Social Media in International Enrollment Management: Conversations for Conversions

NAGAP 2012, Austin

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Social Media: Insights from Research

April, 2012, Austin
NAGAP Annual Conference

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High stakes complex decision-making

“...higher education is a professional service characterized by a high level of experience qualities which make the purchase risky and means that branding is important as a source of reassurance to students about the quality of what they will receive”

—Consumers are moving outside the purchasing funnel—changing the way they research and buy your products. If your marketing hasn’t changed in response, it should.”


http://www.findnewcustomers.com/inboundmarketing
Unlock the potential of social media

—...tame the fundamentally unpredictable and serendipitous nature of word of mouth without losing what makes it so valuable in the first place—its authenticity.”

Communicating authenticity...

“Two things supercharge the creation of positive consequential word of mouth: interactivity and creativity.”

Effect of word-of-mouth messages on company brand

<table>
<thead>
<tr>
<th>Volume</th>
<th>X</th>
<th>Impact</th>
<th>Word-of-mouth equity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Few messages</td>
<td></td>
<td>Network: Where are they talking?</td>
<td>Strong equity, for example:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Close/trusted</td>
<td>Few</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Large/dispersed</td>
<td></td>
</tr>
<tr>
<td>Many messages</td>
<td></td>
<td>Sender: Who is talking?</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Close/trusted</td>
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<td></td>
<td>Influential</td>
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<tr>
<td></td>
<td></td>
<td>Noninfluential</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Message content: What are they saying?</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Relevant key buying factor for consumer</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Irrelevant key buying factor for consumer</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Message source: What is the trigger?</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Consumer’s own experience with product or service</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Trigger not based on personal experience, eg, hearsay</td>
<td></td>
</tr>
</tbody>
</table>

Jacques Bughin, Jonathan Doogan, and Ole Jørgen Vetvik (2010, April) A new way to measure word-of-mouth marketing, McKinsey Quarterly
© 2012 World Education Services, Inc. All rights reserved.
Engaging opinion-formers on university website

Number and % of graduate-program-seeking respondents who used the following information channel
(Total N= 1111)

- **College / university website**: 1010 Yes, 101 No; 91%
- **Family or friends**: 760 Yes, 351 No; 68%
- **Social media managed by college / university**: 370 Yes, 741 No; 33%
- **Education fairs**: 366 Yes, 745 No; 33%
- **Agent**: 190 Yes, 921 No; 17%

Q: Have you used the following channel to seek information on studying abroad?
Engage students early in the process

"When did you start following social media managed by college/university?"

- Before I decided which colleges/universities to apply to: 56%
- When I already decided which colleges/universities I am applying to: 23%
- When I received admissions offers from the colleges/universities I applied to: 6%
- Other (please specify): 1%

n=711

Conversations to achieve conversions

• Exposure:
  – To what degree has the campaign created exposure to your content and message?

• Engagement:
  – Who is interacting or engaging with your content? How and where?

• Influence:
  – To what extent have exposure and engagement influenced the attitudes of the target audience?

• Action:
  – As a result of the social media effort, what actions—if any—has the target audience taken?
Connecting People – Connecting Continents

Demographic, Psychographic, Open Doors Trends, EducationUSA, Student Mobility, Fostering a Welcoming and Safe Environment, Inclusivity and a Place at the Table – Where is the international applicant in the decision making process? Whenever possible, take the time to better understand and know YOUR international prospects, applicants, students, and alumni!

NAGAP 2012
The Millennials Are Here – STILL!

Understand and Know YOUR Consumer.

“Millennial students were born with a computer mouse in their hand and expect our graduate institutions to have state of the art technology. They expect that we, the graduate school community and staff members, are as sophisticated with the technology as they are. They expect us to instant message them, text them, and respond to their inquiries within 48 hours. In fact, I think they consider it “rude” if we have not responded to something within 48 hours.” -Dr. Thomas P. Rock, Executive Director of Enrollment Services, Teachers College, Columbia University

“The millennial student does not recognize authority, what they recognize is Truth.” -Rory Scanlon, Associate Dean, College of Fine Arts and Communications, Brigham Young University

NAGAP 2012
70% of FB users live outside of the US

- Touch Points – Where is the international student in the linear progression of pre-prospect to applicant to matriculate?

- Third Party Blog Sites (Alumni, Faculty, Student Ambassadors)

  *USE YOUR RESOURCES to host Blogs, Webinars, Chat Sessions!

- Social Equity on FB – Great ideas often come from younger team members who are millennials—don’t let job position and ego get in the way of your Marketing IEM Plan!

- What types of Phones are your students using? (PDAs, iphones, Droids)

- I’m an individual, but I still like connecting with like-minded people! Sentiment and HUMAN Touch is okay with IEM Social Media!
IEM 101

- Campus Support Services (Pre-Arrival/Matriculate)
- Student Services Network
- Resources Committed (Internal and External)
- Research/Analytics Conducted/Supported
- Target Markets Identified
  *Geographic and/or Field Specific
- IEM Goals Set (Carefully Thought Out, Strategic, Realistic – Create online communities where they make sense and are sustainable (if possible)!)
BEST PRACTICES

- Be transparent
- Be conversational
- Be of value
- Assume everything you write online is public and permanent
- Make it clear that the views you express are yours alone and do not necessarily reflect the views of your employer (seek the approval of your manager/director before establishing an online presence)
ETHICS 101 and Social Media 101
The same rules still apply!

Higher Education Professionals should act the same way online as they would in person. They shouldn’t say anything they wouldn’t want to see on the front page of their website or college newspaper. They shouldn’t post anything that would embarrass them personally or professionally or their organization.
Behavioral and Etiquette Guidelines for Organizations

Open Dialog or Not?

I think one of the mistakes a lot of universities make is not having a very clear mission for what they're trying to do with social media," says Daniel Grayson, Assistant Director of Undergraduate Admissions at Tufts. "Our goal is to create a place for dialogue between admitted students and current students, and then get out of the way."

Online background checks aren't limited to admissions decisions. According to a report released April 29 by the National Association for College Admission Counseling (NACAC), 26 percent of colleges use web searches to scrutinize candidates for special programs or scholarships. "In all these cases, the intent was to protect the school from potential embarrassment," the report says.
SINA Television
Broadcasting to China’s Students AND Parents AND Grandparents
*QQ, renren, facebook

NAGAP 2012
Voices From The Field

Learn more about our currently serving Master's International students as they describe their journeys through personal blogs, stories and pictures.

Click on a photo to view the blog.

Alex: serving in Botswana

Aubrey: serving in Cameroon
The Adventures of Aubrey
First I am off to Thailand and Vietnam for a month, then Wisconsin, then Germany (aka home), then Peace Corp in Cameroon for 27 months (Sept 2007 to Dec 2010) to work as a health volunteer - stories and pictures to come!

SUNDAY, AUGUST 30, 2009

South of the Equator in East Africa

Okay so this is a long awaited blog. I know this and I am sorry! Let me first start by writing about the week leading up to my vacation in East Africa....

Mike and I planted 100 moringa trees at our hospital in Biboni in July. These trees get planted over the course of a days but the hole digging and spacing took the whole week prior. Then, after we planted each tree we put some prickly bushes around each tree to protect them from the goats and cows that graze on the hospital grounds (what your local hospital isn't also a livestock grazing ground?). Then, the next day I had my site visit from my APCD (in Peace Corps lingo that means the person who is the head of your specific program, which for me means the associate Peace Corps director for health), Silvie (my APCD) and I talked about my ongoing projects, my upcoming projects, etc, etc. It was nice to hear her visit. She was also very impressed with my well behaved kitten. Well done Lulu, way to impress the boss! The tree planting was Monday. The site visit was Tuesday. Wednesday I headed down to Ngaoundere (where I catch the train) but there were no tickets for that night. So, I tried again the next morning and spent the first 4 hours I was awake on my 24th birthday waiting in the world’s most chaotic line at the train station and they finally found me a first class ticket reservation. After the train station, I ran back into town and had my birthday lunch - beer with steak and cheese sauce - YUM! Then, packed my stuff up and grabbed an omelet sandwich for my birthday train dinner and headed to the station. Well, I was in first class, kind of. I was in the dining car. My seat had no cushion on it - well actually that isn’t true. The women who was sitting next to me, her seat had no cushion and she had gotten there before me, stolen my seat, and refused to move. I asked her to move and she ignored me. So, I went a got the train attendant and told him the situation and he
CAREER SERVICES CENTER

Kathy Ball, Director
Career Services Center
Tulane School of Public Health and Tropical Medicine
1440 Canal Street, Suite 2461
New Orleans, Louisiana 70112, USA
voice: (504) 988-3902
fax: (504) 988-0907
email: kball@tulane.edu
hours: Monday - Thursday 8:30-5:00

Workshops offered year-round on job search skills.

UNDERGRADUATES:
For more info CLICK HERE!

JOB SEARCHING?
Here’s a Quick Link to Public Health Internet Resources

WHAT’S HAPPENING!
Career Services Newsletter (news, events, alumni)

EMPLOYERS!
Come Recruit at Tulane School of Public Health

NAGAP 2012
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• Adina Lav
  Director, Graduate Admissions
  The George Washington University, Washington D.C.

Presentation available on Prezi
http://prezi.com/ls9pmmk_bgyr/nagap-adina-lav/
What works where?

Global & Localized Social Media data & strategies
Key Facts about Social Media

- 75% of Facebook users non-U.S. - 60% of those outside U.S. 16-25 yrs old
- 70% of YouTube traffic outside the U.S.
- 60%+ of all Twitter tweets not in English - 60% of users overseas
- 78% of Wikipedia articles not in English, 267+ languages
Facebook dominates...

<table>
<thead>
<tr>
<th>Rank</th>
<th>July '11 Rank</th>
<th>Country</th>
<th>Number of Facebook users Dec 2010</th>
<th>Number of Facebook users Dec 2011</th>
<th>12 month growth %</th>
<th>% of users 16-25 yrs old</th>
<th># of FB users 16-25 yrs old</th>
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</thead>
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<td>1</td>
<td>1</td>
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<td>145,749,580</td>
<td>157,418,920</td>
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<td>48%</td>
<td>71,865,720</td>
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<td>2</td>
<td>Indonesia</td>
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<td>72%</td>
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<td>4</td>
<td>India</td>
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<td>41,399,720</td>
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<td>77%</td>
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<td>4</td>
<td>9</td>
<td>Brazil</td>
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<td>35,157,560</td>
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<td>59%</td>
<td>20,662,640</td>
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<td>5</td>
<td>Mexico</td>
<td>18,488,700</td>
<td>30,985,540</td>
<td>67.50%</td>
<td>62%</td>
<td>19,249,160</td>
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<td>5</td>
<td>Turkey</td>
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<td>30,963,100</td>
<td>28.10%</td>
<td>63%</td>
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<td>3</td>
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<td>6.30%</td>
<td>48%</td>
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<td>8</td>
<td>7</td>
<td>Philippines</td>
<td>18,901,900</td>
<td>27,033,680</td>
<td>43.00%</td>
<td>66%</td>
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<td>8</td>
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<td>23,544,460</td>
<td>15.00%</td>
<td>50%</td>
<td>11,849,460</td>
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<td>10</td>
<td>11</td>
<td>Germany</td>
<td>13,678,200</td>
<td>22,123,660</td>
<td>61.70%</td>
<td>52%</td>
<td>11,576,060</td>
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<tr>
<td>11</td>
<td>10</td>
<td>Italy</td>
<td>17,812,800</td>
<td>20,885,560</td>
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<td>46%</td>
<td>9,607,840</td>
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<td>12</td>
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<td>12</td>
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<td>17,113,920</td>
<td>-1.00%</td>
<td>46%</td>
<td>7,801,740</td>
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<td>14</td>
<td>14</td>
<td>Colombia</td>
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<td>35.40%</td>
<td>63%</td>
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<td>15</td>
<td>Spain</td>
<td>12,235,080</td>
<td>15,682,800</td>
<td>28.20%</td>
<td>45%</td>
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<tr>
<td>16</td>
<td>17</td>
<td>Thailand</td>
<td>6,752,780</td>
<td>13,275,580</td>
<td>97.20%</td>
<td>64%</td>
<td>8,464,440</td>
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<td>17</td>
<td>16</td>
<td>Malaysia</td>
<td>9,544,580</td>
<td>12,060,340</td>
<td>26.40%</td>
<td>63%</td>
<td>7,635,460</td>
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<tr>
<td>18</td>
<td>19</td>
<td>Taiwan</td>
<td>8,752,640</td>
<td>11,598,500</td>
<td>32.50%</td>
<td>57%</td>
<td>6,589,400</td>
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<tr>
<td>19</td>
<td>22</td>
<td>Australia</td>
<td>9,661,720</td>
<td>10,721,020</td>
<td>11%</td>
<td>48%</td>
<td>5,187,700</td>
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<td>20</td>
<td>20</td>
<td>Venezuela</td>
<td>7,552,760</td>
<td>9,579,200</td>
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<td>Egypt</td>
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<td>70%</td>
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<td>23</td>
<td>24</td>
<td>Peru</td>
<td>3,888,560</td>
<td>7,987,280</td>
<td>102.80%</td>
<td>62%</td>
<td>4,888,640</td>
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<td>24</td>
<td>23</td>
<td>Poland</td>
<td>4,540,320</td>
<td>7,523,420</td>
<td>65.70%</td>
<td>62%</td>
<td>4,678,760</td>
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<td>25</td>
<td>Japan</td>
<td>1,816,140</td>
<td>5,266,440</td>
<td>254%</td>
<td>49%</td>
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<td>26</td>
<td>25</td>
<td>Pakistan</td>
<td>3,119,440</td>
<td>5,888,580</td>
<td>88.80%</td>
<td>79%</td>
<td>4,652,420</td>
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<td>Russia</td>
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<td>5,237,420</td>
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<td>59%</td>
<td>3,086,060</td>
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<td>30</td>
<td>South Africa</td>
<td>3,422,920</td>
<td>4,822,820</td>
<td>40.90%</td>
<td>58%</td>
<td>2,801,020</td>
</tr>
</tbody>
</table>

Totals: 334,331,800 users in 2010 vs. 494,899,320 users in 2011

68% of growth in 2011 (% of users 16-25 yrs old)

60% of total Facebook users are 16-25 yrs old


** Last two columns pull from Facebook advertising module

- above avg.
- triple digit inc.
- new to top 30
- higher rank
... but not always the big 3

• China – Renren, QQ, & others: 500+ million internet users
• Russia – Vkontakte, Russian language, 111 million users globally
• Netherlands – Hyves, 11 million (2/3\textsuperscript{rd} of Dutch population)
• Japan – Mixi but Twitter recently surpassed Mixi in total users
• Brazil – Orkut but Facebook now #1 & Twitter gaining fast
The China question

  - [Youku](http://mashable.com/2011/11/30/china-social-networking) (YouTube) * (just launched)
  - [Sina Weibo](http://mashable.com/2011/11/30/china-social-networking) (Twitter) 250 mil users 10/11 * 22,000 follows
  - [Sina blogs](http://mashable.com/2011/11/30/china-social-networking) (Wordpress/Blogger) * 233,000 blog visits
  - [Renren](http://mashable.com/2011/11/30/china-social-networking) (Facebook) 31 mil users 4/11
  - [Kaixin](http://mashable.com/2011/11/30/china-social-networking) (LinkedIn-type user base)
  - [Douban](http://mashable.com/2011/11/30/china-social-networking) (social network) 53 mil users 2011 * 2,700 fans

- [http://mashable.com/2012/04/10/china-largest-online-population](http://mashable.com/2012/04/10/china-largest-online-population)
  - Over 500 million internet users in China

  - Verification issues, social media linkages, and other China credential/travel questions from our EdUSA team in Beijing

*Used by EducationUSA China
Not Just Where But How

% of mobile users who access the web only via mobile phones

- Egypt    70%
- India    59%
- South Africa  57%
- Ghana    50%
- Indonesia  44%

Source: http://mashable.com/2012/04/11/mobile-advertising-developing-world
Indonesia

- Top two social media outlets:
  - Facebook
    - 72% of users 16-25
  - Twitter 19+ million users
    - Indonesian youth is championing ‘mobile social’ from We are Social’s report
    - Twitter the new BBM
  - Local language content

- 76% of all Indonesian with Internet access are on Facebook
Vietnam

• Top Social Media platform: Zing more than twice the users of FB, but

• Facebook

» 87% 16-25 yrs. old

Source: We are Social Social, Digital, & Mobile in Indochina:
For more Asia focused mobile, social & digital data

What do US institutions measure?

Defining Thought on ROI

—Are you using social media to blare your message, or are you taking the time to create connections that pay off with real results.” – Mike Petroff (.eduGuru)

– White paper on: Why your school’s social media strategy is falling behind

Source: http://www.fathomseo.com/resources/guides/social-media-marketing.asp
Questions & Thanks!

Marty Bennett
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Office: +1 202 326 7699 ; Mobile: +1 765 702 3772 ; mbennett@educationusa.info ; mbennett@iie.org

Social Media: [Icons for Twitter, Facebook, YouTube, LinkedIn, etc.]

Your Official Source on U.S. Higher Education
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