The 2013 Social Admissions Report

2013 IACAC Conference
**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

**Gender**
- Male, 23.00%
- Female, 75.10%

**Number of Schools Applied to**
- More than 10: 6%
- 7 to 10: 14%
- 4 to 6: 31%
- 1 to 3: 48%

**Year of High School Graduation**
- 2015: 13%
- 2014: 24%
- 2013: 54%
- 2012: 9%

**Ethnicity**
- Hispanic or Latino: 18%
- White: 53%
- Black or African American: 13%
- Asian: 12%
- American Indian or Native Hawaiian or Pacific: 1%
- Two or more races: 10%
- Prefer not to answer: 10%

**Top States of Residence**
- CA: 16%
- TX: 8%
- FL: 7%
- GA: 4%
- NY: 5%
- PA: 3%
- OH: 3%
- MI: 4%
- IL: 4%
- CA: 4%
7 in 10 students access social media on mobile. Among those, 9 in 10 of them access school sites on mobile.

Access social media on mobile:
- Yes: 70%
- No: 21%
- N/A - I don't own a mobile device: 10%

Access school site on mobile:
- Yes: 87%
- No: 13%

More students access school site on mobile: 71% to 87% YOY

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

Access social media on mobile

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asian</td>
<td>65%</td>
<td>60%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>78%</td>
<td>74%</td>
</tr>
<tr>
<td>White</td>
<td>68%</td>
<td>60%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>73%</td>
<td>69%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Multiple times a day</th>
<th>Once a day</th>
<th>Once a week</th>
<th>Once a month</th>
<th>Every once in a while</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>48%</td>
<td>22%</td>
<td>9%</td>
<td>2%</td>
<td>6%</td>
<td>13%</td>
</tr>
<tr>
<td>Google+</td>
<td>24%</td>
<td>9%</td>
<td>8%</td>
<td>4%</td>
<td>14%</td>
<td>42%</td>
</tr>
<tr>
<td>Instagram</td>
<td>22%</td>
<td>6%</td>
<td>5%</td>
<td>2%</td>
<td>7%</td>
<td>58%</td>
</tr>
<tr>
<td>Twitter</td>
<td>19%</td>
<td>8%</td>
<td>6%</td>
<td>3%</td>
<td>12%</td>
<td>53%</td>
</tr>
<tr>
<td>Tumblr</td>
<td>11%</td>
<td>5%</td>
<td>5%</td>
<td>3%</td>
<td>10%</td>
<td>66%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>8%</td>
<td>6%</td>
<td>7%</td>
<td>4%</td>
<td>10%</td>
<td>64%</td>
</tr>
</tbody>
</table>

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%

Use of social media (2013 vs 2012)

- **Facebook**: 88% (2012) vs 87% (2013)
- **Twitter**: 43% (2012) vs 47% (2013)
- **Instagram**: 30% (2012) vs 42% (2013)
- **Pinterest**: 24% (2012) vs 36% (2013)
- **Tumblr**: 30% (2012) vs 34% (2013)

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

Q3. How often do you use the following different social media websites?
Social media and college research

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

Use of social media to research college

Yes 72%

No 28%

Influence of social media to research college

<table>
<thead>
<tr>
<th>Score</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>12%</td>
</tr>
<tr>
<td>4</td>
<td>21%</td>
</tr>
<tr>
<td>3</td>
<td>37%</td>
</tr>
<tr>
<td>2</td>
<td>22%</td>
</tr>
<tr>
<td>1</td>
<td>8%</td>
</tr>
</tbody>
</table>

Overall use is up from 68% in 2012

33% show strong influence of social media during research.

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

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

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.

Should colleges have social media presence?

- Yes: 77% (2013), 67% (2012)
- No: 4% (2013), 7% (2012)
- Unsure: 19% (2013), 26% (2012)
**Facebook maintains relevance**

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

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Multiple times a day</th>
<th>Once a day</th>
<th>Once a week</th>
<th>Once a month</th>
<th>Every once in a while</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>11%</td>
<td>10%</td>
<td>14%</td>
<td>8%</td>
<td>21%</td>
</tr>
<tr>
<td>YouTube</td>
<td>7%</td>
<td>5%</td>
<td>9%</td>
<td>8%</td>
<td>21%</td>
</tr>
<tr>
<td>Google+</td>
<td>11%</td>
<td>7%</td>
<td>8%</td>
<td>4%</td>
<td>10%</td>
</tr>
<tr>
<td>Twitter</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>3%</td>
<td>10%</td>
</tr>
<tr>
<td>Instagram</td>
<td>4%</td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
<td>6%</td>
</tr>
<tr>
<td>Tumblr</td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
<td>6%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
<td>5%</td>
</tr>
</tbody>
</table>

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

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

<table>
<thead>
<tr>
<th>Influence on deciding where to enroll</th>
<th>Major influence</th>
<th>Some influence</th>
<th>No influence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conversations I had with students (in person or on the phone) who attend the school</td>
<td>49%</td>
<td>37%</td>
<td>14%</td>
</tr>
<tr>
<td>News and updates from the college</td>
<td>42%</td>
<td>47%</td>
<td>11%</td>
</tr>
<tr>
<td>Conversations I had with my friends (in person or on the phone) about the school</td>
<td>38%</td>
<td>49%</td>
<td>13%</td>
</tr>
<tr>
<td>Conversations I had with students that attend the school (through social media - facebook, twitter etc.)</td>
<td>32%</td>
<td>44%</td>
<td>24%</td>
</tr>
<tr>
<td>Photos I saw of the school</td>
<td>32%</td>
<td>54%</td>
<td>14%</td>
</tr>
<tr>
<td>Conversations I had with my friends about the school (through social media - facebook, twitter etc.)</td>
<td>24%</td>
<td>49%</td>
<td>27%</td>
</tr>
<tr>
<td>Student blogs I read</td>
<td>18%</td>
<td>43%</td>
<td>39%</td>
</tr>
<tr>
<td>YouTube videos</td>
<td>14%</td>
<td>40%</td>
<td>46%</td>
</tr>
<tr>
<td>Twitter feeds</td>
<td>4%</td>
<td>20%</td>
<td>76%</td>
</tr>
</tbody>
</table>

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.

Of the 75% of the class of 2013, 38% of those respondents said they were influenced by social media.

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)
Lifeline 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

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asian</td>
<td>61%</td>
<td>44%</td>
</tr>
<tr>
<td>Black or African</td>
<td>60%</td>
<td>39%</td>
</tr>
<tr>
<td>American White</td>
<td>58%</td>
<td>31%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>62%</td>
<td>38%</td>
</tr>
</tbody>
</table>

Q9. Did you (or would you) use social media as a resource when deciding where to enroll?
4 in 10 students find information posted on school’s social media sites relevant

While many find content relevant, there is room for improvement

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

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

- The college could have posted about scholarship and internship opportunities much more often as the opportunities became available.
- More photos of the campus.
- Newer videos, videos about more specific subjects like classes.
- 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.
Most valuable information on schools’ social media sites

Q14. What information was valuable for you from schools’ social media sites?
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

- Clubs and organizations: 69%
- Deadlines: 68%
- Campus visits: 66%
- Career services: 51%
- Athletics: 41%
- Other (please specify): 10%

Scholarship, financial aid, costs/tuition, housing, pictures, social/on campus life

Q16. What information from colleges resonate with you on social networking sites? (select all that apply)
Zinch is a top online resource used for college information, followed by college sites.

### Online resources used to review college information

<table>
<thead>
<tr>
<th>Resource</th>
<th>Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zinch</td>
<td>82%</td>
</tr>
<tr>
<td>College website (i.e. <a href="http://www.school.edu">www.school.edu</a>)</td>
<td>61%</td>
</tr>
<tr>
<td>Scholarships.com</td>
<td>49%</td>
</tr>
<tr>
<td>CollegeProwler</td>
<td>48%</td>
</tr>
<tr>
<td>Cappex</td>
<td>41%</td>
</tr>
<tr>
<td>Fastweb.com</td>
<td>38%</td>
</tr>
<tr>
<td>CollegeWeekLive</td>
<td>33%</td>
</tr>
<tr>
<td>MyCollegeOptions</td>
<td>23%</td>
</tr>
<tr>
<td>US News and World Report</td>
<td>17%</td>
</tr>
<tr>
<td>College Confidential</td>
<td>15%</td>
</tr>
<tr>
<td>CollegeView</td>
<td>12%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Rating</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 (great)</td>
<td>21%</td>
</tr>
<tr>
<td>4</td>
<td>33%</td>
</tr>
<tr>
<td>3</td>
<td>37%</td>
</tr>
<tr>
<td>2</td>
<td>7%</td>
</tr>
<tr>
<td>1 (terrible)</td>
<td>2%</td>
</tr>
</tbody>
</table>

**Comments on experience in group**

- **I love it! It had been a wonderful opportunity to start meeting others and has given us a place to share our ideas.**
- **It’s okay. I read about the activities on campus, it’s not wicked useful to me yet.**

**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

<table>
<thead>
<tr>
<th>Category</th>
<th>Very important</th>
<th>Somewhat important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Currently enrolled students</td>
<td>40%</td>
<td>42%</td>
</tr>
<tr>
<td>Admissions Counselors</td>
<td>48%</td>
<td>32%</td>
</tr>
<tr>
<td>Other admitted students</td>
<td>33%</td>
<td>45%</td>
</tr>
<tr>
<td>Guidance Counselors</td>
<td>41%</td>
<td>35%</td>
</tr>
<tr>
<td>Faculty</td>
<td>31%</td>
<td>41%</td>
</tr>
<tr>
<td>Administrators</td>
<td>32%</td>
<td>39%</td>
</tr>
<tr>
<td>Alumni</td>
<td>20%</td>
<td>43%</td>
</tr>
</tbody>
</table>

*Increased since 2012*

Q20. How important was/is it for you to interact with the following people via social media?
Hispanic Students and African Americans most value interaction with admissions counselors on social media

Q20. How important was/is it for you to interact with the following people via social media? (very important)
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.
- **NYU** They give lots of pictures and quotes from students.
- **Yale** tweets a lot about how great their students are.

**Number of comments school received**

- **UCLA** 14*
- **NYU** 22*
- **Stanford** 19*
- **Yale** 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 on schools’ social media sites

Q14. What information was valuable for you from 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.