

educate *plus*  
+ + + +

New Zealand  
2018

Kia ora

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advancement  
professionals



# Innovative Social Media Strategies and Campaigns

Wednesday, 5 September 2018

Social Media content ideas don't have  
to be new.

They just have to be good.



# #ButlerBound



Accessibility

**BUTLER** UNIVERSITY

APPLY GIVE TO BUTLER

Website Search

ABOUT BUTLER ADMISSION ACADEMICS CAMPUS LIFE ATHLETICS ARTS & EVENTS GIVING



ADMITTED STUDENTS

**WE WANT YOU TO BE A BULLDOG!**

This site is set up to be a one stop resource for our admitted students and their families. Remember, you'll receive your admission decision on your [student status page](#) (we'll email you when that information becomes available). If you have specific questions, you're always welcome to contact your [admission counselor](#).



- ADMISSION
- ▶ Visit Butler
  - ▶ Apply to Butler
  - Request Information
  - ▶ Find Your Counselor
  - Butler on the Road
  - ▶ Affordability & Aid
  - International Admission

#butlerbound

Impact is the world.

Important information about your next steps as

David Clark (@davidclark) · Mar 22  
After long deliberation, I am excited to announce that I have committed to Butler University to continue my academic career. #ButlerBound

Rochester Democrat (@RochesterDemocrat) · 6/16/2018  
With your service from an amazing U.S. Marine Corps to pursuing the highest quality education

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5

# #1 Twitter Post - 2017



# Who has more followers you?



jiffpom • Follow

jiffpom ❤️

Load more comments

midge156\_ I love his shoes

brendaisabelpichardo Live t

dazzling\_dominika awww

chihuahua.nacho Looking fresh buddy 🍌

tyeashamakall Soo cute 🌸🌸🌸🌸🌸🌸

amazingunicorn63 Go doggy rock in those shoes!

geryarahimaa That shoes are too big for you 😊

62\_8049 Cute shoes 😊

tasneem.1900 @ola\_damlakhi

noahcattivera Cute

star\_siena Omg ❤️❤️❤️❤️❤️❤️

nvnh @bv\_castaneda



405,163 likes

APRIL 15

Log in to like or comment.



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# An aspirational model.



**Barack Obama**   
@BarackObama



"No one is born hating another person because of the color of his skin or his background or his religion..."

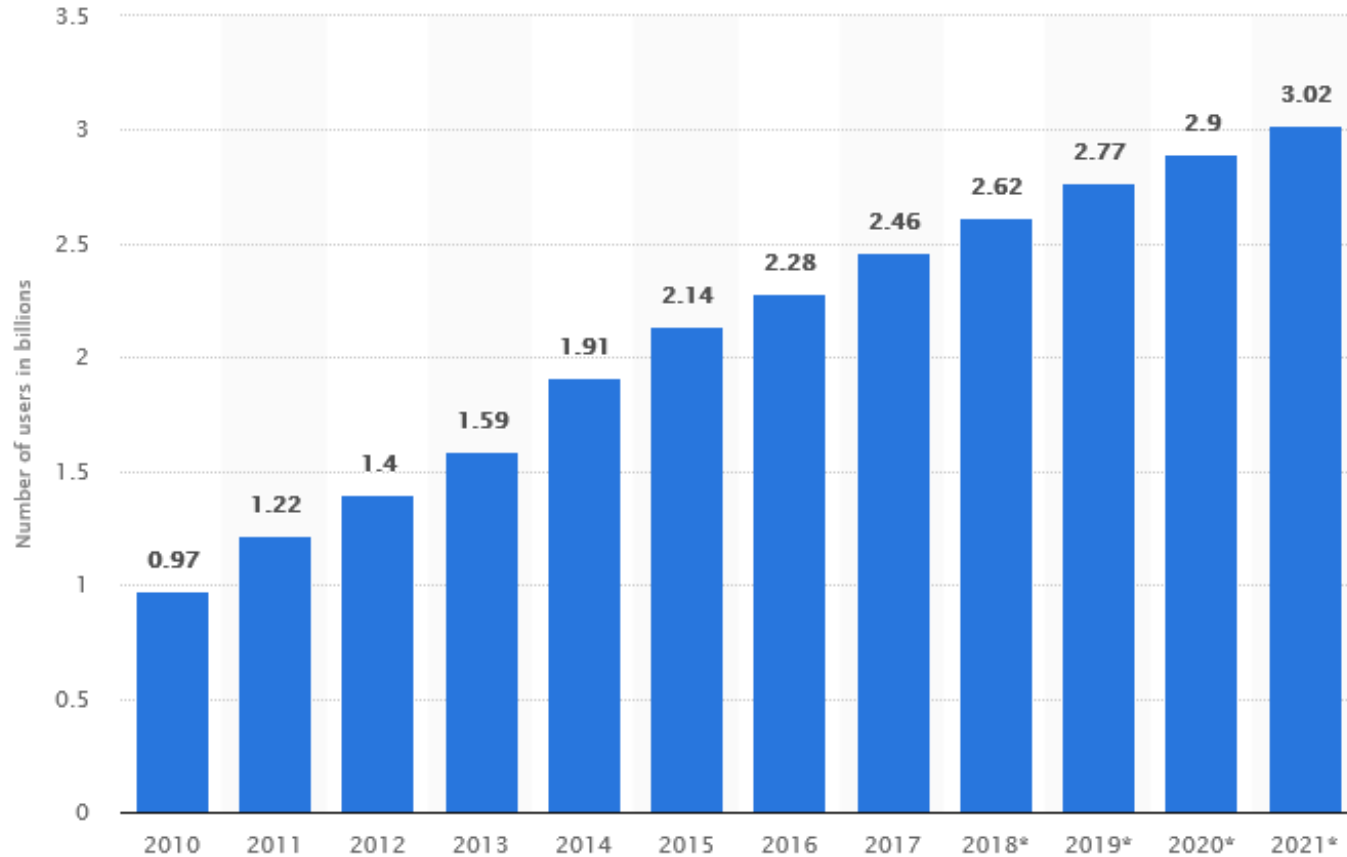
10:06 AM - Aug 13, 2017

 4.56M  1.76M people are talking about this



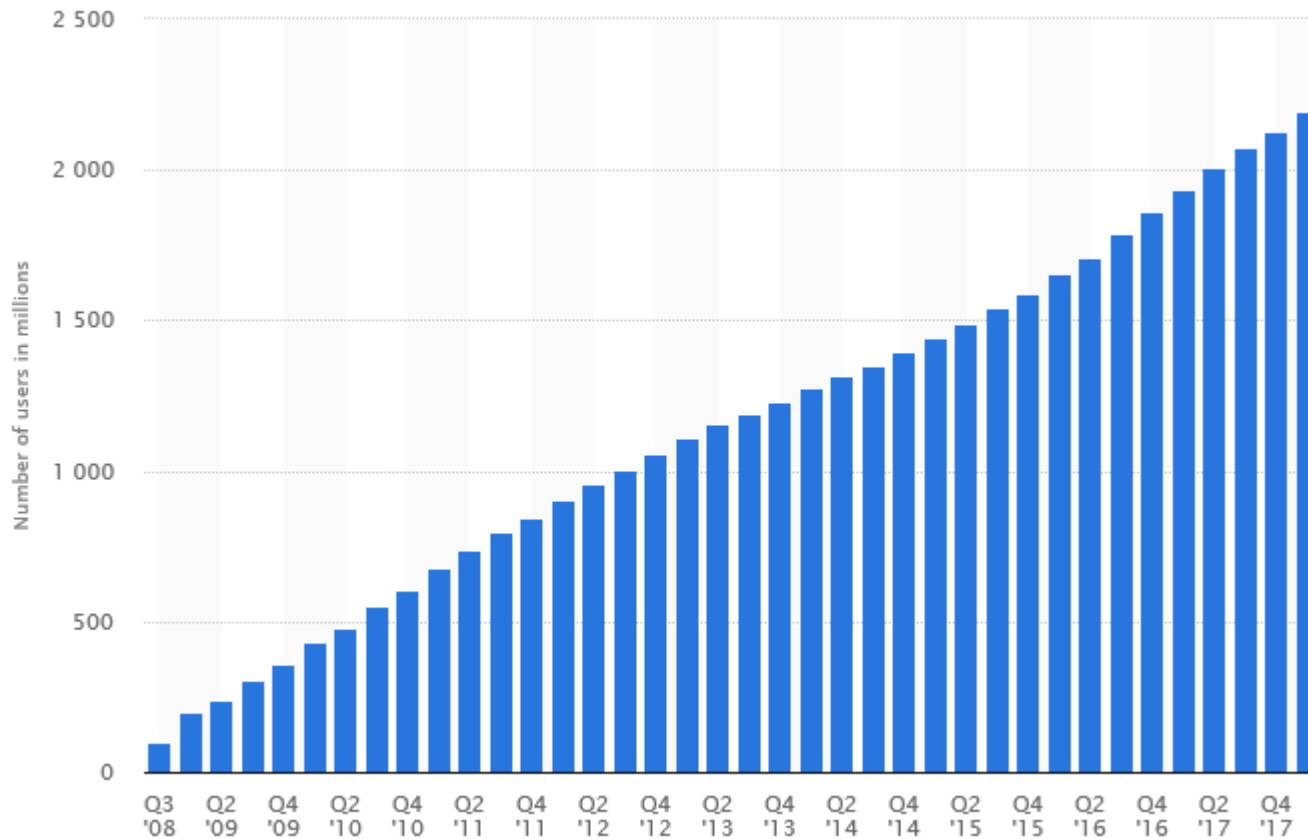
Social is here to stay

# Predicted growth in social media use



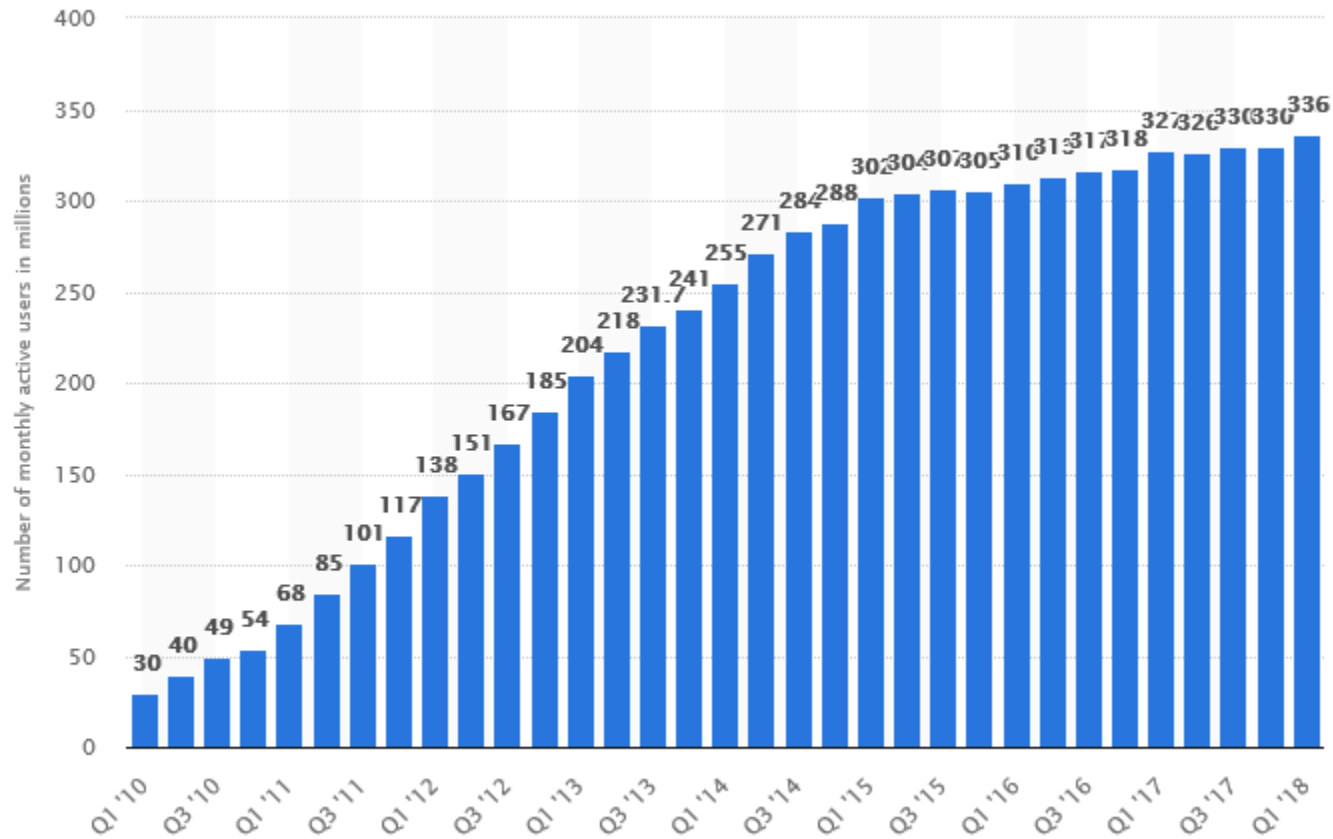
Source: Statista 2018

# Monthly active Facebook usage 2008-18



Source: Statista 2018

# Twitter – peaking?



Source: Statista 2018

# How HE sector is using social

# How does the HE sector use social?

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- Huge variation
- Many seek to engage multiple audiences through a single channel without a clear goal
- Many are primarily focused on internal communications to current students and occasional posts to prospective students and alumni
- Many segment audiences through different channels – some on purpose, but possibly most because different parts of uni want to control their voice

There seems to be less use of social for activities that deliver hard ROI:

- Conversion / enrolment
- Fundraising
- Parent / secondary teacher engagement
- Staff engagement
- Community engagement

# What are we doing social for?

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- Count clicks, engage, etc are often still used as demonstrations of success, but the only effective way to define is identifying outcome that aligns with org goals.
- Rarely demonstrated causal correlation between high social media following and enrolment outcomes

# Content themes

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- How to / instructional
- Breaking news (and your response)
- Feel good / heartwarming stories
- Testimonial / advocacy
- Listicles
- Beautiful/amazing/shocking/inspiring visuals



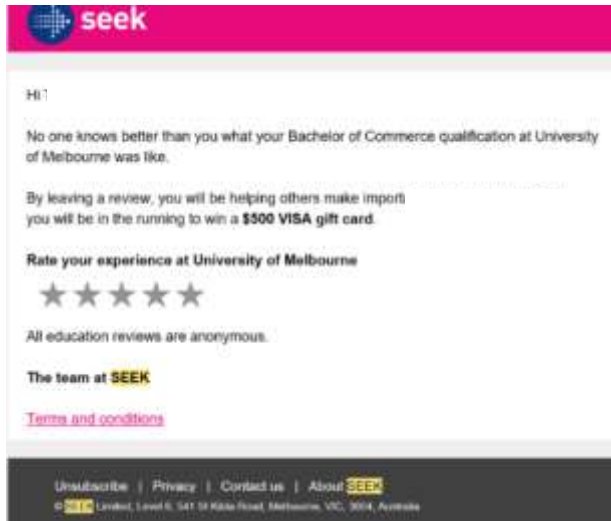
# Takeaway 1 – Quality and timing are key

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- Identify which content type you can do well and plan the production and publication channel / timing for a minimum of one premium post per month
- Deliver posts which match the information needs of users, not you.

Reviews are set to grow

# 'Trip advisor' for universities – coming soon



**seek**

Hi!

No one knows better than you what your Bachelor of Commerce qualification at University of Melbourne was like.

By leaving a review, you will be helping others make important decisions. **you will be in the running to win a \$500 VISA gift card.**

**Rate your experience at University of Melbourne**

★★★★★

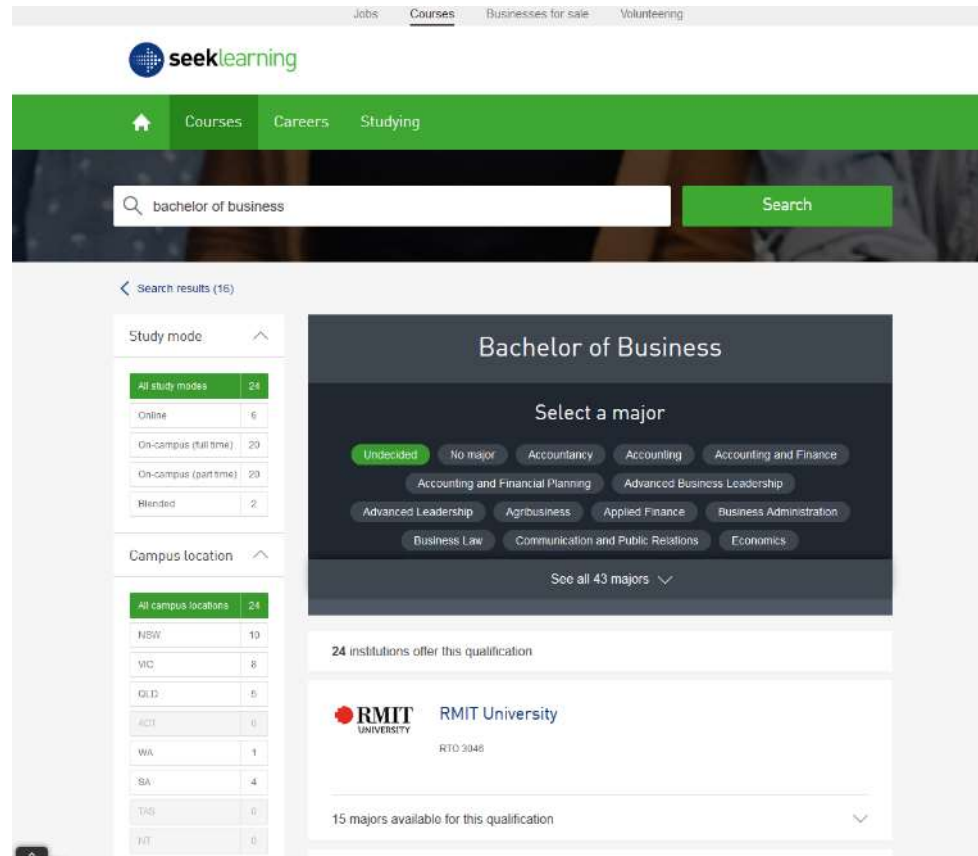
All education reviews are anonymous.

**The team at SEEK**

[Terms and conditions](#)

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Jobs Courses Businesses for sale Volunteering

**seeklearning**

Home Courses Careers Studying

Search bachelor of business

Search

Search results (16)

**Study mode**

All study modes	24
Online	6
On-campus (full-time)	20
On-campus (part-time)	20
Blended	2

**Campus location**

All campus locations	24
NSW	10
VIC	8
QLD	5
ACT	0
WA	1
SA	4
TAS	0
NT	0

**Bachelor of Business**

Select a major

Undecided No major Accountancy Accounting Accounting and Finance Accounting and Financial Planning Advanced Business Leadership Advanced Leadership Agribusiness Applied Finance Business Administration Business Law Communication and Public Relations Economics

See all 43 majors

24 institutions offer this qualification

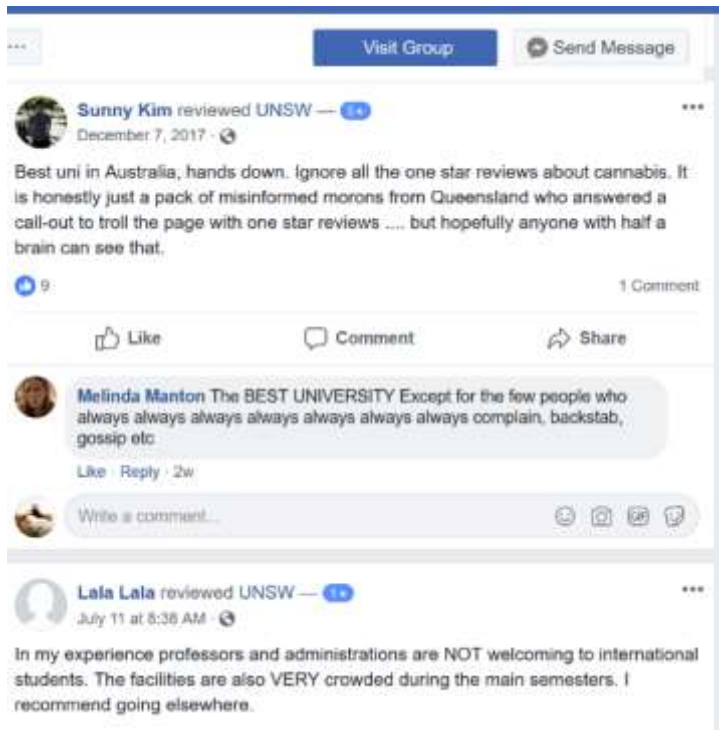
**RMIT UNIVERSITY** RMIT University RTO 3045

15 majors available for this qualification

# USQ – encouraging likes

The screenshot shows a Facebook browser window displaying a review for the University of Southern Queensland (USQ). The review is by Katrina Russell, dated July 17, 2015. The text of the review reads: "I am absolutely loving USQ. Friendly staff, clean environment and amazing resources. Im only in my 1st year but USQ made the journey into uni a lot less scary." Below the review, there is a "1 Comment" section. The comment is from Edufind, which says: "Hi Kat! Do you have a minute to review University of Southern Queensland so other students can choose a good school? Here's the link: <http://www.edufind.com/.../university-southern.../>". Below the comment is a link to "EDUFIND.COM University of Southern Queensland Open Access College reviews and...". The Facebook interface includes a navigation menu on the left with options like Home, Posts, About, Photos, Reviews (highlighted), Videos, Events, Pinterest, Instagram feed, Exam Care Packs, Groups, Community, Giveaway Days, and Info and Ads. The top navigation bar shows the user's name "Tim" and options for Home, Find Friends, and a notification bell. The right sidebar shows "YOUR PAGES" with links to Southern Cross Univer..., Apple Republic, and Pipeline Talent, and "CONTACTS" with a list of names and their last seen times. The Windows taskbar at the bottom shows the search bar, taskbar icons for various applications, and system tray information including the time 10:13 PM and date 24/07/2018.

# Reviews



Facebook interface showing reviews for UNSW. At the top, there are buttons for "Visit Group" and "Send Message".

**Sunny Kim** reviewed UNSW — **★**  
December 7, 2017 · 🌐

Best uni in Australia, hands down. Ignore all the one star reviews about cannabis. It is honestly just a pack of misinformed morons from Queensland who answered a call-out to troll the page with one star reviews .... but hopefully anyone with half a brain can see that.

9 · 1 Comment

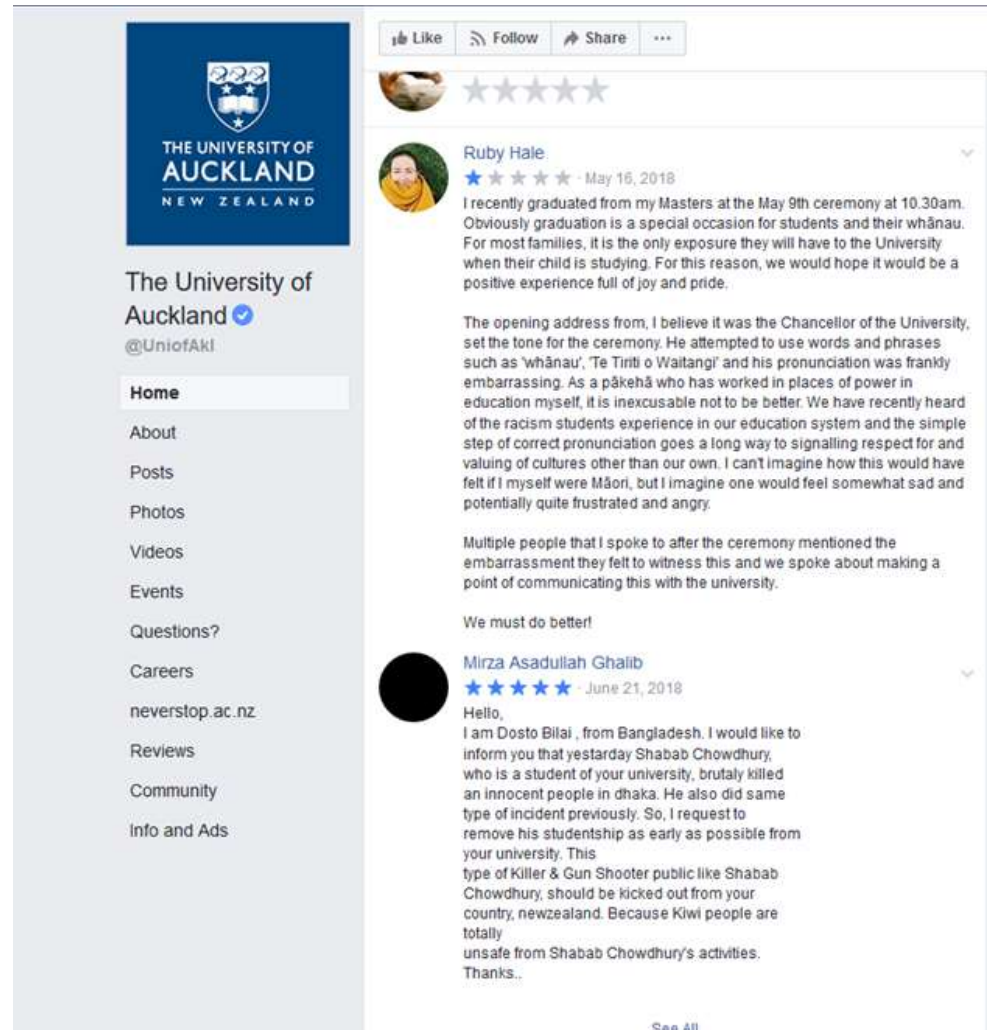
Like · Comment · Share

**Melinda Manton** The BEST UNIVERSITY Except for the few people who always always always always always always complain, backstab, gossip etc.  
Like · Reply · 2w

Write a comment...

**Lala Lala** reviewed UNSW — **★**  
July 11 at 8:38 AM · 🌐

In my experience professors and administrations are NOT welcoming to international students. The facilities are also VERY crowded during the main semesters. I recommend going elsewhere.



Facebook page for The University of Auckland. The header includes the university's logo and name: "THE UNIVERSITY OF AUCKLAND NEW ZEALAND". Below the logo is the text "The University of Auckland" and the handle "@UniofAkl".

Like · Follow · Share · ...

★★★★★

**Ruby Hale** ★★★★★ · May 16, 2018

I recently graduated from my Masters at the May 9th ceremony at 10.30am. Obviously graduation is a special occasion for students and their whānau. For most families, it is the only exposure they will have to the University when their child is studying. For this reason, we would hope it would be a positive experience full of joy and pride.

The opening address from, I believe it was the Chancellor of the University, set the tone for the ceremony. He attempted to use words and phrases such as 'whānau', 'Te Tiriti o Waitangi' and his pronunciation was frankly embarrassing. As a pākehā who has worked in places of power in education myself, it is inexcusable not to be better. We have recently heard of the racism students experience in our education system and the simple step of correct pronunciation goes a long way to signalling respect for and valuing of cultures other than our own. I can't imagine how this would have felt if I myself were Māori, but I imagine one would feel somewhat sad and potentially quite frustrated and angry.

Multiple people that I spoke to after the ceremony mentioned the embarrassment they felt to witness this and we spoke about making a point of communicating this with the university.

We must do better!

**Mirza Asaduliah Ghalib** ★★★★★ · June 21, 2018

Hello,  
I am Dosto Bilal, from Bangladesh. I would like to inform you that yesterday Shabab Chowdhury, who is a student of your university, brutally killed an innocent people in dhaka. He also did same type of incident previously. So, I request to remove his studentship as early as possible from your university. This type of Killer & Gun Shooter public like Shabab Chowdhury, should be kicked out from your country, newzealand. Because Kiwi people are totally unsafe from Shabab Chowdhury's activities. Thanks..

See All

Home  
About  
Posts  
Photos  
Videos  
Events  
Questions?  
Careers  
neverstop.ac.nz  
Reviews  
Community  
Info and Ads

# Free vs Paid

# FB in 2018

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- Brands can still use FB by generating ‘meaningful interactions’ – posts which are widely shared/ liked will get visibility
- Other posts simply need to be pushed as paid ads
- Organic reach can still work, but it needs to be clever, curated, high quality
- Video is not the solution to all issues, particularly on FB – the head of FB newsfeed said “there will be less video. Video is an important part of the ecosystem. It’s been consistently growing. But it’s more passive in nature. There’s less conversation on videos, particularly public videos”
- Engaging with other organisations that will be interested in your content will build brand visibility and value

## Takeaway 2 – Key learnings in 2018

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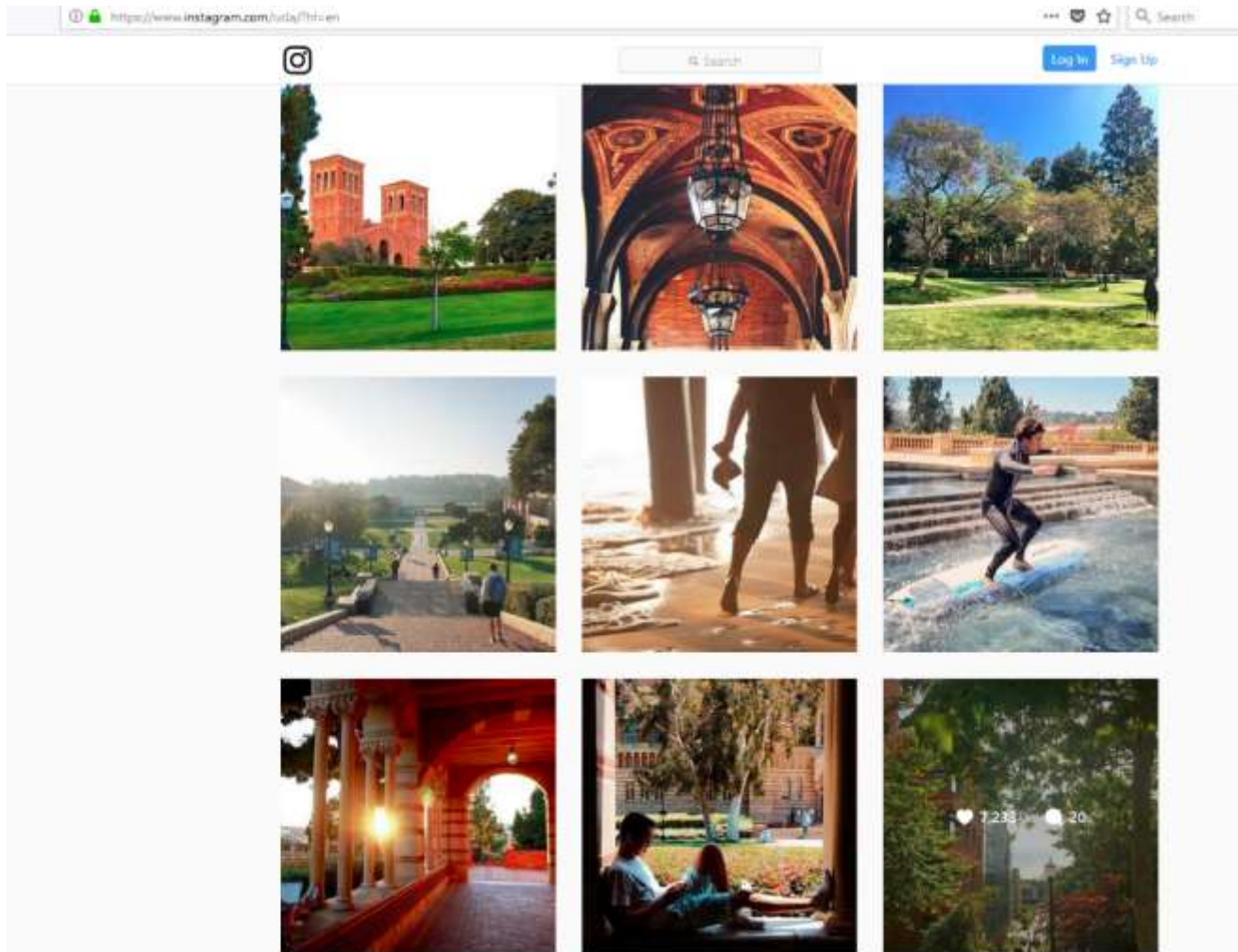
- Invest time and /or \$\$ in producing fewer, high quality, well-timed, high-impact posts
- Diversify across a range of channels
- Take a closer look at social advertising spend, not just for display, but also for tactical boosting of content
- Recycle content across multiple audiences while minimising audience duplication to get RoI for quality content
- Decide whether to make video based on potential impact on brand positioning / core goals



# Inspirations

Picture-led social

# UCLA – beautiful images

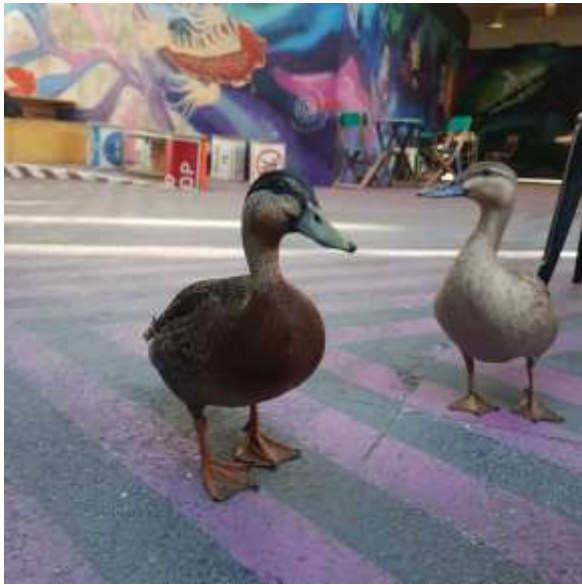


# Pinterest – the social album

The image displays two screenshots of the Pinterest interface. The top screenshot shows a board titled "Kingston upon Thames" with a grid of images depicting various scenes from the town, including rivers, buildings, and parks. A "Follow" button is visible next to the board title. The bottom screenshot shows the profile of the "University of Michigan" on Pinterest. The profile features a large blue circular logo with a yellow "M", the name "University of Michigan", and the text "603.1k monthly unique viewers". Below the profile information, there is a "Latest Pins" section showing a collage of images related to the university, including food, people, and academic-related content. A "Follow" button with "22k" followers is also present. The navigation bar at the top of both screenshots includes the Pinterest logo, a search bar, and menu options for Home, Following, Explore, and a user profile for "Tim".

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# Instagram – it's ok to have fun.

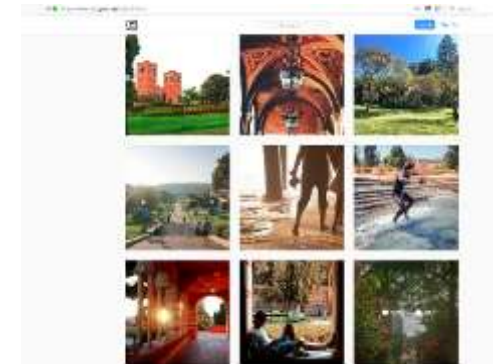


# Instagram – it's ok to have fun.



# Picture-led social strategies

	Primary	Secondary
Audience	Current students & alumni	Future students
Impact	Pride; brand affinity; engagement	Awe / wonder; beautiful campus
Rol	Brand ambassadors	Consideration set; esteem
Leverage	FB, Web	Fb, Web, print collateral
Student life cycle role	Retention, brand ambassadors	Awareness, engagement



# Inspirations

## The Twitterverse

# MIT – almost 1m followers on Twitter

The screenshot displays the MIT Twitter profile page. At the top, navigation links for Home, Moments, Notifications, and Messages are visible. The profile header features the MIT logo and a background image of a building. Below the header, statistics are shown: 14.3K Tweets, 487 Following, 948K Followers, 916 Likes, and 9 Lists. A 'Follow' button is present. The main content area shows a tweet from MIT Science (@ScienceMIT) retweeted by MIT, featuring a molecular model with red, green, and blue spheres. The tweet text reads: 'A new study unpacks the math behind cell positioning in early embryonic development (a.k.a. how organs and limbs grow in the right places). @MITMath sciencem.it/2O9wY50'. Below the tweet are 1 reply, 27 retweets, and 65 likes. Another tweet from MIT (@MIT) is partially visible below, mentioning 'Light-controlled polymers can switch between sturdy and soft mitshare /pszK30i5Xp5'. The right sidebar includes 'Who to follow' with suggestions like Princeton University, Eric Schmidt, and MIT Tech Review, and 'Trends for you' with hashtags like #AdNewsMMS, #aifscnf, and #DoSomethingDay.



# Twitter growth

	Primary	Secondary
Audience	Future PG students, current PG students academics at other unis, own staff	Media, community
Impact	Awareness and engagement with research	Awareness and engagement with research
Rol	Traffic to site offers opportunity to attract students and staff	Building brand esteem
Leverage	Media, Web, FB	Media, Web
Student life cycle role	Awareness, engagement; also retention and affinity	Awareness



# Flinders – an engaged community

**Flinders University** @Flinders

Happy International Cat Day everyone — Did you know our university's namesake, Captain Matthew Flinders, was a self-confessed cat man? His loyal cat Trim accompanied him on his journey to circumnavigate and map the coastline of Australia in 1801-1803. #InternationalCatDay




9:59 AM - 8 Aug 2018

43 Retweets 126 Likes

4 43 126

**Flinders University** @Flinders

Staff and students looked up from their laptops to take in this exceptionally beautiful autumn sunset.



5:56 PM - 1 May 2018 from Bedford Park, Adelaide

25 Retweets 101 Likes

1 25 101

# Inspirations

## Direct Channels

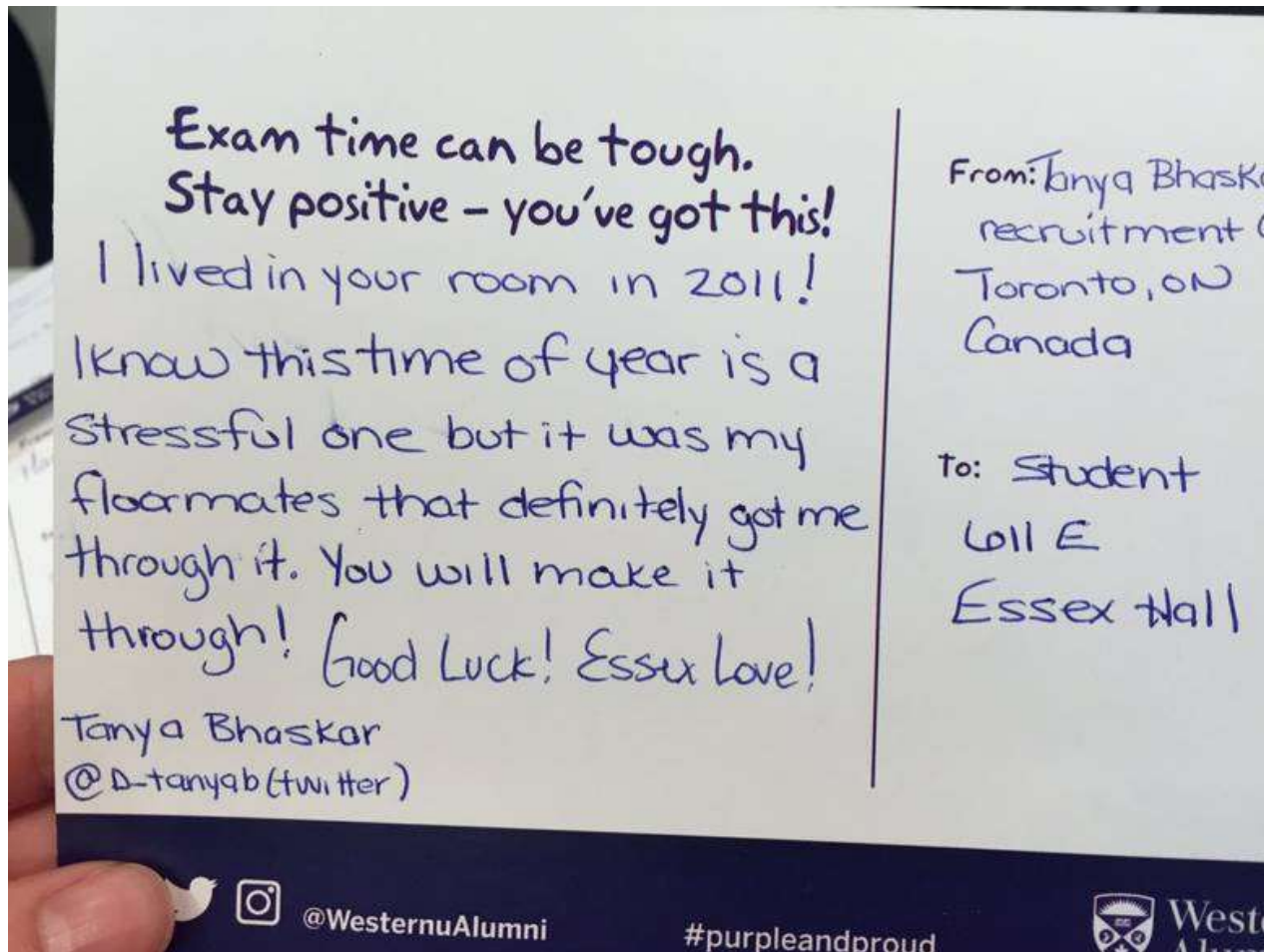
# Snapchat geofilter – a simple brand value-add



# Snapchat geofilter – a simple brand value-add

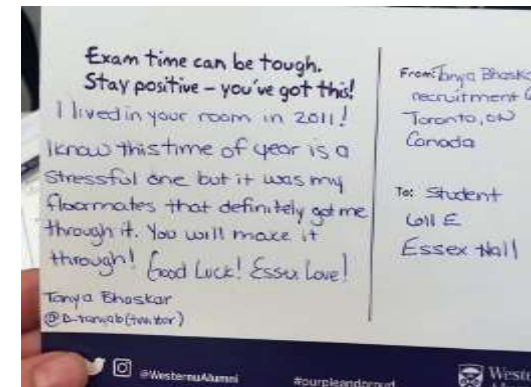


# Slow social



# Direct channels

	Primary	Secondary
Audience	Future students	Alumni, current students, donors
Impact		
RoI		
Leverage		
Student life cycle role		



# Investigator Transformed

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- Celebrated 50 years of Flinders University community achievement.
- A calendar of campus events, as well as a hardcover publication.
- The unpaid social media content campaign reached about 360,000 people.
- Strong inspiring narratives = strong audience engagement.



# Investigator Transformed

 **Flinders University**  

Published by OCME Flinders [?] · 30 July 2016 · 

Small Schools, Big Future  
Professor John Halsey is working to make rural towns a chosen destination for outstanding teachers. Curriculum development and delivery in rural areas requires particularly skilled teachers – does that sound like you? Learn more about studying education and Professor Halsey's work...  
<http://50.flinders.edu.au/small-schools-big-future/>  
#TheInvestigatorTransformed



50.FLINDERS.EDU.AU  
**Small Schools, Big Future - Flinders University 50th Anniversary**

[Boost Post](#)

   913 45 Comments 142 Shares

 Like  Comment  Share 



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# Investigator Transformed

The image shows a screenshot of a Facebook post and its comment thread. The post is by John Halsey, and the comments are from various people praising his work in rural education. The comments are organized into three columns.

**Column 1 (Left):**

- Sandy Beyley:** Need this in Callington Mandy, Michele and Carol.
- Debra Cawlin Souza:** João Luca
- David Hawkins:** Ah so that why I saw you one day in Karsonda, John. This sounds like excellent work, by the way!!
- Darren Connolly:** Kate, Gabby Connolly.
- Di Lerner:** Enjoyed reading this, Mr Halsey was my class teacher at Kiroa in 1967. What a wonderful privilege that was. 48 years ago and I still remember him clearly.
- Leanne Smith:** Martin Taylor
- Eileen Lindner:** Ashleigh Lindner
- Dennis Blazer:** Great initiative
- Amalie Skjaggett:** Jari Ennenen, M.D. cpe ra ka up ika deli na ngali bachelors' pat niinyong Shatnon ang 2nd floor puhon. See Translation
- Kath Everrett:** Isatita Everrett, Rural bashing
- Tammy Coleman-Zwick:** Jillian Miller Helen Dolan
- Andrea Katskin:** Herend! never thought I'd end up rural, but here I am in Rorby Downs!
- Ken Thompson:** Rose Davis
- Lynette Heydenrych:** Mitchell Burdon do this.
- Jessica Marin-Ulke:** Sam
- Wayne McDonald:** They will need a defined mentoring and coaching plan

**Column 2 (Middle):**

- Wayne McDonald:** They will need a defined mentoring and coaching plan and relief for short breaks because of a degree of social isolation
- Lacy Brown:** It is a shame that there is very little work in country areas right now.
- Leanne Utcher:** I outd love to work rural!
- Jan McCloud:** Love to you Sophia, doing a wonderful job. An outstanding teacher making a difference in a country school!
- Alice Weber:** Having been a teacher, my experience was that the expectations in a Central School were more demanding than those in a city school. I definitely agree that targeted teachers should teach in rural schools.
- Wendy Kruger:** Jesse Trager
- Mosca Solomon:** A great mentor
- Katy Grandt:** Professor Halsey is inspiring. Every time I spend time at Finders I come home with a rejuvenated passion for education (and life).
- Phil Stephens:** Central Halsey does it again!
- Zoe Thomas:** Louise Holloway Simon Holloway Stephanie Cattan Rode Green Rachel Ross
- Heather Fopp:** Good on you John.
- Jeanne Schilling:** John was my years 5 and 10 maths teacher.
- Kerry Anne Freeman:** Katy Abbott
- Claire Cox:** Sally-Anne Woods
- Elaine McAlister:** All my kids spent some time in a small rural school. Those schools may lack in some of the things that city kids take for granted, but the quality of education was way better than most people believe.
- Tania Lee Searle:** Sharon Gruber
- Katy Abbott:** Annette Abbott

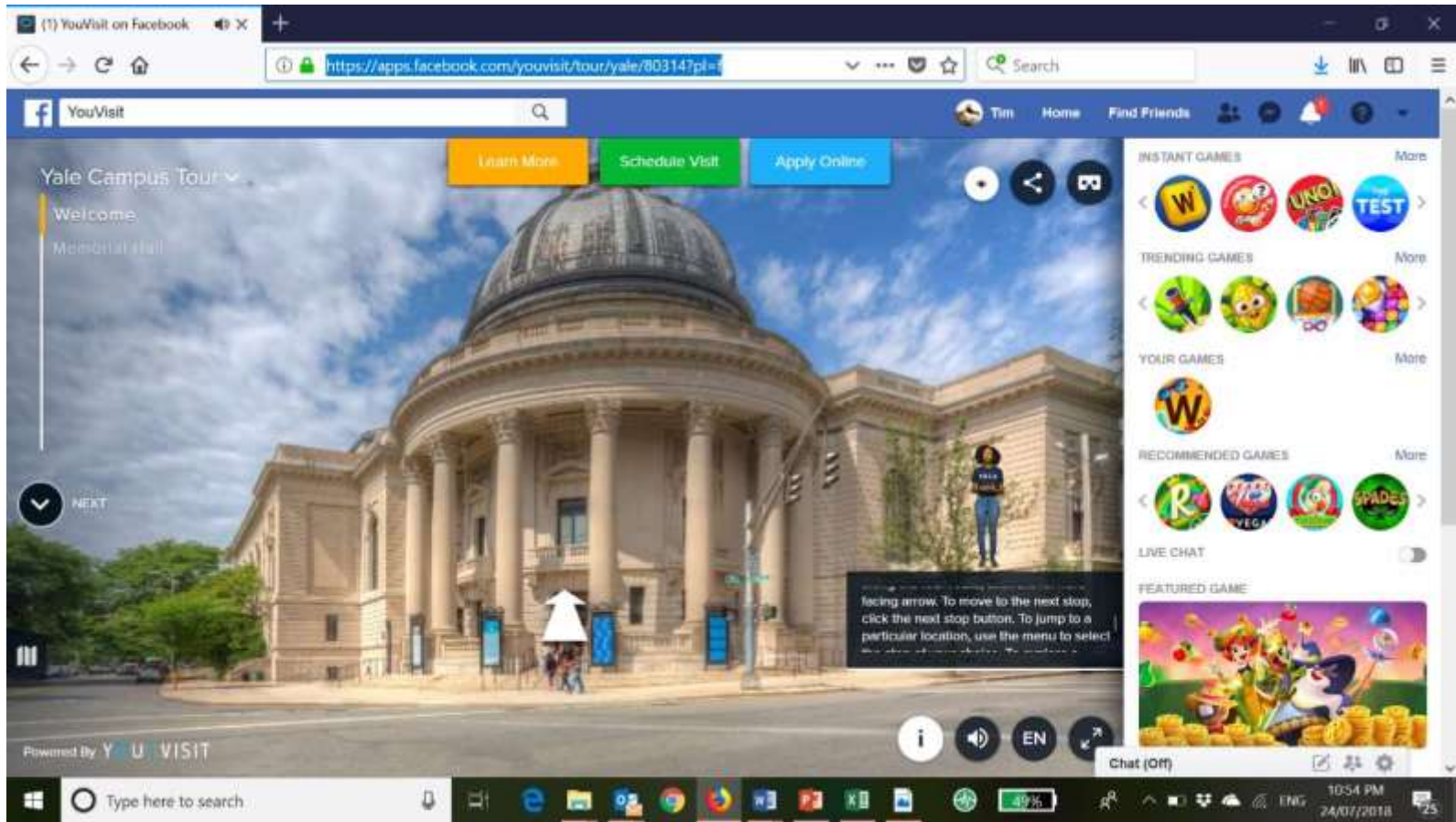
**Column 3 (Right):**

- Elaine McAlister:** All my kids spent some time in a small rural school. Those schools may lack in some of the things that city kids take for granted, but the quality of education was way better than most people believe.
- Tania Lee Searle:** Sharon Gruber
- Katy Abbott:** Annette Abbott
- Jenny Ann:** Lauren Rachel
- Bonnie Richardson:** Kevin Richardson
- Marja van Breda:** A privilege to work with and know John. He is a true human being and the surliest teacher. Someone who has a generous spirit, love for his work, and deep interest in all human beings.
- Hedie Ambay:** I am so proud of John Halsey, he really inspires me to improve my rural school in West Papua.
- Traphena Odum:** Great Prof. So proud of you!! - that's the way to go hoping to read more about it!
- Ragu Tripathi:** excellent John, I am also a leader in a school at rural area in my home country and now your student. I hope you will mend me right as you are researching, hoping for a placement in rural Australia!!
- Magpie Masakali:** I am proud. This is my supervisor who turned me into the wealth of knowledge I am today.
- Tiffany Xael:** So proud of you John. One of the best mentors. I wish to sit and listen to you talk about this.
- Tracey Duck:** Emily
- Di Dee:** Wudde Yedmers
- Steph Grandt:** Carol Brumby Jan McLennan Narelle Marsden interesting stuff!

# Inspirations

The gadget

# Yale Facebook campus tour



# Tech innovation

	Primary	Secondary
Audience	Future students	Parents
Impact	Building engagement, brand esteem	Brand esteem
Rol	Delivering leads, included in consideration set	Advocacy / consideration set
Leverage	Web, FB, insta	FB, Twitter, insta
Student life cycle role	Awareness / engagement	Awareness / engagement



# 360° VR photo and video – step inside



# Inspirations

Owned & earned

# Local campus – global news

Flinders University website screenshot. The article title is "Almost 6000 solar panels to power our campus". The article text includes: "Flinders University is set to install almost 6000 solar panels on its roof to generate 19.3% of the electricity needed to power the Bedford Park campus. The project also sets the record for the installation of a domestic campus solar array in Australia."

Facebook post from Flinders University. Text: "Published by Eddie Major (7) · 23 August at 12:39 · 5,817 reasons to love the sunshine on campus today." The post includes an aerial image of the solar panels and the text: "NEWS.FLINDERS.EDU.AU. Almost 6000 solar panels to power our campus – News One of Adelaide's largest solar arrays will soon provide one-fifth of the...". Engagement: "22,561 people reached", "14 Comments", "31 Shares".

Twitter tweet from Flinders University. Text: "5,817 reasons to love the sunshine at Flinders University." The tweet includes an aerial image of the solar panels and the text: "Almost 6000 solar panels to power our campus – News One of Adelaide's largest solar arrays will soon provide one-fifth of the electricity needed to power Flinders University's Bedford Park campus. The project also sets...". Engagement: "12 Retweets", "33 Likes".

LinkedIn post from Flinders University. Text: "Can universities help lead the way to a more sustainable future? — 5,817 solar panels at Flinders University will soon provide 19.3% of our power needs." The post includes an aerial image of the solar panels and the text: "Almost 6000 solar panels to power our campus – News news.flinders.edu.au". Engagement: "363 Likes", "17 Comments".



# Local campus – global news

**Adelaide Sustainability Connect**  
31 August at 18:14  
A great step forwards at Flinders University with their new solar panel carpark [https://onestepoffthegrid.com.au/flinders-university-insta...](https://onestepoffthegrid.com.au/flinders-university-insta.../)



**Solar Power Direct**  
17 hrs  
4,136 panels have been installed over a car park at Flinders University's Bedford Park campus in South Australia  
[https://www.solarquotes.com.au/.../flinders-solar-carpark-mb...](https://www.solarquotes.com.au/.../flinders-solar-carpark-mb.../)



ONESTEPOFF  
**Flinders U  
PV rollout**

21



SOLARQUOTES.COM.AU  
**Panels Installed For F**  
4,136 solar panels have be

12

**Solar Citizens**  
23 August at 15:34  
More of this

A carpark at Flinders University is now covered with more than 4,100 solar panels!



TOWNSVILLEBULLETIN.COM.AU  
**Uni's sun smarts puts parking in the shade**  
FLINDERS University has built Adelaide's largest and most expensive...

110

6 Comments 20 Shares



## Videos



Flinders University  
Solar Carpark

Gold Coast Bulletin - Aug 22, 2018



Flinders University  
Solar Carpark | The  
Courier Mail

Courier Mail - Aug 22, 2018



Flinders University  
Solar Carpark

Townsville Bulletin - Aug 22, 2018



Flinders University  
Solar Carpark

The Advertiser - Aug 22, 2018



Flinders Solar Carpark  
— construction  
timelapse

Flinders University  
YouTube - 6 days ago



Flinders University  
Solar Carpark

Daily Telegraph - Aug 22, 2018



Video | news.com.au —  
Australia's #1 news site

Video | news.com.au — Australia



Flinders University  
Solar Carpark

The Mercury - Aug 22, 2018



Flinders University  
Solar Carpark

The Cairns Post - Aug 22, 2018

# Local campus – global news

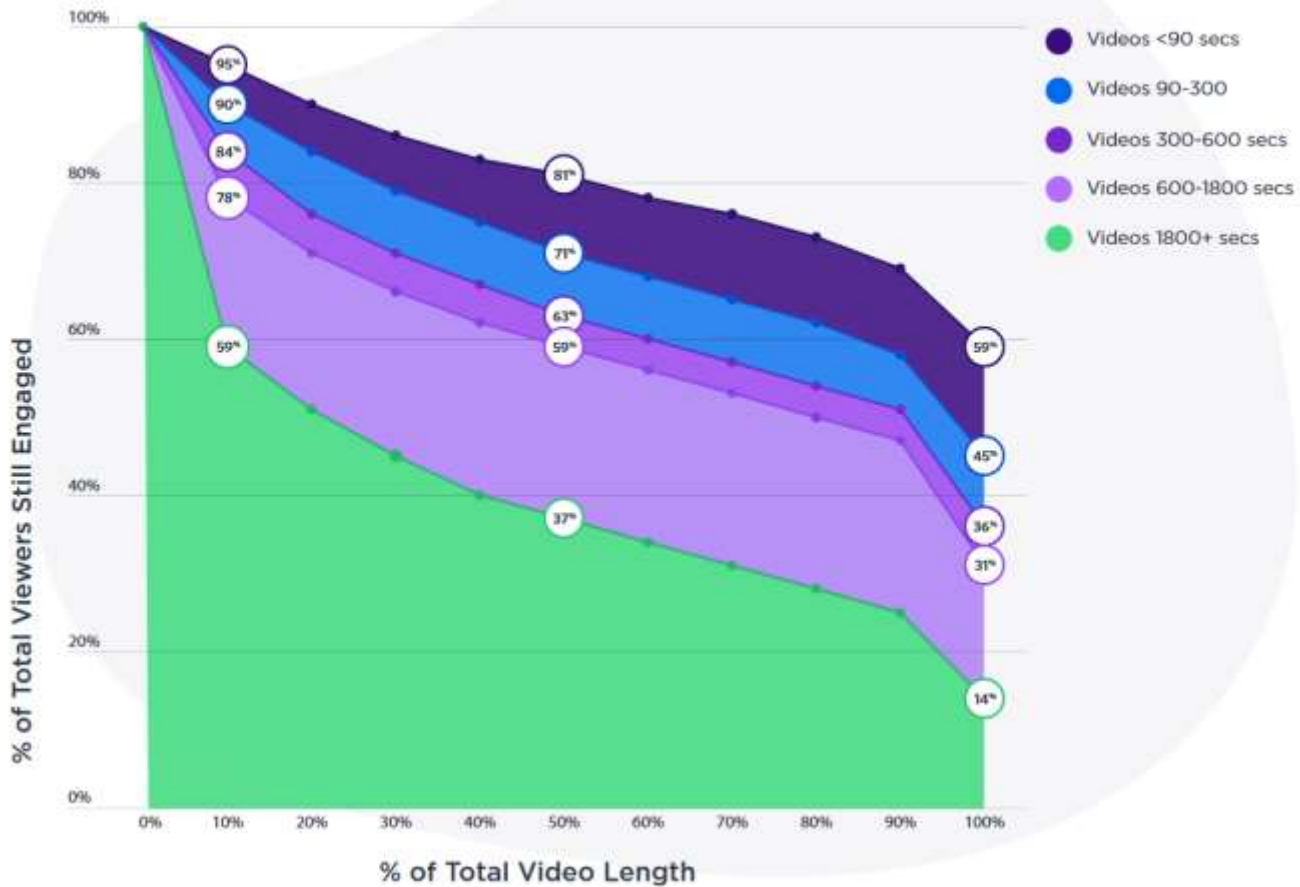


# Inspirations

## Video

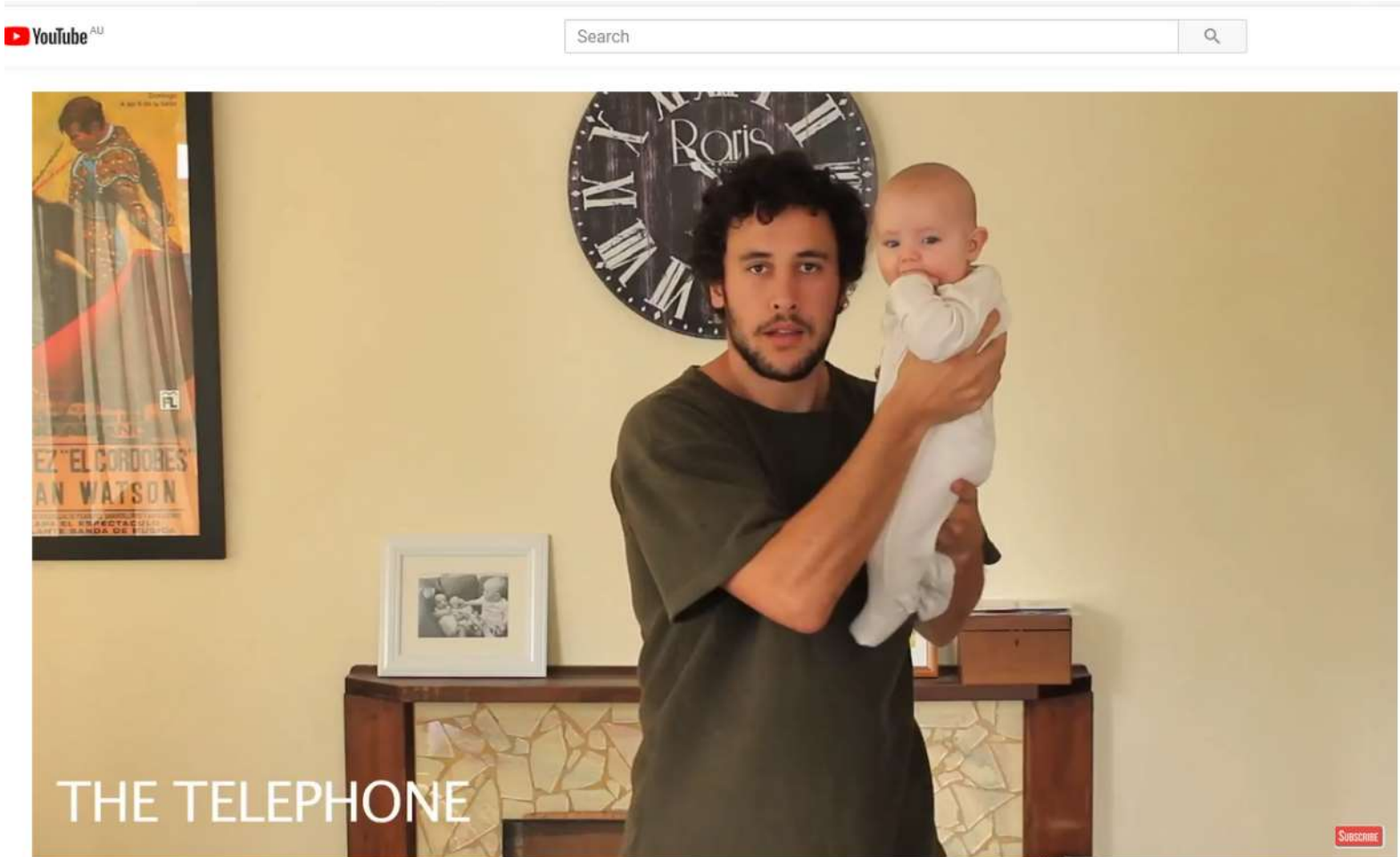
# Video engagement

Average Engagement for Different Lengths of Video



Source: vidyard

# How to dad



# WSU

YouTube



DENG ADUT  
Graduate

Deng Thiak Adut Unlimited  
2,785,208 views

17K 469 SHARE ...

 Western Sydney University  
Published on Sep 3, 2015

SUBSCRIBE 5.5K

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# Great video = big impact

	Primary	Secondary
Audience	Future students, parents	Community, current students & staff
Impact	Excitement; enthusiasm; recall; engagement	Building esteem; awareness of research and teaching quality
Rol	Leads for conversion; brand esteem; research esteem	Brand esteem; giving
Leverage	Media, FB, Insta, Web, events	Media, FB, Insta
Student life cycle role	Awareness, engagement	Brand esteem



# Aim high – and think global

YouTube

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# Flinders – Facebook Live video



# Small event – huge online audience



**Flinders University** was live.  
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We're live on campus for a panel discussion about the first 100 days of President Trump; with special guest Congressman Jim McDermott, U.S. Representative for Washington's 7th congressional district 1989 to 2017.

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# Agile video



# Thank you (Kia Ora)

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