SOCIAL MEDIA AS A RETENTION TOOL

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DEFINING SOCIAL MEDIA

- User-generated content with a specific agenda or message
- Interactive process that facilitates communication and involves transmission of information and ideas
- Incorporates social networking tools (i.e. Facebook, Twitter, etc.) in addition to web applications such as wikis, blogs, virtual hangouts, and media sharing technologies
SOCIAL MEDIA USERS

- Facebook, YouTube, and Twitter remain the most popular social media tools with Instagram activating rising.
- Blogging also a top social media activity.
- 74% of students expect colleges to have social media sites and 76% of prospective students would join a private social network for their college.

### Who uses social networking sites

<table>
<thead>
<tr>
<th>% of internet users within each group who use social networking sites</th>
</tr>
</thead>
<tbody>
<tr>
<td>All internet users</td>
</tr>
<tr>
<td>a 18-29</td>
</tr>
<tr>
<td>b 30-49</td>
</tr>
<tr>
<td>c 50-64</td>
</tr>
<tr>
<td>d 65+</td>
</tr>
<tr>
<td>a High school grad or less</td>
</tr>
<tr>
<td>b Some college</td>
</tr>
<tr>
<td>c College+</td>
</tr>
<tr>
<td>a Less than $30,000/yr</td>
</tr>
<tr>
<td>b $30,000-$49,999</td>
</tr>
<tr>
<td>c $50,000-$74,999</td>
</tr>
<tr>
<td>d $75,000+</td>
</tr>
</tbody>
</table>


Note: Percentages marked with a superscript letter (e.g., \(^{d}\)) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g., age).

PEW RESEARCH CENTER
Use of social media by colleges has risen and in 2011, 100% of colleges reported using some form of social media (Barnes and Lescault, 2011)

Colleges use social media in the following ways: provide updates and emergency alerts; improve organizational learning; monitor student satisfaction; share institutional success stories; enhance education and learning; sustain student engagement; and to increase fundraising and positive donor relations.
BCTC’S SOCIAL MEDIA CHANNELS

- Facebook, facebook.com/BluegrassCTC
  - Most users (4100+), most interaction
  - Algorithm limits who sees your posts to encourage paid ads
  - Recommended posting 2-3 times a day
- Twitter, twitter.com/BluegrassCTC
  - Increasing number of followers (900), less direct interaction
  - Easy to monitor student activity (search BCTC)
  - Posting from 5-7 times a day, every tweet can be seen in feed
  - Great for interacting with other orgs and their followers
WHO ARE OUR SOCIAL MEDIA USERS?

![Bar chart showing the percentage of Facebook and Twitter users by gender.]

- **Facebook**
  - Female: 70%
  - Male: 30%

- **Twitter**
  - Female: 50%
  - Male: 50%
WHERE ARE OUR SOCIAL MEDIA USERS?

• The largest numbers are in Lexington
  • 38% of Facebook, 52% of Twitter
• Winchester, Frankfort, Nicholasville, Georgetown, Lawrenceburg, and Richmond each represent ~4% of our Facebook fans
• 11% of Twitter followers are from Louisville
• People from Cincinnati, Los Angeles and Nashville like our Facebook page.
• On Twitter we have Washington, D.C. and Chicago followers as well as many organizational followers in Kentucky.
WHAT OUR TWITTER FOLLOWERS LIKE

• 38% of Twitter users also follow Coach Cal
• About 20-25% also follow local news outlets (WKYT, LEX18, Herald-Leader, Kentucky.gov)
• Interests include
  • Music 46%
  • Politics 32%
  • Business/news 32%
  • Country 18%
  • Adult education 9%
  • Liquor and spirits 6%
  • Horse racing 6%
WHAT SOCIAL MEDIA USERS ARE SAYING

Trisha P @trishap90 - 52m
@BluegrassCTC is there an easy way for an online student to get a student id so many places give discounts now for one but hard to get one

Amanda Monin @a_monin - 19m
...& I've conquered BCTC's enrollment process too after 5 trips to the school 😄
from Lexington-Fayette, KY

Riley Caudill @r_caudill15 - Jun 30
So when I'm trying to register to btc do I just go up there or is it online??

Christina Winkler @Mossy_Oak31 - Jul 30
After a two year break, this momma is going to college #BCTC

Kira Iynn @kira_chancey - 17h
Considering going to BCTC for Radiology, since the program at JCTC is completely full for next year.

Alexa Ackerman @alexa_ackerman - 53m
Never thought I could be lost on BCTC's campus but I am 😁

Yonai Colon @xoxo_yonial - 18m
I wish our school lunch was as good as the lunch they serve at btc

Ashley Wingate @AshleyDawn10 - 16h
@Michael_Vickery you are famous!! Lins and I just saw you on a commercial for bctc @ the movies in Win City!
THINGS TO REMEMBER WITH ANALYTICS

• Followers include our faculty and staff, businesses and organizations, parents as well as students

• Information on social media users comes from what they submit themselves

• Data is collected on all users and delivered to page administrators and when creating targeted ads on social media
ADVERTISING ON SOCIAL MEDIA

• Social media user data is collected and used to target audiences for advertising
• Ads target anyone on social media channels, not just those connect to your page
• Can target very specific or general audiences depending on goals
• Most of our general college Facebook ads target Lexington + 25 mile radius, ages 16-44
YOUR ROLE IN SOCIAL MEDIA

- Follow and like our BCTC’s pages!
- Share our posts and information with your friends on social media – easy and free way to spread word about BCTC
- Suggest social media messages to PIM at bl_chitchat@kctcs.edu. We are in constant need of content.

See Public Information and Marketing website for how to set up a college-related social media account, and our social media use practices.
Retention

• Astin (1993) states that fellow students are “the single most potent source of influence” in the college student experience.

• Studies indicate student engagement inside and outside the classroom enhances retention (Tinto’s Student Integration Models, 1975, 1987, 1993; Terenzini & Pascarella, 1997).

• Because there is a social side to retention, social media serves as one of many tools to engage and connect with students.
SOCIAL MEDIA AND RETENTION

• Social media provides for increased interaction that leads to higher levels of involvement and motivation
• Facilitates online and offline connections and relationships
• Personalized communication creates a sense of exclusivity that directly effects the likelihood that the recipient will act on a specific request
SOCIAL MEDIA INSIDE THE CLASSROOM

• Research indicates social media facilitates learning and engages students in the classroom
• Retaining students in a course means retaining students at the institution
• 41% of faculty use social media in the classroom and 59% agree that the interactive nature of social media creates better learning environments (Pearson Learning Solutions, 2013)
• Use of social media in teaching has grown 21.3% from 2012-2013
• Social media is integrated into teaching and learning methods through blogs and wikis, virtual communities, and podcasts
SOCIAL MEDIA OUTSIDE THE CLASSROOM

- Research indicates student communities (i.e. learning communities, student organizations, mentoring programs, etc.) increase student engagement and overall retention
- Despite extant research on the effects of retention programs, the results appear slowly
- Rise in social media allows institutions to leverage student engagement and retention in new and better ways
- Social media is integrated into engagement and retention programs through virtual communities and private social networks, and student group feeds or apps.
REMINDER

The Public Information & Marketing department should be aware of all social media channels related to BCTC.

We can help let people know about your page, share important messages, and offer suggestions on how to best use these channels to reach your audience and goals.
OPPORTUNITIES

• We want to know the good things happening at BCTC!
• Sharing messaging on official BCTC social media channels, as well as website
• Featuring student-generated content including photos, videos, class projects and stories, community services
  • Seen by future and current students, parents, community members, etc.
• Use of hashtags and pages to unite cohorts of students and programs
  • #BCTCClassof2014, #BCTCdentalhygiene, #LLCEC2014
QUESTIONS