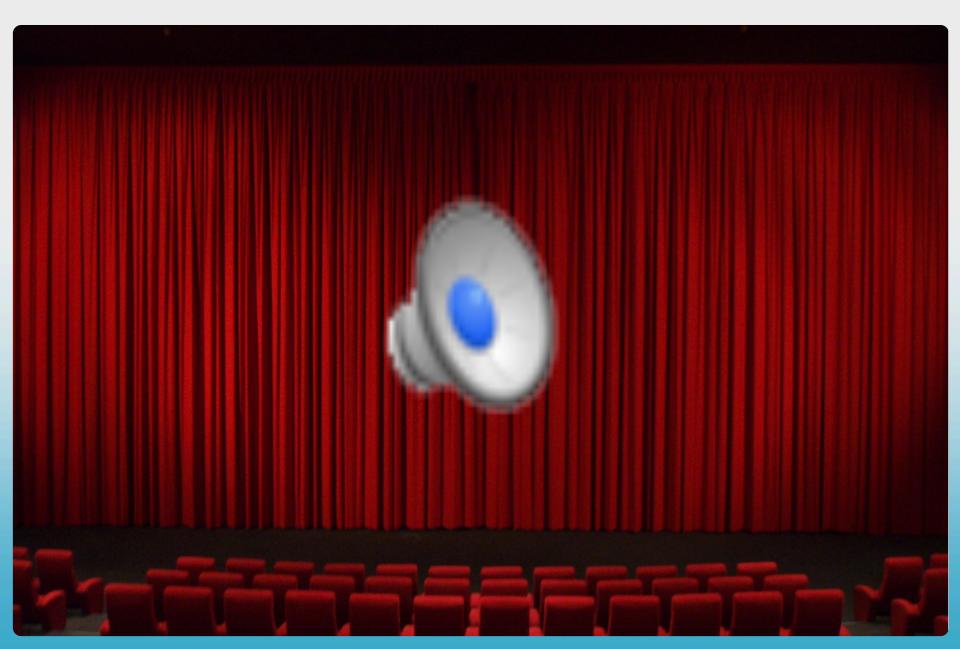










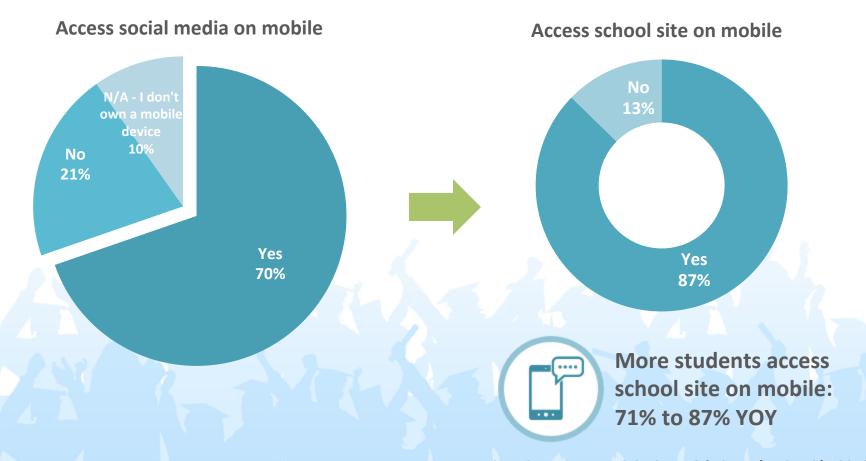


Rise of mobile



7 in 10 students access social media on mobile.

Among those, 9 in 10 of them access school sites on mobile



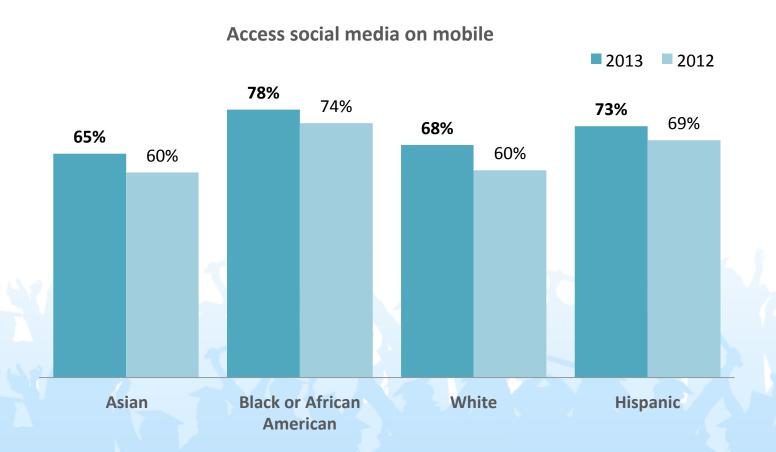
Q4. Do you access social media on your mobile device? (iPhone/Android/Tablet) Q5. Have you accessed a school's site on your mobile device? (among those who access social media on mobile)

Social media and ethnicity





Social media on mobile device varies by ethnicity



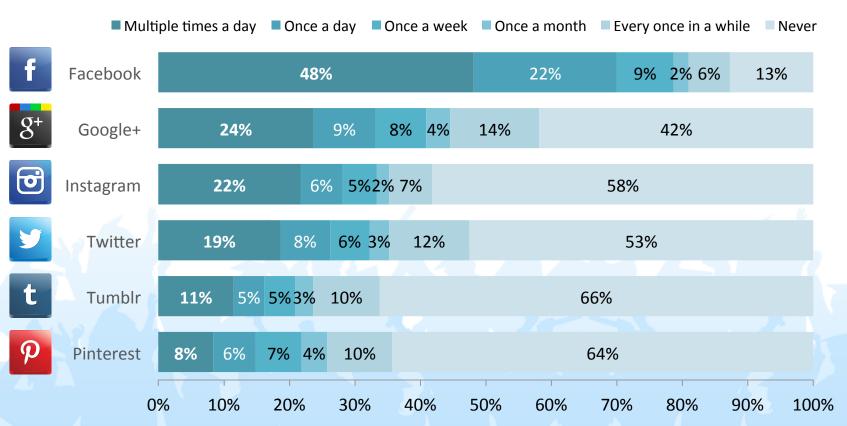
Q4. Do you access social media on your mobile device? (iPhone/Android/Tablet)

Social media usage



Half use Facebook multiple times a day Instagram passes Twitter as second most active true social network

Use of Social Media

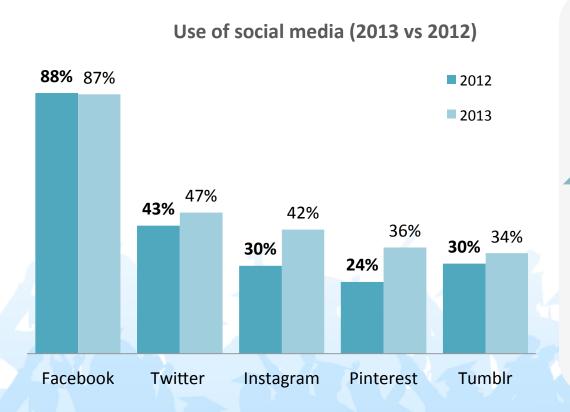


Q3. How often do you use the following different social media websites?

Shifts in social media usage



Facebook maintains importance, use of visual platforms increases by 50%



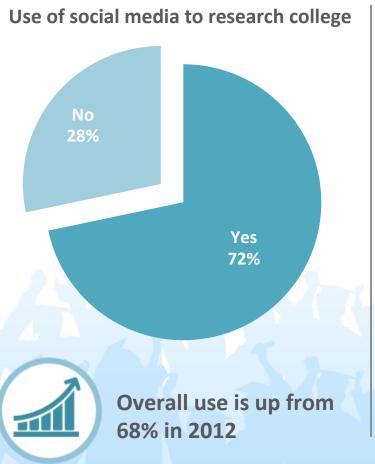
In our 2012 study, Instagram and Pinterest were barely on the map. In 2013 both networks saw an increase in adoption of over 50%

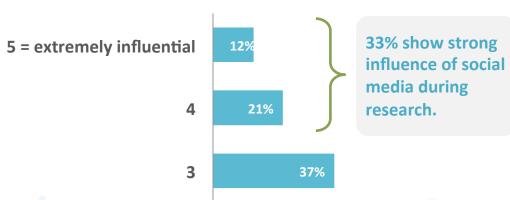


Social media and college research



Nearly three-quarters use social media to research colleges; a third find it influential





22%

2

1 = not at all influential

Influence of social media to research college

Q1. Have you used social media to research college/universities? Q2. How influential was social media to your college/university search?

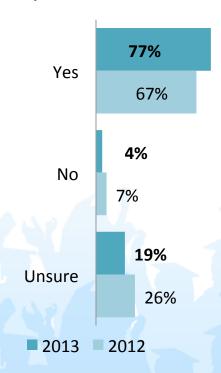
Should colleges have a social media presence?





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

Should colleges have social media presence?



Why?

Because of social media sites, I found colleges that I would have never heard of otherwise.



Why Not?

I think social media allows schools to become too personal with their students.



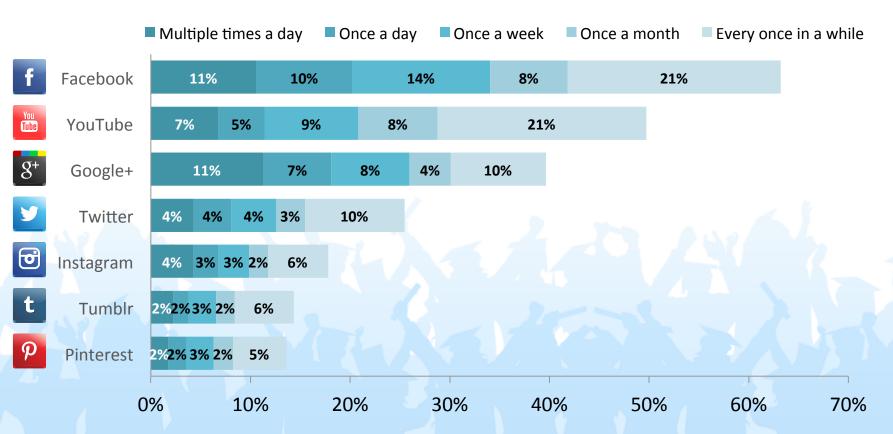
Q8. Do you think colleges should have a social media presence? Please explain why you feel that way. (among those graduating in 2013 and later)

Facebook maintains relevance



Facebook ranks first among social media sites visited for college information followed by YouTube.

Frequency of viewing social media for colleges considered attending



Q12. How often do you view the following social media sites for college/universities you have considered attending?

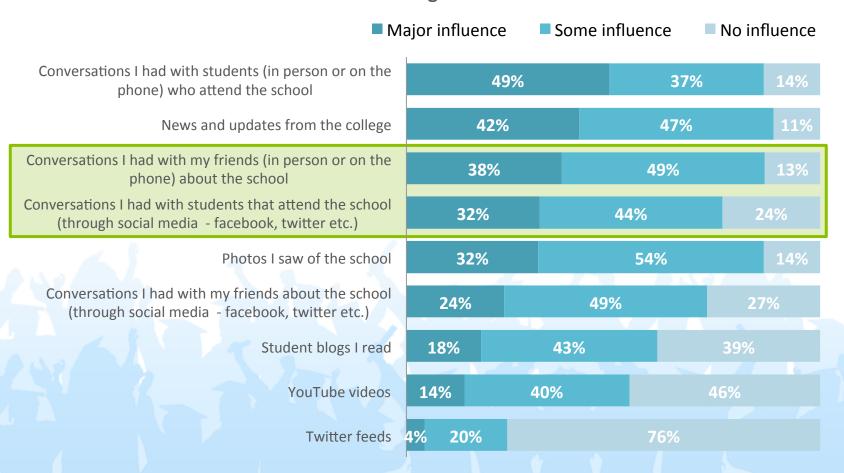
Social media and student conversions





Three-quarters say student conversations on Social media influence school they enroll at

Influence on deciding where to enroll

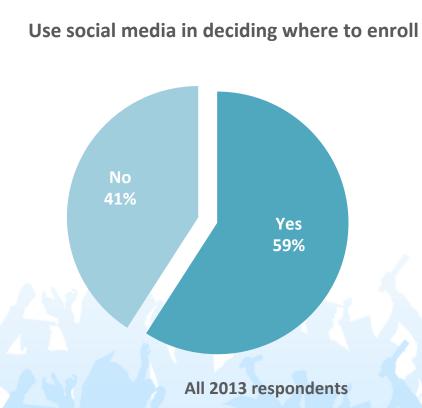


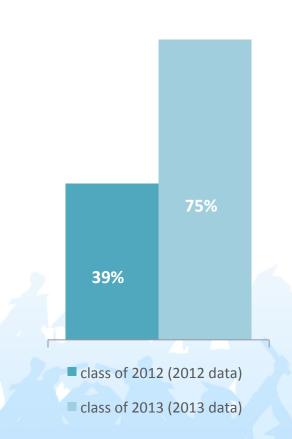
Q7. How much did (or will) each of the following influence where you decide to enroll?

Social media and enrollment



7 in 10 use social media in deciding where to enroll; up nearly 2x from 2012



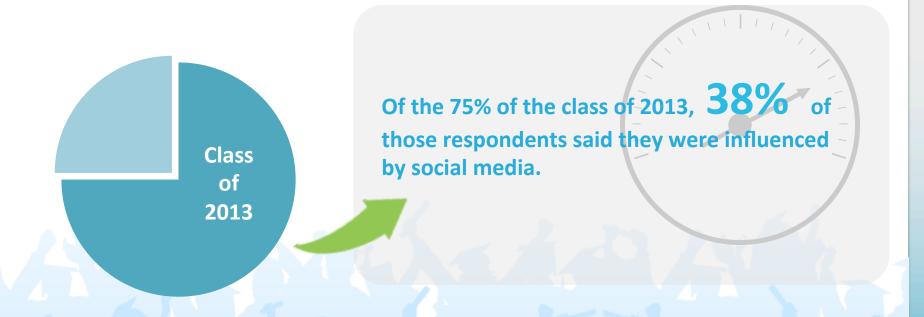


Q9. Did you (or would you) use social media as a resource when deciding where to enroll?
Q10. How influential was social media during your college search? (among those who did use social media to decide where to enroll)

Social media and enrollment



Nearly 40% of the 2013 respondents that used social media said it has influenced their decision



Q9. Did you (or would you) use social media as a resource when deciding where to enroll? Q10. How influential was social media during your college search? (among those who did use social media to decide where to enroll)

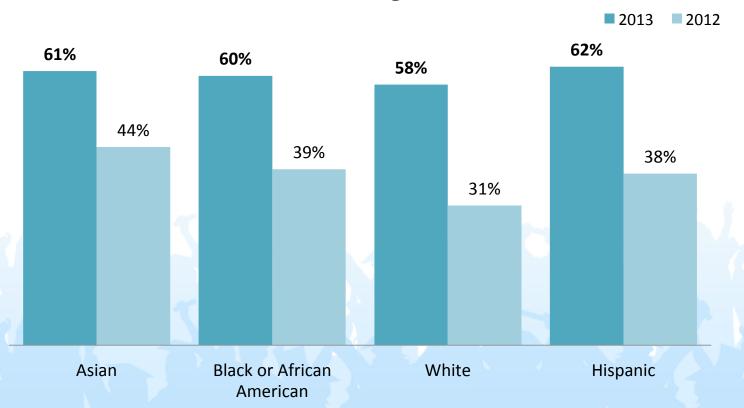
Variation in ethnicity in social media usage





Little variation by ethnicity in use of social media to decide where to enroll; huge increases year-on-year

Use social media in deciding where to enroll



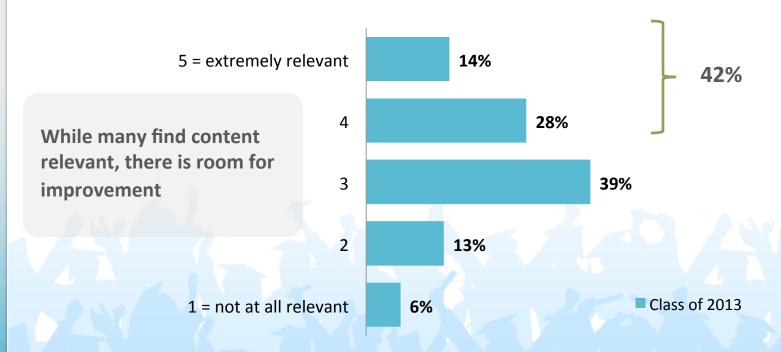
Q9. Did you (or would you) use social media as a resource when deciding where to enroll?

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



Q13. How valuable/relevant do you find the information posted on school's social media sites? (Among those who use social media to research colleges)

Improve colleges' social media presence





How to improve colleges' social media presence

The college could have posted about scholarship and internship opportunities much more often as the opportunities became available

Newer videos, videos about more specific subjects like classes

More photos of the campus



More information for students who are applying as undergraduates and give brief explanations of the process.



It could be more publicized because I didn't realize there was college social media.

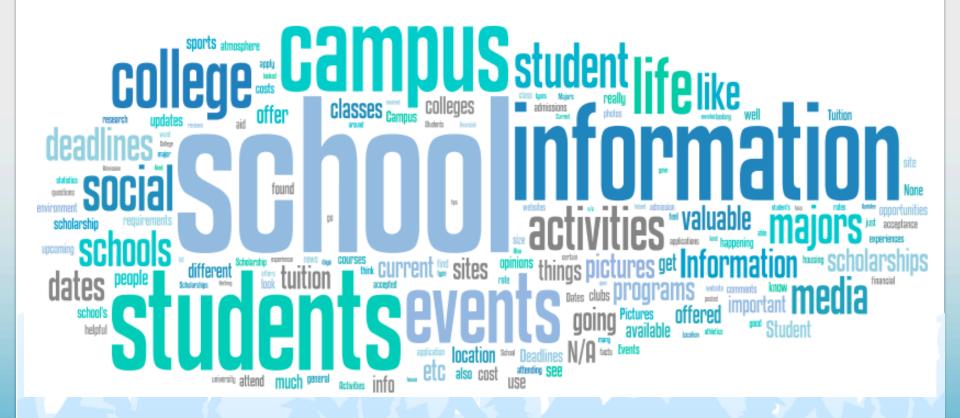


Q15. What could have been improved about colleges' social media presence?

Most valuable information



Most valuable information on schools' social media sites

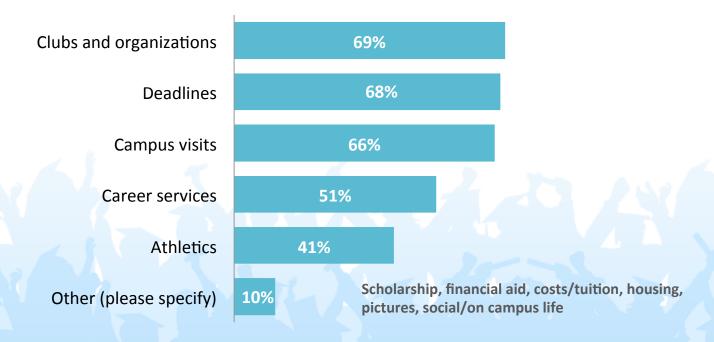


What potential students find important



Info on clubs/organizations, followed by deadlines and campus visits resonate most with potential students

Information from colleges on social networking sites that resonates most with students



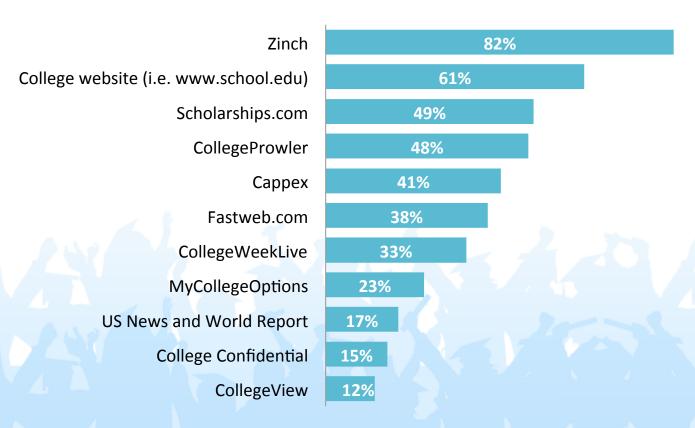
Q16. What information from colleges resonate with you on social networking sites? (select all that apply)

Zinch is a top online resource



Zinch is a top online resource used for college information, followed by college sites

Online resources used to review college information



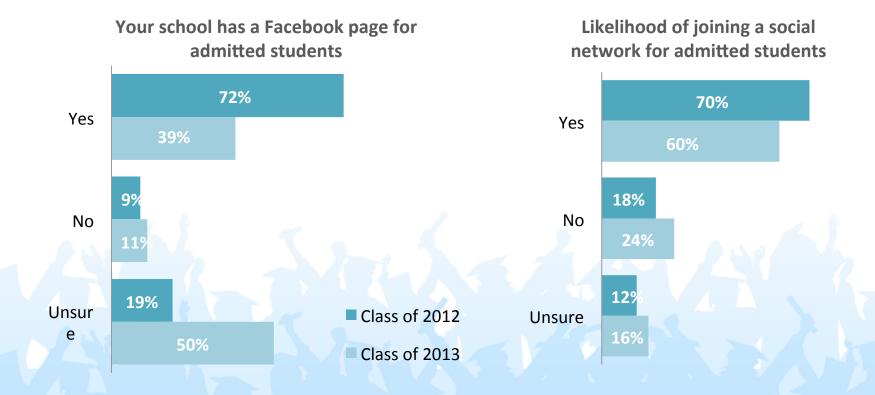
Q27. Please tell us which of the following online resources you used to review college information? (select all that apply)

Pages and groups for admitted students





A third say their school has a page/group for admitted students Early in year; class of 2013 not yet fully admitted



Q17. Did your college/university provide a Facebook page or group for admitted students?

Q18. Please rate your experience on your school's admitted students page/group. (among those with a group)

Q19. Would you (or did you) join a social network created by your college/university specifically for accepted students?

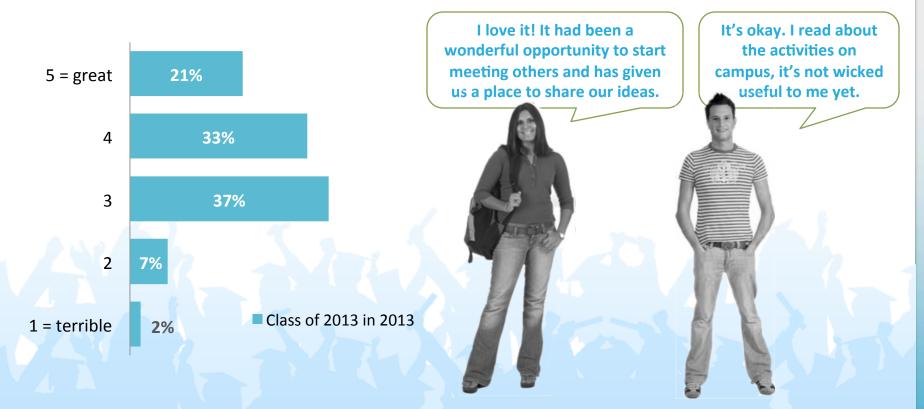
Pages and group experience



Most like the experience in the page/group for admitted students

Experience on school's admitted students page/group

Comments on experience in group



Q17. Did your college/university provide a Facebook page or group for admitted students?

Q18. Please rate your experience on your school's admitted students page/group. (among those with a group)

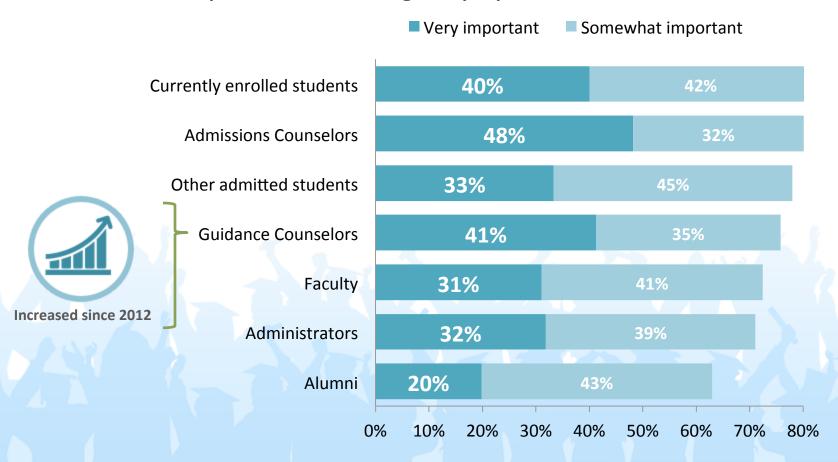
Q19. Would you (or did you) join a social network created by your college/university specifically for accepted students?

Social media interaction



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

Importance of interacting with people via social media



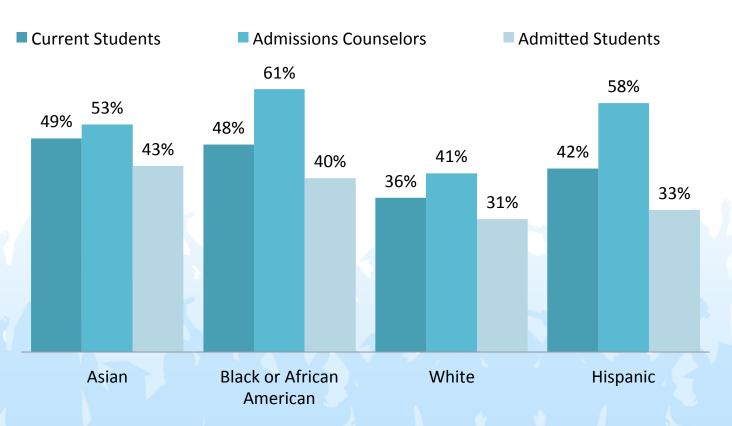
Q20. How important was/is it for you to interact with the following people via social media?

Ethnicity and social media interaction



Hispanic Students and African Americans most value interaction with admissions counselors on social media

Very important to interact with:



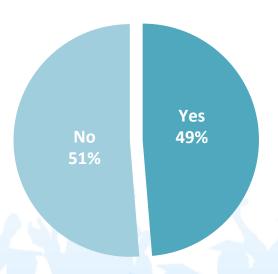
Q20. How important was/is it for you to interact with the following people via social media? (very important)

Following schools on social media



Half follow or like a school on social media

Follow or like a considered college on social media



Schools students follow or like on social media



Q22. Did you "follow or like" a college you were considering going to on a social media service?

Q23. Which schools did you "follow or like" on social media? (leave blank if none)

Schools' performance on social media





UCLA, NYU, Cal State, Stanford, Yale cited as good on social media

Schools doing a good job on social media – by number of mentions

UCLA TFT program Facebook page was extremely helpful in that the school is so big, we came in already part of the department.

Stanford constantly updates on new findings and things done by both students and alumni.

Yale tweets a lot about how great their students are.



NYU They give lots of pictures and quotes from students.





14*



* Number of comments school received

Q24. Are there any schools that did a particularly good job with social media? Please specify the school, the platform and why you thought it was good. (e.g., San Jose State University updated their facebook page frequently with photos)

Most valuable information





Most valuable information on schools' social media sites



Key insights



Nearly three-quarters use social media to research colleges and two thirds find it influential. Half follow or like a college on social media.

7 in 10 students access social media on mobile. Nearly 9 in 10 of them access school sites on mobile.

Nearly three-quarters think colleges should have a presence on social media. Info on clubs/organizations, deadlines and campus visits resonate most with students.

Zinch ranks first among most common sites visited for college information. 7 in 10 view Zinch for colleges; 4 in 10 do so weekly.

A third say their school has a page/group for admitted students; 56% of students would join such a group. Most like the experience in their group.