

Student Engagement & Social Strategy Success Stories

July 21, 2022

Agenda

- 1 Introductions
- 2 Student Engagement and Social Media Challenges
- 3 USC Social Engagement Lessons Learned and Best Practices
- 4 BU Social Engagement Lessons Learned and Best Practices
- 5 Higher Education Student Experience Management Solutions
- 6 Questions



Speakers



Dave McDonald
Associate Director, Social Media
Boston University



Victoria Mendoza
Director of Social Media
University of Southern California



Scott Dulman
Public Sector Industry Leader
Sprinklr

How students engage with colleges & universities changed

- Institutions can no longer depend on interacting with students where they proactively provide information
- Universities must embrace digital and social channels to understand their target audience and offer dynamic content to engage students

Social and Digital Channels



A new, major digital channel company emerges every six months



More than 90% of students rely on social and digital channels for news and information

90+ %

Knight Foundation and
Northeastern University Study

We're shifting from the highly textual environment to one that's much more visual. As a society, we haven't come to grips with the Age of Instagram. Memes have an outsized influence and impact on the current generation of college students.

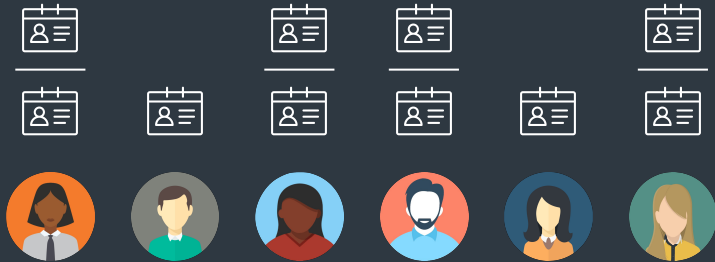
[Project Information Literacy, How Students Engage with News](#)

Students view an unprecedented amount of information

TRADITIONAL

Pool of SIS, CRM & legacy transaction data

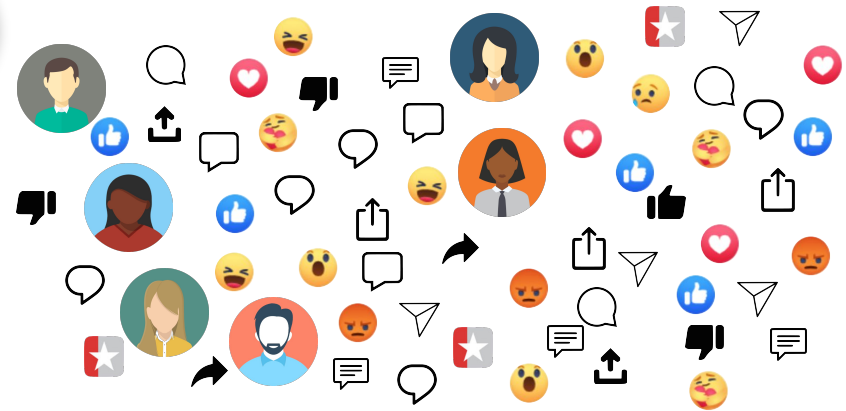
- Filtered
- Static
- Structured



TODAY

Oceans of higher education experience data

- Growing exponentially
- **Not owned** by you
- Completely **unstructured**

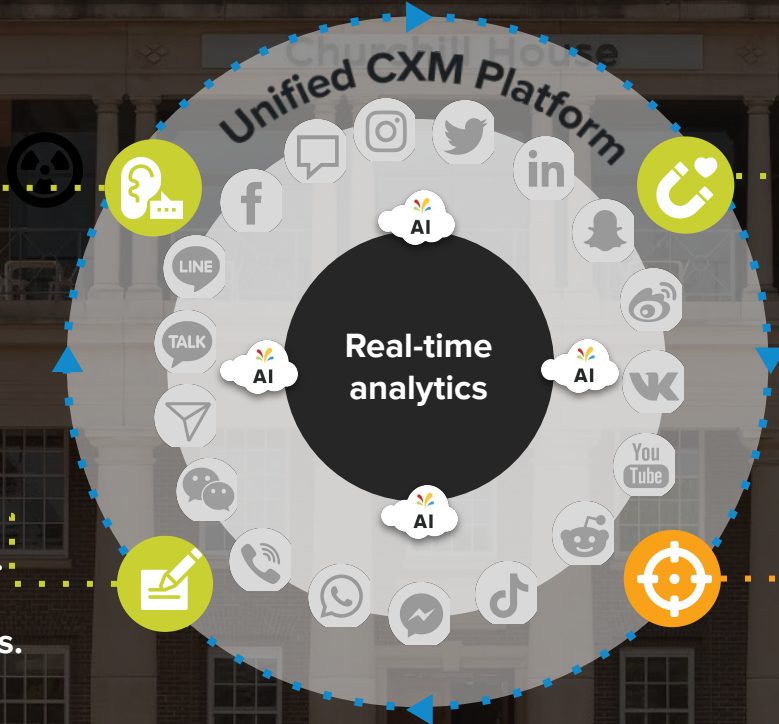


There is more digital data today than the observable stars in the universe SEEDSCIENTIFIC

Students share their experiences across 30+ channels

Listen

To understand students, parents, and peer institutions



Engage

More effectively with AI. Improve student experiences and success.

Attract

Use the right content to improve brand perception and engage with students

Reach

A larger, more qualified audience to increase applications and enrollment

Poll Questions

Victoria Mendoza
University of Southern California

USC's Four Social Management & Listening Focuses

- 💡 Identify relevant concerns and issues
 - Students, parents, alumni, and the community talk about your school. It's important to be aware of the discussions, cutting through the vast amount of conversation happening on social media to find key issues that need to be addressed before they blow up in your face.
- 👁️ Benchmark against peers
 - We've set up multiple dashboards to pay attention to how our peer institutions are discussing key initiatives our university president wants to focus on, as well as how they respond and engage with breaking news.
- 📈 Discover trends
 - Whether it's crypto currency or the upcoming Barbie movie, we probably have a faculty member who's an expert in the subject. We look at top trending topics online and work with our editorial and media teams to share out relevant stories and news alerts.
- 🤔 Analyze and report
 - From campaigns to channel performance, don't forget to show off the great work you do with regular reporting!

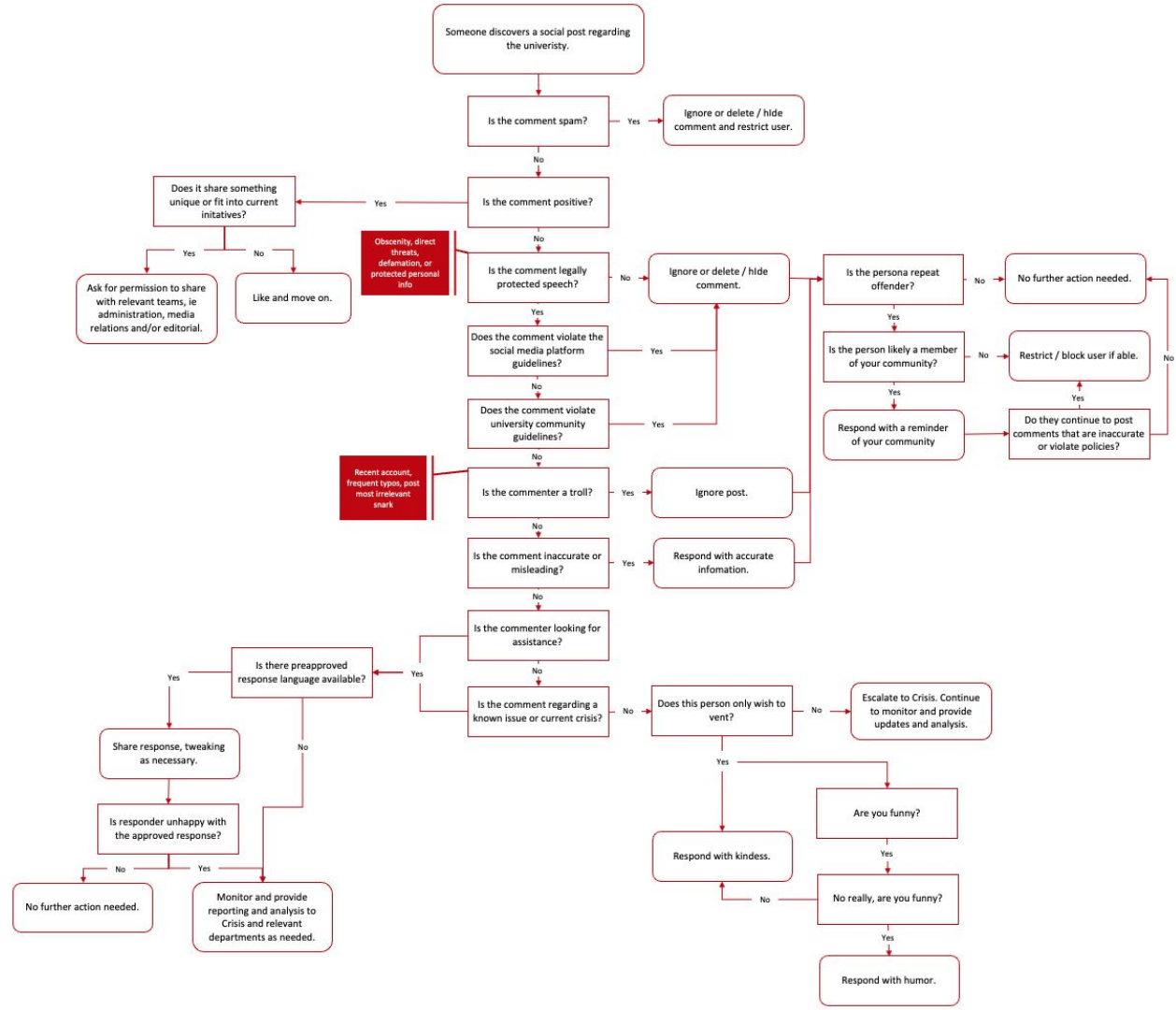
Identify relevant concerns and issues

- Be proactive, not reactive!
- Using different alert thresholds and targeted keyword lists, we try to find important issues before they snowball
 - Be sure to include search terms on mental health and safety (don't forget slang!) and the names of key, high level staff (your board of trustees, provost, deans)
 - Regularly audit these lists
 - Mix and match keyword lists—don't just have one master, but have multiple by theme in case you need to drill down



Always have a triage process set, with key contacts at various departments:

- Legal, EEO-TIX, campus police, student health, admissions, financial aid, housing, etc



Compare and benchmark against peers

- We've set up a few topics to generate dashboards on key initiatives as set by the university president, including Sustainability and DEI.
- We monitor ALL the conversation and issues surrounding various universities - if it's making national headline news we want to be ready

Trending issues

Cost of attendance

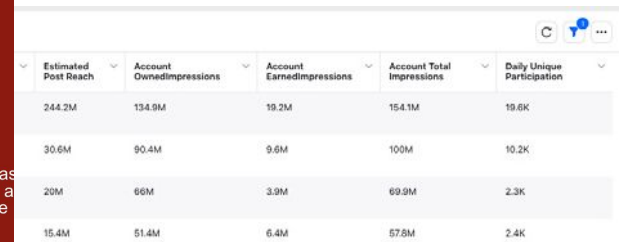
- Nov 03 | Twitter | Cori Bush | 2.1K Retweets: "We win elections when we legislate change that people can feel. President Biden can deliver that right now by picking up his pen and using his executive power to **cancel student debt**."
- Nov 30 | Twitter | Michael Sainato | 24.5K Retweets: "**Student debt** should not exist."
- Nov 27 | Twitter | Dave I | 307 Retweets: "Over 40 million people have **federal student loans**. @POTUS promised **student debt relief** less than a month before the 2020 election and **loan payments** resume on February 1st but nobody's talking about it. This graph shows how **tuition outpaced wages** even after adjusted for inflation."

Campus safety

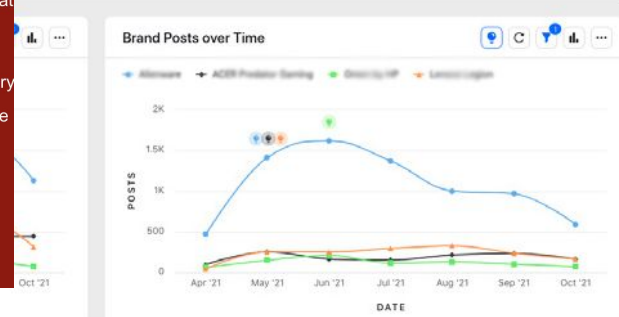
- Nov 16 | Twitter | Andy Ngô | 460 Retweets: "Allyn (Allyson) Walker, the **trans leftist professor** who argues for the **destigmatization of pedophilia**, has been placed on leave by the university. @ODU says it is doing it out of **safety concerns for the professor**."
- Nov 17 | Twitter | Lee Fang | 206 Retweets: "**University of Chicago** student Shaoxiong Zheng **murdered** on his **walk home** by a young man who wanted to **steal** his backpack. Zheng is the **"third" UofC student killed** this year by **gun violence**. No other developed country has this problem at its elite schools."

COVID-19

- Nov 05 | Twitter | Don Huffines | 716 Retweets: "Greg Abbott's executive order isn't doing anything. Even after he issued it, Texas A&M telling employees they will be requiring vaccines. We need a special session to outlaw vaccine mandates. No Texan should be forced to take a COVID vaccine."
- Nov 09 | Twitter | Clay Travis | 2.5K Retweets: "Cal football players are 99% vaccinated, but their football game against USC was just canceled because of covid. You guys need to realize that the coronabros aren't ever going to quit. You have to fight them with every ounce of your ability."
- Nov 13 | Twitter | Brian Lenzkes | 1.7K Retweets: "Sad to see the **USC-Cal game cancelled**. I hope they make a quick recovery "44 players and staff **tested positive for coronavirus**. These seem to be breakthrough cases, since Cal says 99 percent of the team is **fully vaccinated**.""
- An audio recording of a parent meeting at The University of California-Berkeley sparked coverage around frustrations players and their families have with the school's COVID-19 protocols.



Estimated Post Reach	Account Owned Impressions	Account Earned Impressions	Account Total Impressions	Daily Unique Participation
244.2M	134.9M	19.2M	154.1M	19.6K
30.6M	90.4M	9.6M	100M	10.2K
20M	66M	3.9M	69.9M	2.3K
15.4M	51.4M	6.4M	57.8M	2.4K

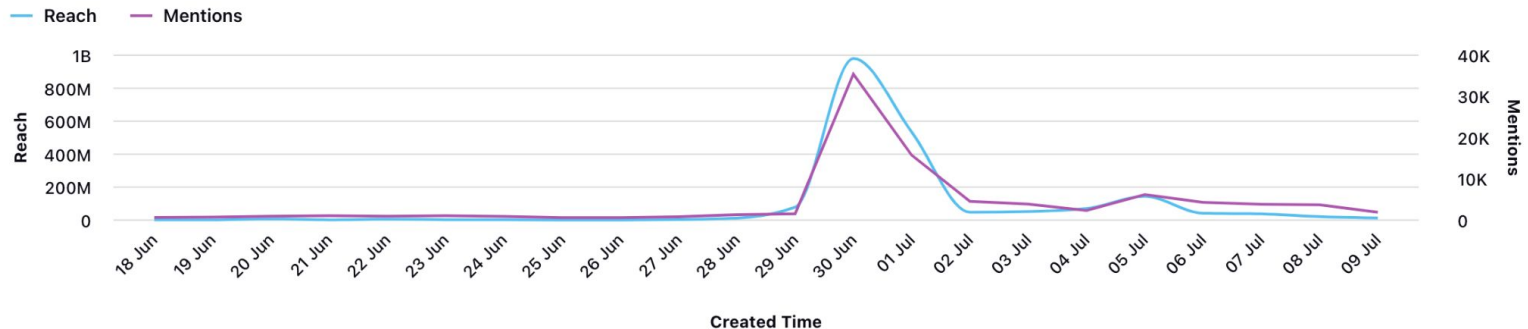


Discover trends

- USC is lucky to have faculty and research experts on just about everything! From public health policy to the upcoming Barbie movie, we can choose to insert ourselves into trending conversations when necessary!
- We pay a close eye on public conversations about higher education and also have dashboards set up to see the conversation and response to breaking news across a variety of audiences may be.

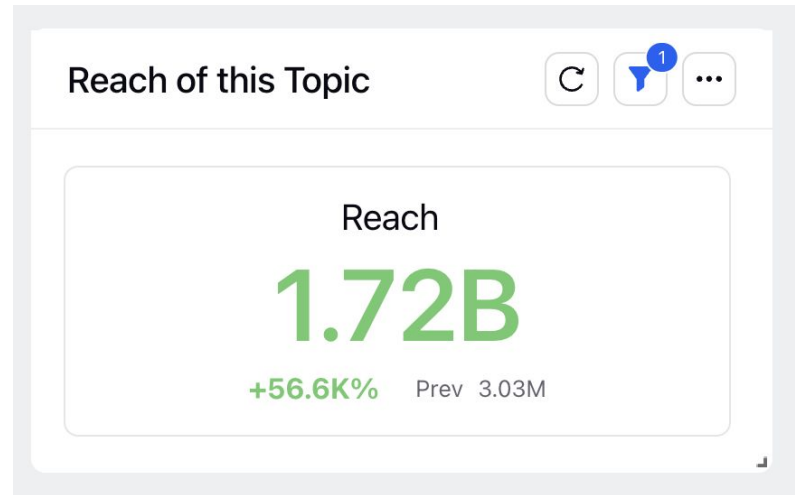
What is trend of reach & mentions

18 Jun - 17 Jul'22 ×



Analyze and report

- On Sprinklr we can use all sorts of custom tagging options to categorize both our outgoing posts as well as any public message found online
 - They didn't use #USCGrad? No problem! We can track the volume and estimated reach of relevant social posts using boolean search-based topics and themes or searching using a specific post URL
- We also regularly analyze the performance of posts on each channel, now including TikTok and Instagram Reels
 - With how diverse each social media channel's content and audience is, it's key to easily compare posts on a granular level



Dave McDonald
Boston University

Today's talking points

Coming up:

- Top engaged content by social channel
- Reporting and goal setting: How we determine what works
- Listening: How monitoring topics helps us identify new content ideas and possible crises.

Top Engaged Content by **Social Channel**



Facebook

Content that rises to the top.



Human interest stories

In partnership with our editorial department, we publish stories and profiles highlighting the unique experiences of BU Community members.



Campus nostalgia / fun facts

Highlighting "Behind the scenes" content, campus shots and more



Rankings

Reinforcing the value of a Boston University degree.



Athletics

Our followers love to cheer on our Terriers!

Twitter

Content that rises to the top.



Real-time is the sweet spot

Hitting our feeds while story is still hot



Twitter questions & polls

A chance for lighthearted discussion when appropriate



Images and graphics

These media types typically rank higher than the traditional link card.

LinkedIn

Content that rises to the top.



Research videos

Showcasing groundbreaking discoveries



Rankings & alumni success stories

Reinforcing the value of a Boston University degree.



Quote cards & infographics

Creating content that's sharable and digestible

Instagram

Content that rises to the top.



Student takeovers and highlights

Our #TerrierTuesdays series continues to be a top performer.



"Day in the Life" Reels

Showcasing what life is like as a student at BU



Sharable BU headlines

University news, stories, and events that students are likely to share to their stories.



Campus beauty shots & UGC

Beautiful imagery of campus and content generated by our followers.



Interactive Instagram Stories

From our Follow Friday series, Tune Thursdays and more.

TikTok

Content that rises to the top.



"Day in the Life" TikToks

Showcasing what life is like as a student at BU



Dorm Tours

A sneak peek into our campus residence halls



Tips & Tricks

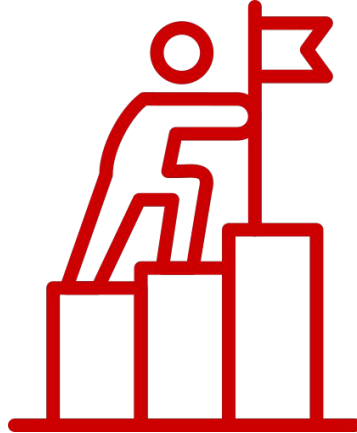
Everything from study tips to things to do in Boston



"Why I Chose BU"

Students share the reason(s) why they decided to go to BU

Reporting and Goal Setting: **How we determine what works**



Reporting and Goals: Overview



Reporting cadence:

- Monthly
- Quarterly
- Yearly

Yearly goal setting:

- Primary goals
- Secondary goals

Reporting: Key metrics

Metrics tracked:

Engagements

Engagement rate

Engagements by date

Engagements by channel

Messages Published

Reach

Comments

Video views

Shares/Retweets

Clicks

Top posts for each channel

**Reporting:
Platform-
specific
metrics**

Examples of platform-specific metrics tracked:

Story taps back - Instagram

Story taps forward - Instagram

Story exits - Instagram

Story replies - Instagram

Post saves - Instagram

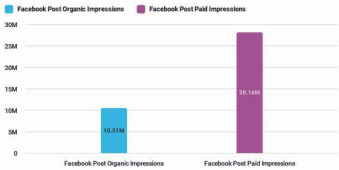
Replies - Twitter

Video watched to completion rate - TikTok

Total Reach

Post Reach
191.071M
 +0.97% Prev: 189.231M

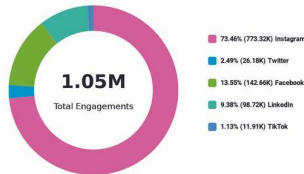
Organic vs. Paid Impressions (Facebook)



Engagements by Date



Engagements by Channel



Total Shares

Post Shares
15.765K
 -29.77% Prev: 22,448K

Engagement Rate

Engagement Rate
0.55%
 -5.04% Prev: 0.58

Section #2: Breakdown of Posts

This section includes a breakdown of the BU Main Channel's posts separated by social platform.

Top Facebook Posts

Pub Date	Outbound Post	Total Engage	Facebook & Engage Rate	Engage Rate	Estimate of Clicks	Post Likes And Reaction Trend	Post Comments	Post Reach	Facebook & Video Views (Viewed for 3 seconds or more)
Aug 11, 2021 09:20 AM	Boston University Postin has been decorating Nancy South...	143.7K	7.64%	0.7244%	199.6K	8.6K	131	115.9K	0
Jul 20, 2021 11:25 AM	Boston University Some women share the glass ceiling, some...	7.4K	8.05%	10.69%	205	6.9K	75	69.6K	0

Top Facebook Posts

Pub Date	Outbound Post	Total Engage	Facebook & Engage Rate	Engage Rate	Estimate of Clicks	Post Likes And Reaction Trend	Post Comments	Post Reach	Facebook & Video Views (Viewed for 3 seconds or more)
Jun 5, 2022 10:23 AM	Boston University Fast BU professors, separated by discipline...	142.7K	9.45%	10.04%	183	3.8K	64	27.4K	0
Dec 30, 2021 01:28 PM	Boston University #FICHO: After nearly five years of...	3.7K	3.83%	4.30%	1.6K	3.5K	96	83.9K	0
May 18, 2022 01:29 PM	Boston University Alaska Airlines took the last flight out of...	2.9K	7.84%	8.67%	39	2.7K	134	33.1K	0

Top Twitter Posts

Published Date	Outbound Post	Total Engage	Engagement Rate	Estimated Clicks	Twitter Post Retweets	Twitter Post Replies	Twitter Post Likes	Twitter Post Estimated Reach	Twitter Video Views
Jun 16, 2022 08:30 AM	BU Tweets Ahead of this year's...	603	0.3388%	7.7K	39	6	558	179K	0
Sep 28, 2021 12:37 PM	BU Tweets Congratulations to @Aetra...	579	0.0731%	418	57	23	499	771.4K	0
Sep 23, 2021 10:26 AM	BU Tweets BU will share from Reel...	312	0.1275%	886	71	2	239	244.7K	0
Mar 31, 2022 12:28 PM	BU Tweets Small mention from Griffin...	267	0.2345%	0	10	1	256	113.9K	9.9K
Jun 28, 2022 09:15 AM	BU Tweets Last night's concert was...	259	0.0422%	0	37	0	222	612.1K	0

Top Instagram Posts

Published Date	Outbound Post	Total Engage	Instagram Post Comments	Instagram Post Likes	Engagement Rate	Instagram Video Views	Instagram Post Saved
Jun 28, 2022 09:12 AM	BU Instagram Last night's concert was simply...	11.1K	35	11K	18.22%	0	355
Jun 24, 2022 02:14 PM	BU Instagram In a letter on today's Supreme Court...	9.4K	120	9.2K	16.17%	0	280
Jun 10, 2022 11:09 AM	BU Instagram The new Center for Computing and Dat...	8.9K	99	8.8K	13.96%	0	144
Jan 1, 2022 12:59 PM	BU Instagram @telectronic credit: @telectronic	8.7K	30	8.7K	10.8%	0	130
Nov 18, 2021 10:06 AM	BU Instagram In the long run, we definitely have the...	8.6K	37	8.6K	11.31%	0	182

Top LinkedIn Posts

Pub Date	Outbound Post	Total Engage	Engagements at Rate	Estimated Clicks	Post Likes And Reactions	Post Comments	Post Reach	LinkedIn Video Views	Post Shares
Feb 15, 2022 10:02 AM	Boston University BU Faculty are the...	5,175	2.750%	198	4,913	126	187,795	0	136
Jul 19, 2021 09:22 AM	Boston University Some women share the glass ceiling, some...	3,120	2.372%	882	2,951	62	131,511	0	107
Sep 28, 2021 12:40 PM	Boston University Congratulations to Dr...	2,256	2.522%	581	2,145	54	97,124	0	57
Dec 16, 2021 12:00 PM	Boston University Crystal Williams...	2,027	1.569%	1,545	1,025	68	129,176	0	34

Sample Report

Reporting drives our goals

Each year, using our reports, we look at what worked and what didn't on each of our channels. These insights help us set our primary and secondary goals going forward.

**Goal
setting:
Primary &
Secondary
Goals**

Primary Goal Example - Twitter

Maintain an engagement rate range of 0.02% - 0.04%

Secondary Goal Example - Twitter

Experiment with Twitter threads for long-tailed messages and explainers, using them in a similar fashion as our Instagram carousels.

Listening:

**How monitoring helps us identify new
content ideas and possible crises**



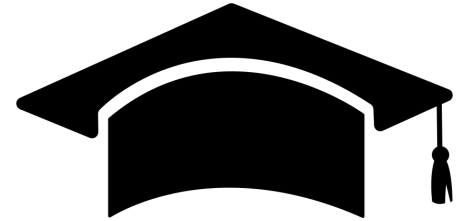
Topics we use **listening** for



Crises

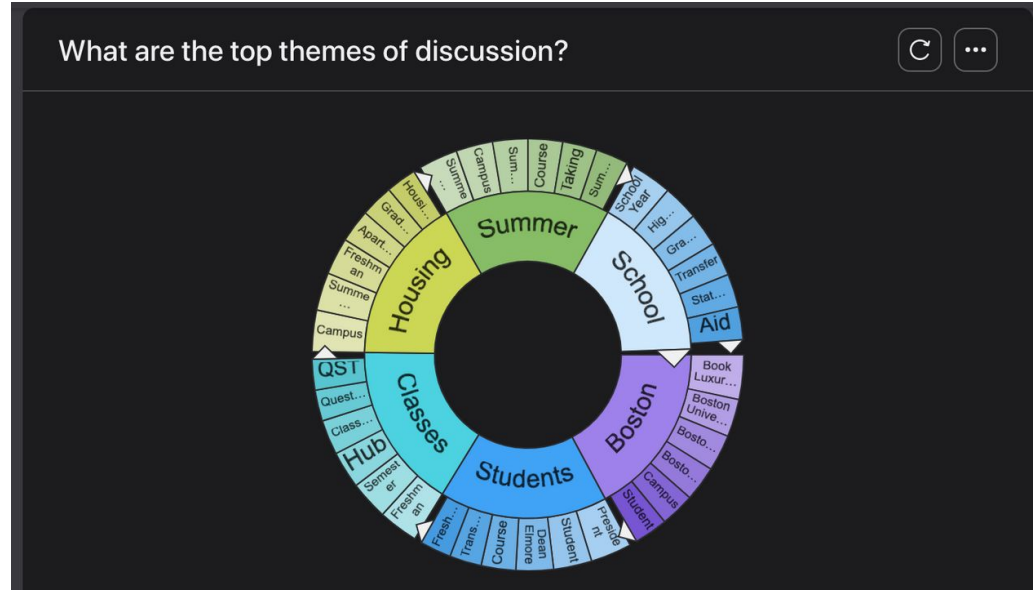


BU Brand



**Alumni
Accomplishments**

How listening
helps us
identify new
content ideas



Top themes of discussion from all the mentions of Boston University on Reddit in the past 60 days.

Sprinklr Higher Education Student Experience Management Solutions

Student Experience Management Solution Capabilities



Student listening and engagement across all social and digital channels



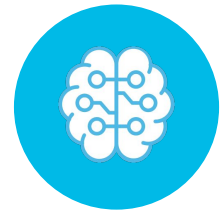
Targeted and personalized student marketing and advertising



Social Media governance and reputation management



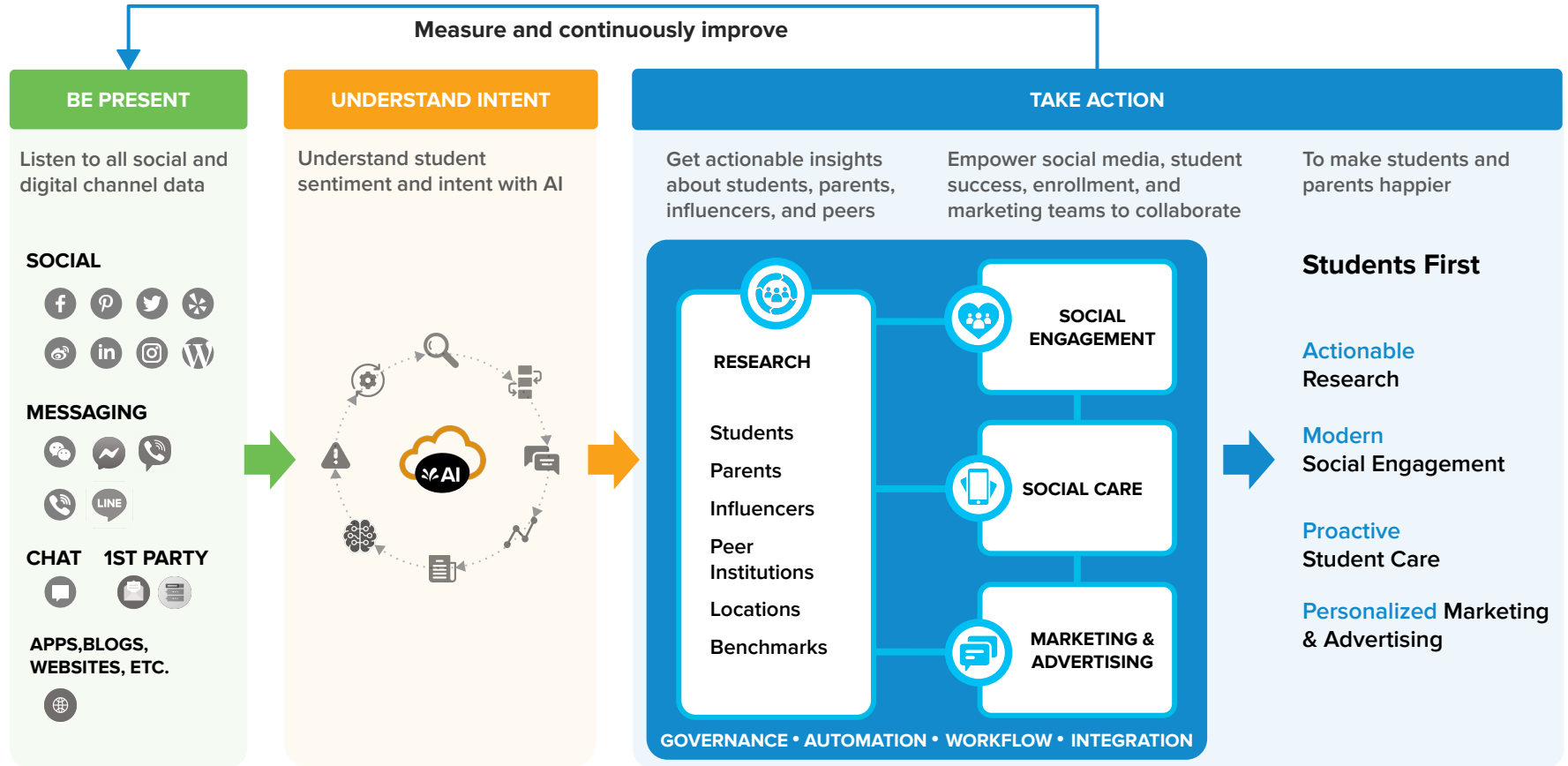
Students help themselves 24/7 with social care and self-service



AI powered alerts and workflow quickly detect and respond to student issues



Improving student engagement and student experience



Colleges, Universities, and the Global 2000 trust Sprinklr

“79 out of the top 100 most valuable brands are Sprinklr customers.”

Forbes

More than 1,500 organizations in 100+ countries rely on Sprinklr

HIGHER EDUCATION



GOVERNMENT



TRAVEL & HOSPITALITY



MANUFACTURING



TECHNOLOGY 9 of Top 10



APPAREL & RETAIL 6 of the Top 10



CPG

7 of Top 8



FINSERV

13 of Top 14



Thank You



Contact Information

Dave McDonald

Boston University

davemcd@bu.edu

Victoria Mendoza

University of Southern California

v.mendoza@usc.edu

Scott Dulman

Sprinklr

scott.dulman@sprinklr.com



Questions

