Leveraging the Power of Social Listening in Higher Education

Liz Gross, Ph.D.
November 2, 2016
Social Media Strategies Summit Higher Ed
Today’s Agenda

- Higher Ed Use Cases
- Social Listening Overview
- Software Guidance
- Personal Action Plan
Open question for the group. Please offer an answer out loud if you have one.

Question to answer individually. Please write down your answer.

Musical interlude to accompany your work
Please introduce yourself!
Write down at least one goal of your social media program.
WHAT'S YOUR STORY
Fake Sallie Mae Accounts Target Struggling Student Borrowers

Fake social media accounts claimed to give loan forgiveness due to the government shutdown.

By Allie Bidwell | Staff Writer | Oct. 11, 2013, at 2:30 p.m.
Social Listening:
Searching the public social web for mentions and conversations of interest to you.
Today’s Agenda

Higher Ed Use Cases
Social Listening Overview
Software Guidance
Personal Action Plan
Why Use Social Listening?

• Campaign Management
• Brand Benchmarking
• Reputation Management
• Customer service
• Market Research
• Online Threat Assessment
Campaign Management
Benchmarking
Customer Service

Photo credit: Atomic Taco on Flickr
### Ignorance Impacts Advocacy

<table>
<thead>
<tr>
<th></th>
<th>Phone</th>
<th>Email</th>
<th>Social Media</th>
<th>Review Sites</th>
<th>Boards/Forums</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expect A Reply</td>
<td>91%</td>
<td>89%</td>
<td>42%</td>
<td>53%</td>
<td>47%</td>
</tr>
<tr>
<td>Boost in Advocacy</td>
<td>10%</td>
<td>8%</td>
<td>20%</td>
<td>16%</td>
<td>25%</td>
</tr>
<tr>
<td>Decline in Advocacy</td>
<td>-51%</td>
<td>-56%</td>
<td>-43%</td>
<td>-37%</td>
<td>-38%</td>
</tr>
</tbody>
</table>

**From Answered Complaint**

**From Unanswered Complaint**

Source: Edison Research and Jay Baer, 2015
Which of these use-cases sounds most appealing to you?
Today’s Agenda

Higher Ed Use Cases
Social Listening Overview
Software Guidance
Personal Action Plan
What’s Public?

- Tweets*
- Facebook posts*
- Blog posts & comments
- Instagram*
- Reddit
- News sites
- Review sites
- Discussion forums
- YouTube
Congrats! I'm thinking of applying to Huddersfield, is it a good uni? Were your teachers good? Facilities?
Hi, after coming to an open day and absolutely loving the uni I am applying to Loughbourgh to study Marketing in 2017 - i just wondered if any current students could give me some help/advice on the course itself but also my main worry about the sport/the town.

I love sport! But have only ever really done it recreationally and am worried realistically this is going to hold me back in terms of my uni experience e.g not being able to play on the team etc. I know the uni themselves promote that everyone can get involved but in reality is this really the case? Is it quite elitist?

Also what is the town/nightlife like? I've seen some threads claiming there is not much to do/can get boring?

Many thanks! Emma x
Durham colleges in particular St Cuths (7 Posts)

strugglingtodecide  Tue 25-Oct-16 21:38:56

DD is just about to submit her UCAS form but is unsure which college to apply to at Durham. She is applying for Classics so fancies a Bailey college. She likes the idea of self catering so the only option is St Cut's. However it is only part self catered. Is there a chance a student could apply and end up catered anyway? Also part of me thinks as most colleges are catered that's part of the Durham experience so if you're thinking of Durham you should go with it. I'd be grateful to hear from anyone with experience. TIA
There’s A World Beyond Twitter

One week of mentions in March 2016:

Comprehensive Canadian University

Midsize Private Midwestern US Jesuit University

Small Northeastern US Liberal Arts College

Source: http://lizgross.net/social-media-monitoring-software-for-higher-ed/
How Does Social Listening Work?

- All Sources
- Queries
- Results
Boolean Overview

• AND
• OR
• NOT

Used to broaden or narrow a search
Boolean Overload

(“great lakes educational loan” OR “great lakes higher education” OR “mygreatlakes”) OR (“great lakes” AND “borrow*” OR “servicer” OR “student loan*” OR “defer*” OR “forbearance” OR “repay*” or #studentloan*)
Example Market Research Query

((ASU OR “arizona state”) NEAR/10 ("want to go to" OR "apply to" OR "applied to" OR "applying" OR "thinking about" OR "considering apply*" OR visit* OR tour*))
AND
(I OR I'm OR I've OR my)
Have any other uses for social listening come to mind?
Today’s Agenda

Higher Ed Use Cases
Social Listening Overview
Software Guidance
Personal Action Plan
Do you currently use a social listening or monitoring tool?
What do you need?
Free

- Twitter Search
- Tweetdeck
- Hootsuite Free
- Instagram Search
- Followerwonk
Small Investment

- Hootsuite Pro
- Sprout Social

Less than $100 per month
$800 per month and up

- Brandwatch
- Sysomos
- Synthesio
- Crimson Hexagon
- Nuvi
- Spredfast
- Cision
- Hootsuite Enterprise
Potential Campus Resources

Gartner Magic Quadrant

Forrester Wave
8 Steps to choose social listening software

Source: http://lizgross.net/8-steps-to-choose-social-media-monitoring-software/
Choosing Social Listening Software

1. Understand your use-case

Source: http://lizgross.net/8-steps-to-choose-social-media-monitoring-software/
Choosing Social Listening Software

2 Know your budget

Source: http://lizgross.net/8-steps-to-choose-social-media-monitoring-software/
Choosing Social Listening Software

3 Prepare your requirements

Source: http://lizgross.net/8-steps-to-choose-social-media-monitoring-software/
Potential Requirements to Consider

- Length of time in business
- Frequency of upgrades
- Responsiveness to feature requests
- Training
- Tech support
- Mobile access
- Ability to trial
- Sources covered
- Boolean support
- Pricing model – searches, results, users?
- Alert capability
- Sentiment tagging
- Advanced rules to categorize mentions
- Reporting options
- Historical data

Source: http://lizgross.net/8-steps-to-choose-social-media-monitoring-software/
Choosing Social Listening Software

4 Contact vendors

Source: http://lizgross.net/8-steps-to-choose-social-media-monitoring-software/
Choosing Social Listening Software

5 Interview vendors

Source: http://lizgross.net/8-steps-to-choose-social-media-monitoring-software/
Choosing Social Listening Software

6 Push for a trial period

Source: http://lizgross.net/8-steps-to-choose-social-media-monitoring-software/
Choosing Social Listening Software

7 Ask for references

Source: http://lizgross.net/8-steps-to-choose-social-media-monitoring-software/
Choosing Social Listening Software

8

Sign a contract...not multi-year!

Source: http://lizgross.net/8-steps-to-choose-social-media-monitoring-software/
Special Opportunity for Higher Ed

Free training & certification | Free software access

brandwatch.com/brandwatch-for-students
Today’s Agenda

Higher Ed Use Cases
Social Listening Overview
Software Guidance
Personal Action Plan
How can social listening support your social media goals?
What is your next step when you get back to the office?
Resources

• Hug Your Haters by Jay Baer
• Brandwatch blog
• Jason Falls, Conversation Research Institute