Digital Differentiation

Building, Protecting and Advancing your University's Brand on Social

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Hootsuite™

A little about myself

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HOOTSUITE/ PRINCIPAL CONSULTANT, VALUE REALIZATION SERVICES

- 10+ years in the IT/Digital consulting space (Hootsuite, PwC)

- B.Cmp (Queen's) | MBA (Ryerson) | PhD* (Ivey)

- Previous presentations: Securing your Social Campus

@qaash   **linkedin.com/in/naqaash**

* Did not complete

Hootsuite is the leading social media management solution

16 million users worldwide

Best-in-Breed Partnerships

1000+ employees in 15 global offices

28 million messages sent weekly

97% Enterprise CSAT

$1 million in daily ad spend

150+ Apps + Integrations

3,500+ Enterprise Customers; 800 of the Fortune 1000

Agenda:

1. Digital Differentiation
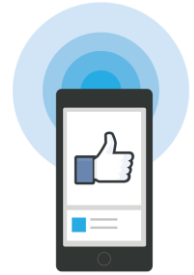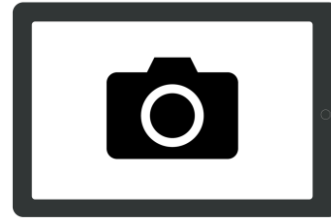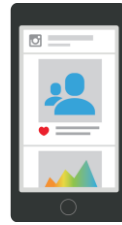
2. World 100 Social Maturity Assessment

3. Advancing your University's Social Maturity

Digital Differentiation

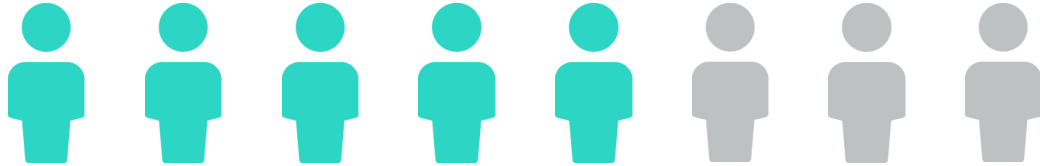# The student journey has changed

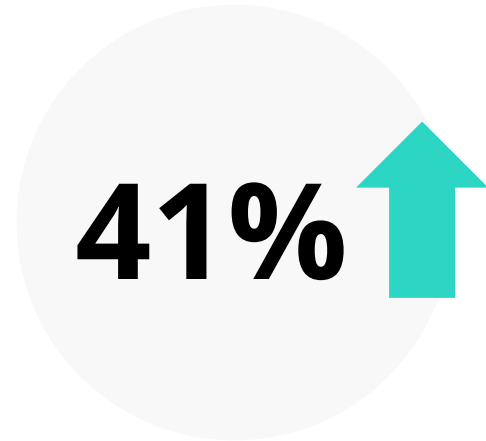| Awareness | Enrollment | Engagement | Academics | Alumni |

Social media has become a strategic area of focus for Universities

Over half of University executive teams see social media as a strategic area of focus, with **41 percent increasing spend** in social media technology.

41%

Executives that see social media as a strategic area of focus

Increase in social media technology spend

Digital Differentiation is driving results

40%

Students have indicated that conversations they have on social media influence their decisions of where to enroll

26%

Institutions have seen an increased number of student applications as a direct result of social efforts
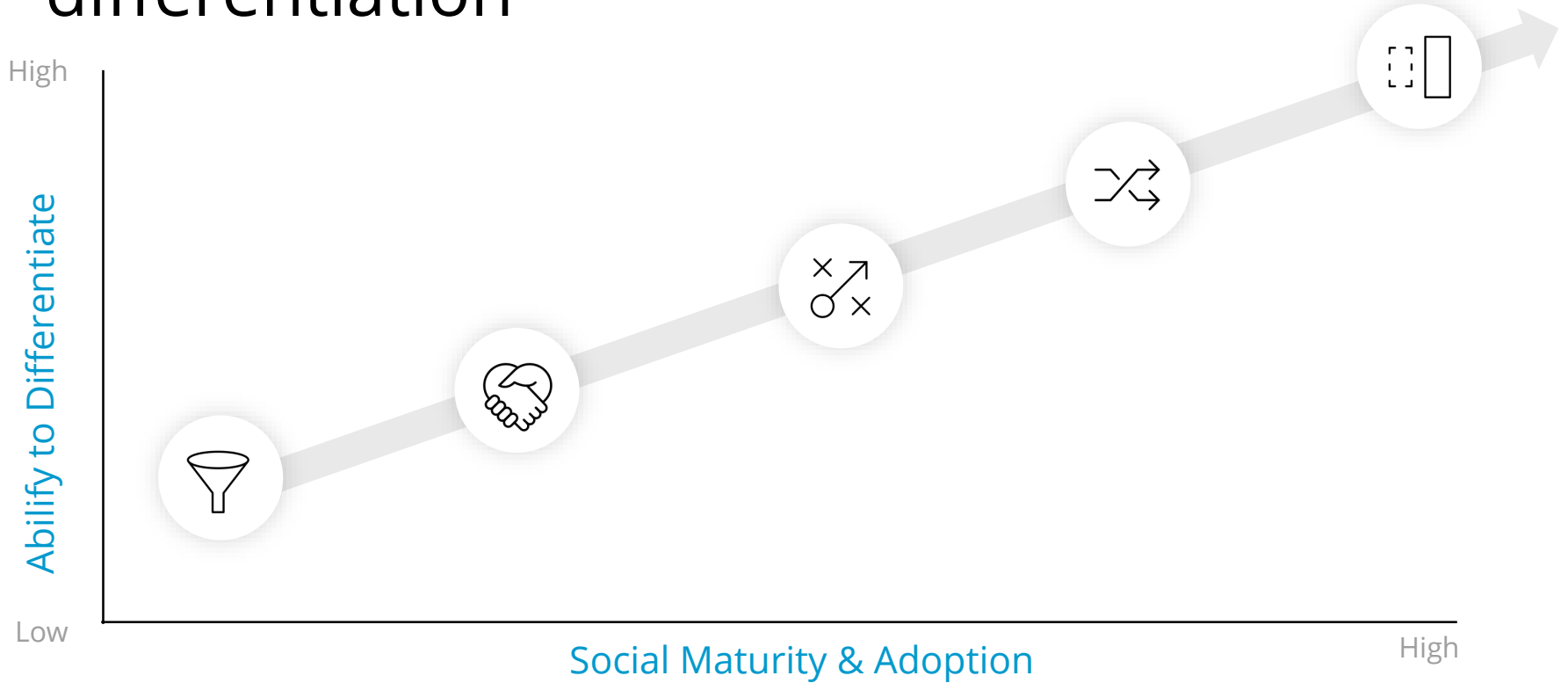
11%

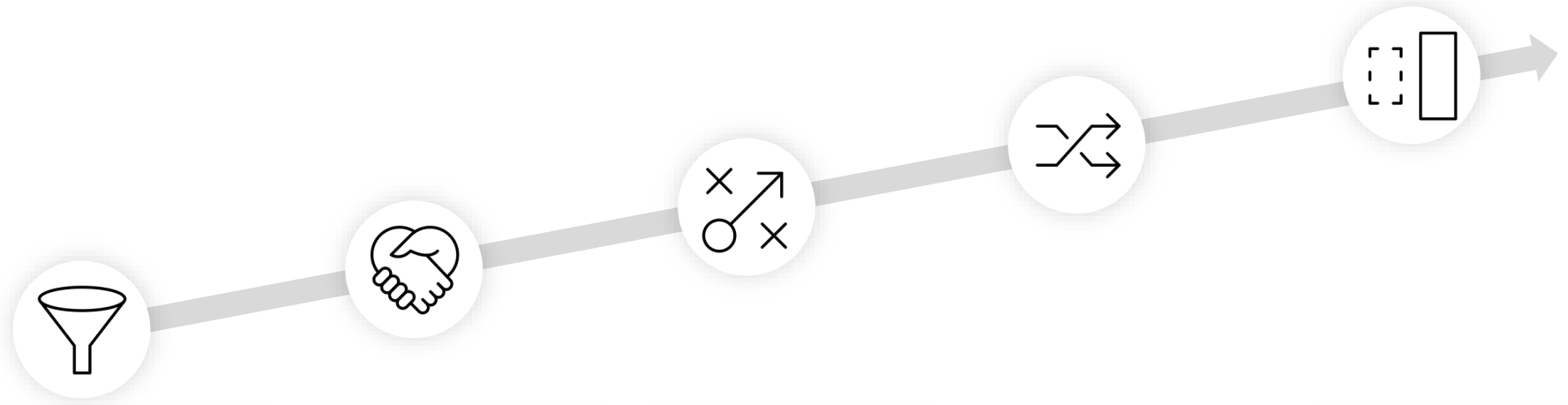Institutions have seen increased quality of student applications

Increasing social maturity is key to digital differentiation

Five Stages of Social Maturity

Siloed

Social is often limited to marketing use cases and the champion for digital is a Marketing Manager

Collaborative

Multiple teams / departments enabled by a single social media management platform with a champion at the director level

Strategic

Moved beyond social media metrics to understand how digital is driving digital differentiation

Integrated

Leveraging a combination of social media data and other tools to provide an enhanced experience across the student journey

Transformative

Student-facing and internal initiatives are planned, executed and measured with a "digital-first" mindset
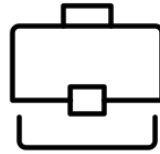
Hootsuite's Social Maturity Assessment helps our customers evaluate their social media capabilities and performance against industry benchmarks.

More than 500 Participating Organizations

Representation from Across the Globe

Both Marketing Practitioners and Leadership

Four Dimensions of Social Maturity
How we determine your overall social maturity score

Strategy   *How prepared is your organization to unlock the social advantage?*

Execution   *How are you currently leveraging social media towards your desired objectives?*

Technology   *Do you currently have the technology infrastructure in place to get the most from your social media initiatives?*

Impact   *How are you measuring the impact of your social media initiatives?*

World 100 Results

Hootsuite™

Where on the Social Maturity curve do you think your University is?

Respond at **PollEv.com/hootsuite**

0 — Transformative

9 — Integrated

11 — Strategic

24 — Collaborative

5 — Siloed
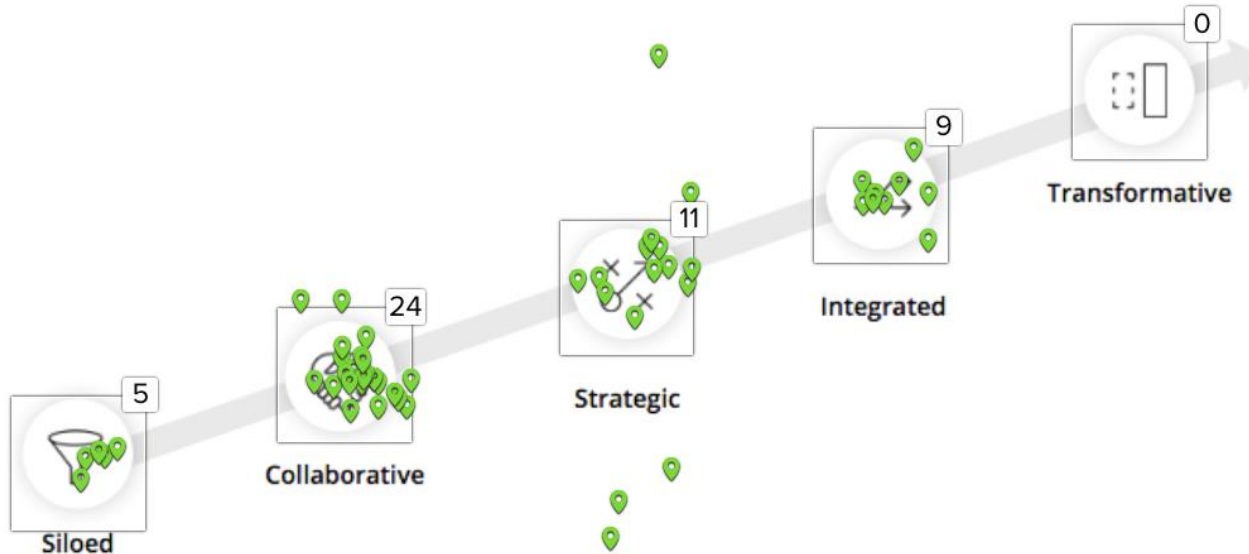
The following Universities have completed Social Maturity Assessments

UBC World 100 Organisations are at the **Strategic** stage of Social Maturity

| Siloed | Collaborative | Strategic | Integrated | Transformative |

UBC World 100 SMA Results:

Legend:
- Education Benchmark
- UBC World 100

Categories (Education Benchmark / UBC World 100):
- Strategy
- Execution
- Technology
- Impact

Axis: 0% — 25% — 50% — 75% — 100%

60%
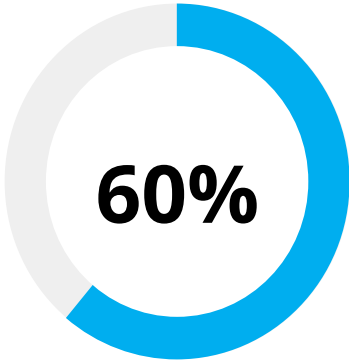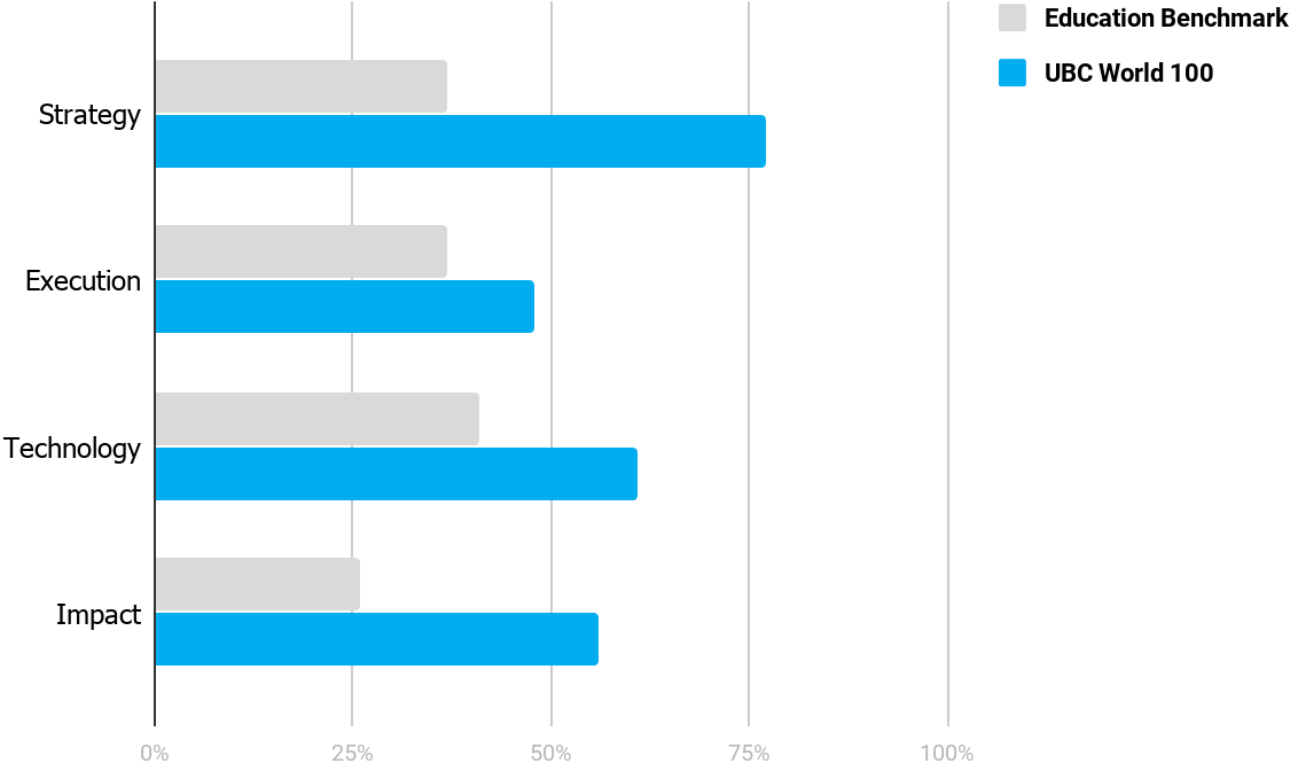
Total Score

Key Themes

9/10 — **Student Engagement**: Have mapped out their student's 'Digital Journey'

8/10 — **Brand Protection**: Have centralized social strategy through a 'Social Command Center'

10/10 — **Social Executives**: Mentioned that their Executives have presence on Social

Student Engagement

9/10

Student Engagement: Have mapped out their students' 'Digital Journey'
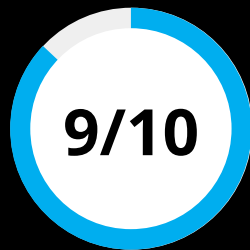
Hootsuite®

Which departments on your campus currently use social media today?

ⓘ Poll is full and no longer accepting responses

Department	Percentage
Central Comms	20%
Central Marketing	18%
Recruiting	16%
Student Services	13%
Alumni	13%
Faculty	12%
Athletics	5%
IT / Ops	3%
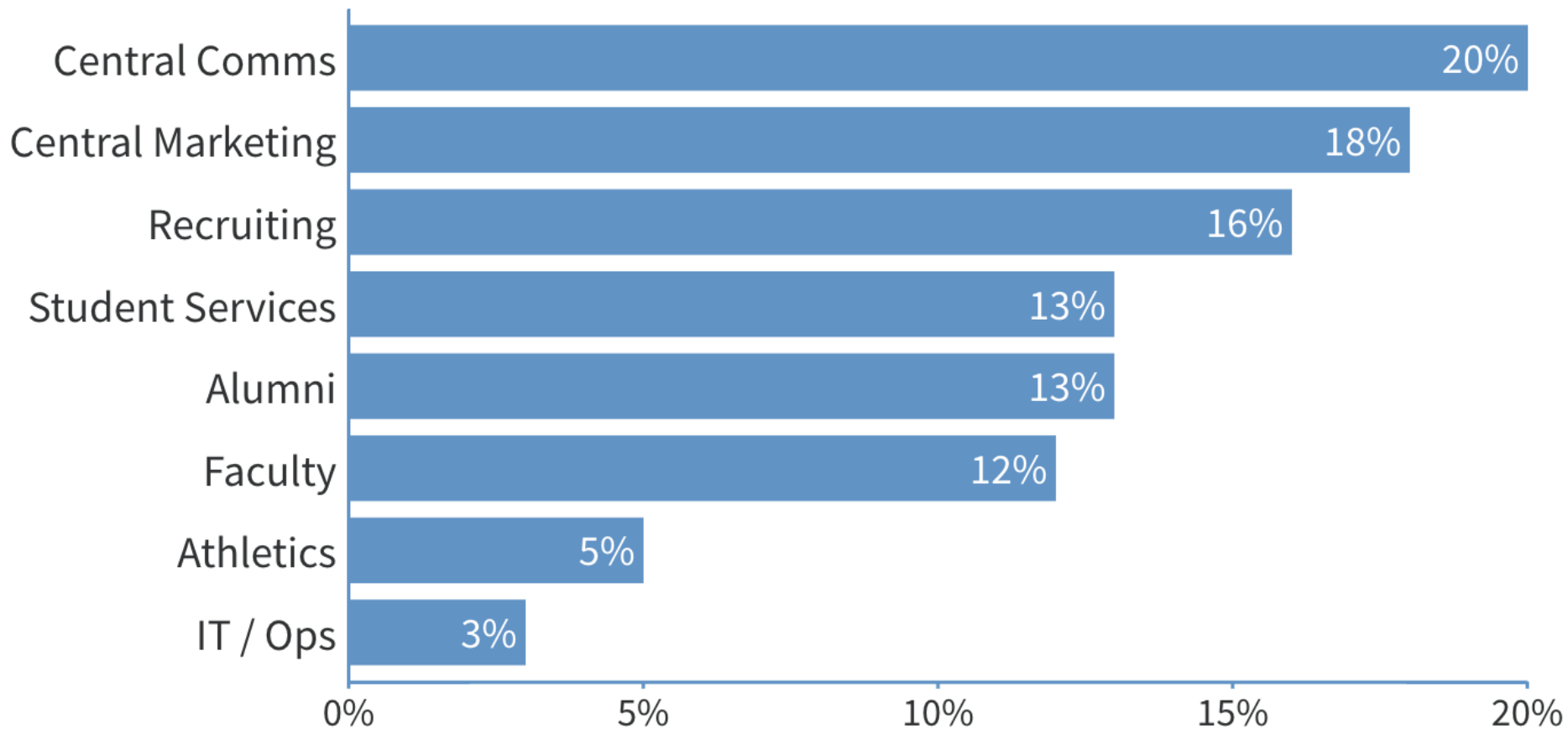
Purdue University raised $28.2M in a single day with the help of social

PURDUE
UNIVERSITY®

Challenge
Finding fresh new ways to interact with the audience and surpass their fundraising goal

Solution
Social listening to inform campaign strategy, raise awareness for the event, better interact with supporters, and boost audience engagement.

- Refreshed their strategy to engage their audience and raise awareness (ie. Snapchat scavenger hunt)

- Set up Hootsuite Insight streams for #IGave and #PurdueDayofGiving to monitor conversations and target people based on their social media activity, responded to each donor with personalized thank-you video

- Scheduled social media posts in advance to focus on the live event and track audience engagement in real time

Results

87%
Increase in international donations from 2016

$28.2M
raised through "Purdue Day of Giving" in 24 hours

"Hootsuite Insights helped us tap into the valuable conversations that were happening in real-time on Purdue Day of Giving. It helped us engage the right people based on their social media activity and personalize our responses to all of our donors."

- Kate Jolly, Purdue Day of Giving Project Manager, Director of Digital Fundraising, University Development Office, Purdue
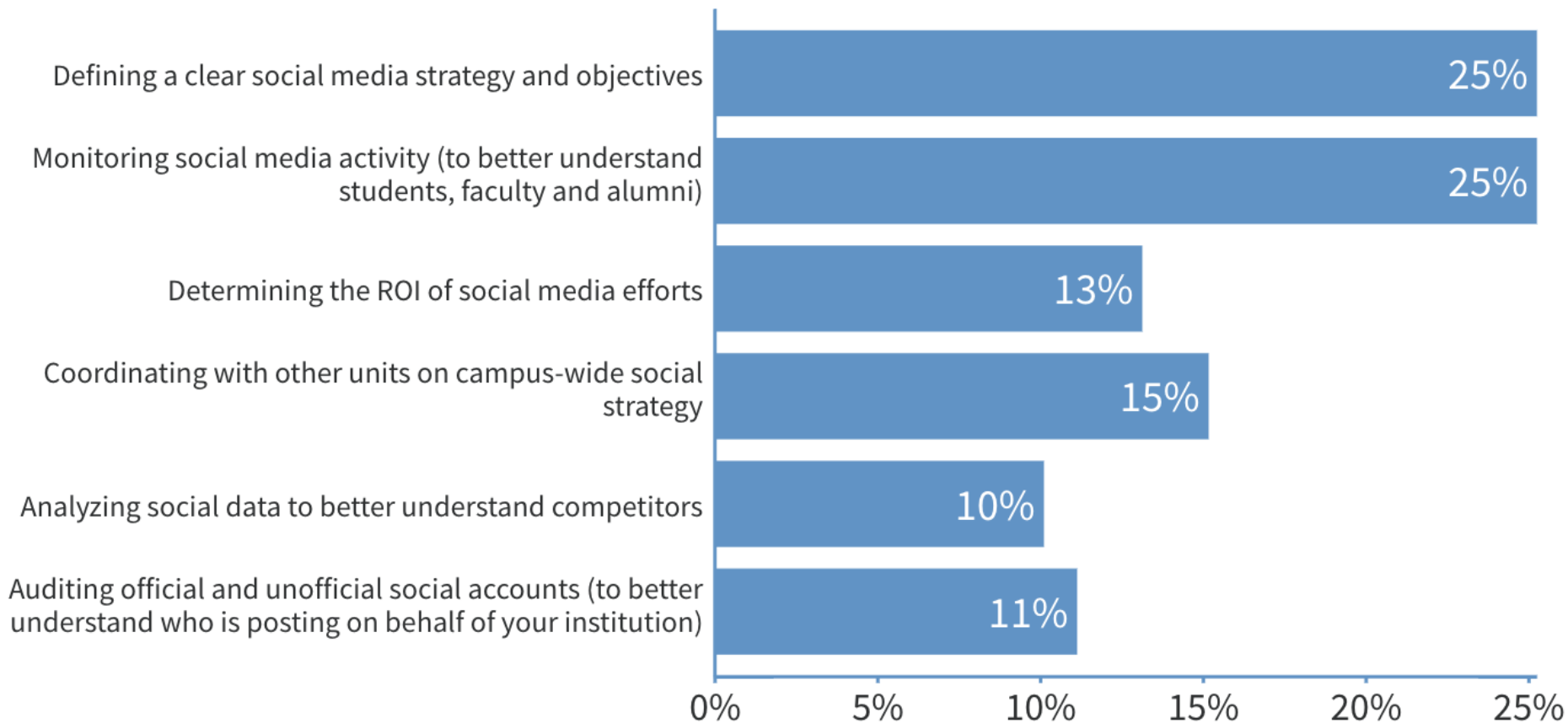
Brand Protection

8/10

Brand Protection: Have centralized social strategy through a 'Social Command Center'

Hootsuite®

What is the role of your central team when it comes to social?

⌨ Respond at **PollEv.com/hootsuite**

Category	Percentage
Defining a clear social media strategy and objectives	25%
Monitoring social media activity (to better understand students, faculty and alumni)	25%
Determining the ROI of social media efforts	13%
Coordinating with other units on campus-wide social strategy	15%
Analyzing social data to better understand competitors	10%
Auditing official and unofficial social accounts (to better understand who is posting on behalf of your institution)	11%

How Cambridge manages over 260 social profiles to attract top talent and build a global audience

UNIVERSITY OF CAMBRIDGE

Challenge
In order to remain one of the top education institutions in the world, the University of Cambridge must attract the best students and top talent in today's digitally competitive market

Solution
- Social data from Hootsuite provides superior insight into how the university's social media efforts are being interpreted by the public in real time. This helps shape how the organisation engages with their target audience and gives them a chance to play with new content and ideas.

- Together these insights and Hootsuite's listening and monitoring capabilities prepare the team for crisis management and quick responses, should something arise.

Results

400%
Increase in Facebook fan followers

260 Social Accounts
Successfully monitored from one dashboard

"Metrics from Hootsuite have provided us with tangible and quantifiable insights
to measure content that is shared with leadership teams. These metrics illustrate the success of content and how we can reach new and existing audiences better."

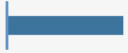Barney Brown, Head of Digital Communications, University of Cambridge

What challenges do you face in convincing your leadership and faculty to get active on social?
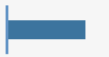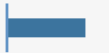
Top

5	▬▬	They don't do social. That's my job.
4	▬▬	They're too busy
4	▬	Fear
4	▬	Fear of negative comments and aatacks
4	▬	They think it is scary and they are not usel to it
3	▬	Getting them to commit time
3	▬	Not social media savvy
2	▬	Lack of familiarity with the tools

How Georgia State University Discovered the Value of Social Influence

Company Challenge

Georgia State University wanted to find creative ways to engage prospective students, promote school spirit among current students, and get more alumni involved.

Solution

GSU created a campaign that leveraged engagement through #GSUnited and turned it into social influence

- Campus Advocacy: Empowered faculty, departments and student influencers with a social media advocacy platform
- Generating UGC: Through the hashtag #GSUnited, students, alumni, and influencers were enabled to share their university experiences

✔ Results

216% Increase in campaign engagement

Recognized as the #2 **Most Innovative university** in the US

"We have many different communications outlets both online and in-print, but social media is the best way for us to tell our day-to-day story and show the university's personality,"

Terry Coniglio, Assistant Director of Social Media, Georgia State University

Additional Resources

- **How to Strengthen Your Academic Brand and Boost Enrollment with Social**
  http://ow.ly/awBT30fBOPa

- **Elevating the Student Experience with Social Media**
  http://ow.ly/ZTMZ30fBOUE

- **Ask Me Anything: The Social Campus Edition**
  http://ow.ly/UNDw30fBP81

- **Securing Your Social Campus: How to Prevent a Social Media Crisis**
  http://ow.ly/RM8430fBPhW

- **Social Fundraising: How Purdue and Columbia are Raising the Bar**
  http://ow.ly/bLTy30fBPoG

- **The Social Campus Report 2017**
  http://ow.ly/KWBv30fBPuK

Thank You

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