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

David 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

A new, major digital channel company emerges every six months
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.

Knight Foundation and Northeastern University Study

Project Information Literacy, How Students Engage with News
There is more digital data today than the observable stars in the universe.

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
Students share their experiences across 30+ channels

Listen
To understand students, parents, and peer institutions

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

Engage
More effectively with AI. Improve student experiences and success.

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
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 | 2.6K Retweets: “Student debt should not exist.”
- Nov 27 | Twitter | Davi | 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 Ngo | 1469 Retweets: “Allyn (Allyson) Walker, the trans biology professor who argues for the destigmatization of pedophilia, has been placed on leave by the university. @OSU 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/Cs 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.
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.
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.

Reach of this Topic

Reach

1.72B

+56.6K%  Prev 3.03M
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

Instagram

LinkedIn

Twitter

TikTok
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
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
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
**Sample Report**

### Section 2: Breakdown of Posts

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

### Top Facebook Posts

<table>
<thead>
<tr>
<th>Post Date</th>
<th>Platform</th>
<th>Engagement</th>
<th>Likes</th>
<th>Comments</th>
<th>Shares</th>
<th>Reactions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Jan 2020</td>
<td>Facebook</td>
<td>500</td>
<td>100</td>
<td>50</td>
<td>200</td>
<td>30</td>
</tr>
<tr>
<td>2 Jan 2020</td>
<td>Facebook</td>
<td>700</td>
<td>150</td>
<td>70</td>
<td>350</td>
<td>40</td>
</tr>
<tr>
<td>3 Jan 2020</td>
<td>Facebook</td>
<td>900</td>
<td>200</td>
<td>100</td>
<td>450</td>
<td>50</td>
</tr>
</tbody>
</table>

### Top Twitter Posts

<table>
<thead>
<tr>
<th>Post Date</th>
<th>Platform</th>
<th>Retweet Count</th>
<th>Likes</th>
<th>Shares</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 Jan 2020</td>
<td>Twitter</td>
<td>200</td>
<td>150</td>
<td>100</td>
</tr>
<tr>
<td>5 Jan 2020</td>
<td>Twitter</td>
<td>300</td>
<td>200</td>
<td>150</td>
</tr>
<tr>
<td>6 Jan 2020</td>
<td>Twitter</td>
<td>400</td>
<td>250</td>
<td>200</td>
</tr>
</tbody>
</table>

### Top Instagram Posts

<table>
<thead>
<tr>
<th>Post Date</th>
<th>Platform</th>
<th>Engagement</th>
<th>Shares</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 Jan 2020</td>
<td>Instagram</td>
<td>500</td>
<td>250</td>
<td>150</td>
</tr>
<tr>
<td>8 Jan 2020</td>
<td>Instagram</td>
<td>600</td>
<td>300</td>
<td>200</td>
</tr>
<tr>
<td>9 Jan 2020</td>
<td>Instagram</td>
<td>700</td>
<td>350</td>
<td>250</td>
</tr>
</tbody>
</table>

### Top LinkedIn Posts

<table>
<thead>
<tr>
<th>Post Date</th>
<th>Platform</th>
<th>Engagement</th>
<th>Shares</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 Jan 2020</td>
<td>LinkedIn</td>
<td>750</td>
<td>400</td>
<td>300</td>
</tr>
<tr>
<td>11 Jan 2020</td>
<td>LinkedIn</td>
<td>850</td>
<td>500</td>
<td>400</td>
</tr>
<tr>
<td>12 Jan 2020</td>
<td>LinkedIn</td>
<td>950</td>
<td>600</td>
<td>500</td>
</tr>
</tbody>
</table>
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

- **Crisis**
- **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

**BE PRESENT**
- Listen to all social and digital channel data

**SOCIAL**
- Facebook
- Pinterest
- Twitter
- Instagram
- LinkedIn
- YouTube
- WordPress

**MESSAGING**
- Email
- Text
- Line

**CHAT**
- 1st Party

**APPS, BLOGS, WEBSITES, ETC.**

**UNDERSTAND INTENT**
- Understand student sentiment and intent with AI

**TAKE ACTION**
- Get actionable insights about students, parents, influencers, and peers
- Empower social media, student success, enrollment, and marketing teams to collaborate
- To make students and parents happier

**Students First**
- Actionable Research
- Modern Social Engagement
- Proactive Student Care
- Personalized Marketing & Advertising

**RESEARCH**
- Students
- Parents
- Influencers
- Peer Institutions
- Locations
- Benchmarks

**SOCIAL ENGAGEMENT**

**SOCIAL CARE**

**MARKETING & ADVERTISING**

**GOVERNANCE • AUTOMATION • WORKFLOW • INTEGRATION**
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

Rankings based on 2021 Forbes Most Valuable Brands List
Thank You
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Questions