Wake Up, Check Smartphone, *Then* Shower

Communicating with Students Today

nelnet
EDUCATION LOAN
SERVICING

Topics for Discussion

- Understand Generation Y (Millenial) students

- Use mobile technology to communicate

- Create a social media program

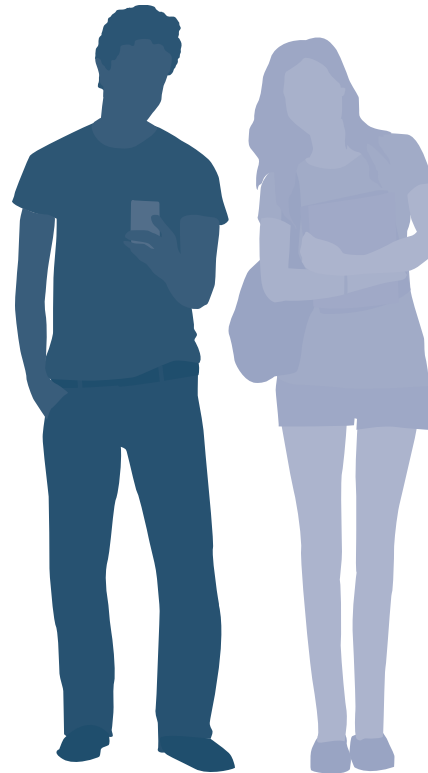- Engage students

Generation Y Students

Gen Y Students

Born after 1980

Wanted

Sheltered

Confident

Team Oriented

Conventional

Pressured

Achieving

Tech-Savvy

Gen Y Students

The way we interact and seek entertainment is different.

Internet

Mobile phones

iPods

Videos

Online shopping

Social networking

Blogs

2012 Survey

Findings for approximately:
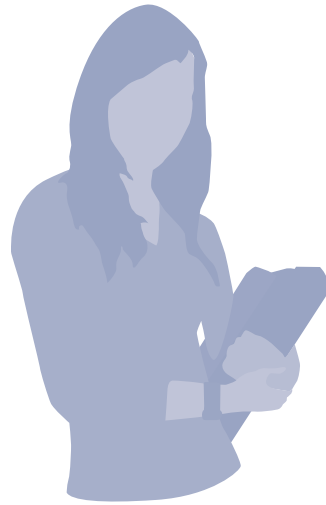
1,800 College Students and Workers

Ages 18–30

Cisco Connected World Technology Report. August, 2012

2012 Survey

- Translated and distributed in 18 countries to gain approximately 100 completed surveys for each subgroup in each country

- Countries: United States, Canada, Mexico, Brazil, Argentina, United Kingdom, France, Germany, Netherlands, Russia, Poland, Turkey, South Africa, Korea, India, China, Japan, Australia

2013
CASFAA
Conference

Survey Says

Smartphone Battles Laptop
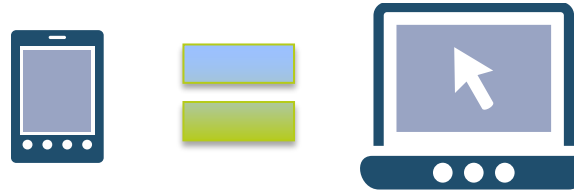
- If they had to choose one device, 1/3 of respondents preferred a smartphone or laptop.

- Smartphone was seen as most versatile and compact.

- Smartphone was twice as popular as a desktop computer.

- Smartphone was three times as popular as tablet.

Cisco Connected World Technology Report. August, 2012

Survey Says
Part of the Daily Routine

- 90% of respondents said checking smartphone is an important part of the morning routine.

- Three out of four use smartphone in bed.

- One out of three use smartphone in the bathroom.

- Nearly half use smartphone during meals with family and friends.

- Almost one out of five text while driving. Yikes!

Survey Says
Glued to the Hip

- 60% of respondents compulsively check their smartphones for emails, texts, or social media updates.

    - In the U.S., more than 50% check at least every 30 minutes. Two out of five check at least every ten minutes.

- Nearly 70% said that smartphone apps are important to their daily life.

- 42% would feel anxious, "like a part of me was missing," if they couldn't check their smartphones constantly.

Cisco Connected World Technology Report. August, 2012

Survey Says
Social Media

facebook.

- 87% of respondents have a Facebook account. 1 in 10 have Facebook open all of the time.

- 41% update Facebook at least once a day. One in five update Facebook several times a day.

twitter

- 56% have a Twitter account.

- 21% tweet at least once a day.

You Tube™

- Almost 90% upload photos to share or store online.

- 62% upload videos to share or store online.

Cisco Connected World Technology Report. August, 2012

Mobile Communication

Mobile Usage

- 56% of American adults use a smartphone.

- 97% of Americans, ages 18-20, have a cell phone, and 80% of them have a smartphone.

- Of college graduates, 95% have a cell phone, and 70% of them have a smartphone.

- 65% of people ages 18-29 use mobile to access the internet.

http://www.pewinternet.org/Reports/2013/Smartphone-Ownership-2013.aspx; http://pewinternet.org/Commentary/2012/February/Pew-Internet-Mobile.aspx
; http://www.bluetrainmobile.com/blog/the-importance-of-mobile-web-in-higher-education-recruitment-a-students-perspective/#.Ugvoy5LVAjA

Mobile Usage

By 2014, it is projected that more users will access the internet from their phone than from a computer.

http://www.bayshoresolutions.com/blog/website-usability/the-importance-of-mobile-websites/

What does this mean for you?

Mobile isn't an option; it's a necessity.

What does this mean to you?

- Primary methods of communication have evolved. Online communication channels are as necessary as in-person contact.

- People now demand immediate access to information. The lines between personal life and school/work are blurring. Blended through the day and night.

- Your communication channels must be mobile-friendly.
  - Website
  - Email
  - Text messaging
  - Social media

Website

- Your website should be optimized for mobile technology.
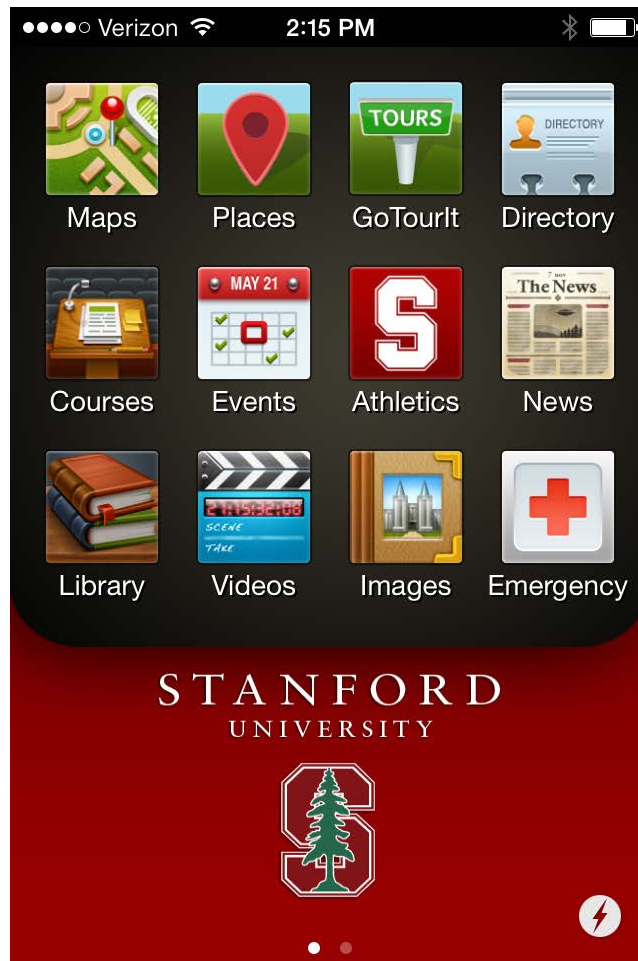
Email

- Email is not dead! It is one of the top activities on mobile devices.

- Target your messages. Do not send everything to everyone.

- Keep your subject line short and relevant.

- Keep body content concise and vertical.

- Limit design. Optimize for smartphones.

- Make a call to action clear.

Text Messaging

- Text messages are received immediately and opened 97% of the time.

- Great way to communicate alerts, deadlines, events, emergencies, and links to important information.

- Consider a process for students to "opt-in" to text messages.

- Cost efficient and targeted.

Relevance

- Information must be valuable so that users continue to engage.

- Be careful...if messaging is too frequent or too pushy, you risk losing your audience.

    - More likely to find such communication annoying since they always have their phone with them.

Resource

- The Mobile Marketing Association website has many references to help you develop a mobile-friendly strategy, including best practices, research, and case studies.

Social Media

What is Social Media?

Two-way communication vehicle
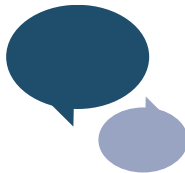
Interactive conversation
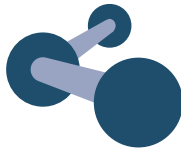
Sharing of user-generated content

Did you know?

- Facebook has more than 1.15 billion users; 810 million are mobile users.

- There are more than 50 million Facebook pages.

- Twitter has more than 550 million active users.

- 43% of Twitter users use their phone to tweet.

- More than 1 billion unique users visit YouTube each month.

- For every minute that goes by, about 100 hours of video are uploaded to YouTube.

- More than 25% of the world's YouTube views come from mobile devices.

How Schools Use Social Media

Infographic by
onlineuniversities.com
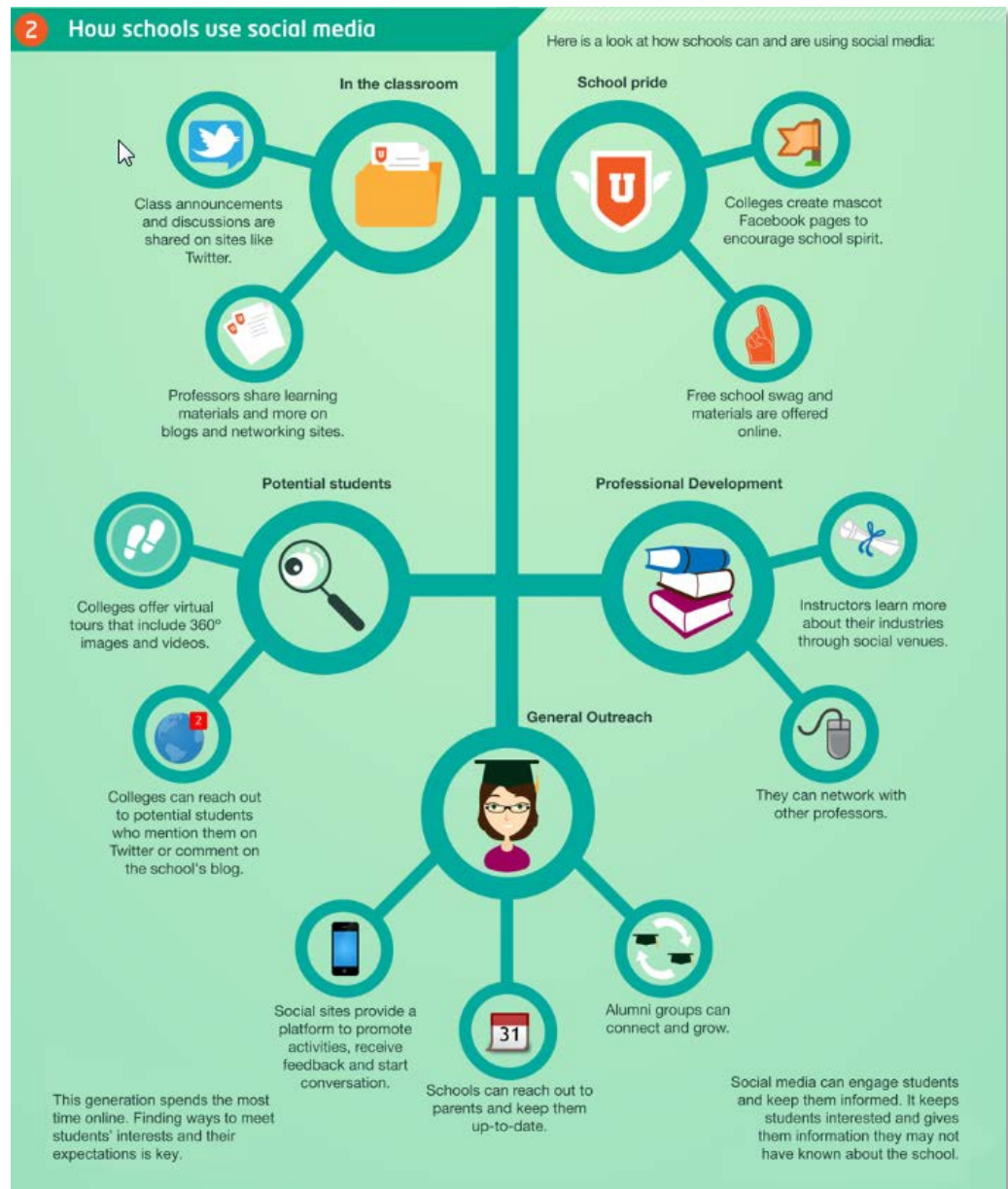
Create a Program

"It happens in the small, personal interactions that allow us to prove to each other who we are and what we believe in, honest moments that promote good feelings and build trust."

- Gary Vaynerchuk

Personal Interactions

- One-on-one

- Care more

- Be real

- Listen more

- Better content

Steps to Create a Social Media Program

Step 1

Secure Internal Buy-In: State your case

Typical concerns:

- budget
- employee productivity
- security
- school reputation

Step 2

Develop a Strategy:

- Research the marketplace: *Where are your students?*
- Decide where to concentrate efforts
- Listen to what they're saying
- Plot your objectives and strategies
- Decide how to measure efforts

From Marketing Profs: "A Step-by-Step Guide to a Successful Social Media Program"

Steps to Create a Social Media Program

Step 3

Appoint a Team:

- Find active users within your office
- Dedicate appropriate resources
- Decide who should represent your office
- Decide on employee participation
- Set parameters

Step 4

Create a Social Media Policy:

- Protect confidential and PII
- Explain personal responsibility
- Determine online representation
- Develop content and comments policy/approval process

From Marketing Profs: "A Step-by-Step Guide to a Successful Social Media Program"

Steps to Create a Social Media Program

Step 5

Prepare Your Department:

- Conduct initial training
- Provide ongoing guidance and resources

Step 6

Manage the Program:

- Monitor the progress and success
- Watch for new developments
- Establish credibility
- Respond to public comments and complaints

From Marketing Profs: "A Step-by-Step Guide to a Successful Social Media Program"

Utilize a Strategy

- Always keep your audience in mind.

  - Could vary by school (cosmetology school is going to be a little different from a seminary, for instance)

- Concentrate on platforms that will be best for your audience and objectives.

- Write posts that will help you achieve your objectives.

- Keep up with what's happening.

Facebook Pages

- Create a page, NOT a profile.

- Including your office's contact information (phone number, email) in the "About" section.

- Adjust fan interaction permissions to wherever you're comfortable.

- Utilize page tabs to organize information.

Facebook Page Tabs
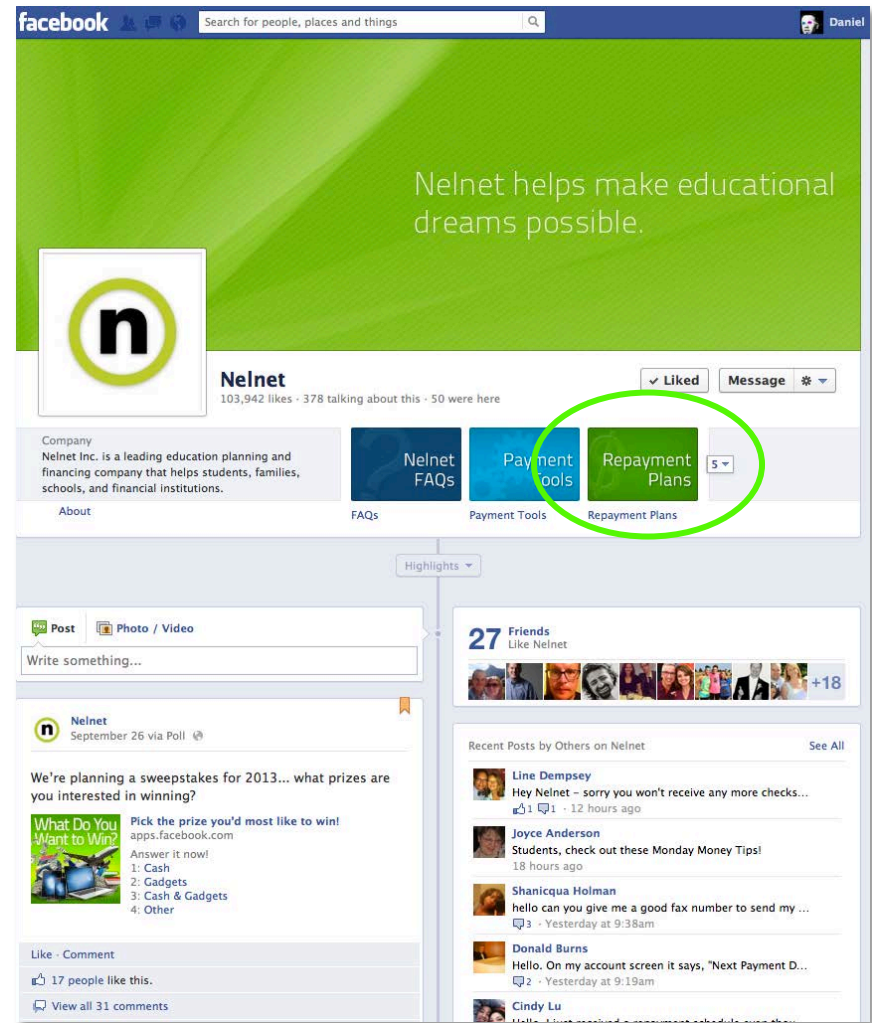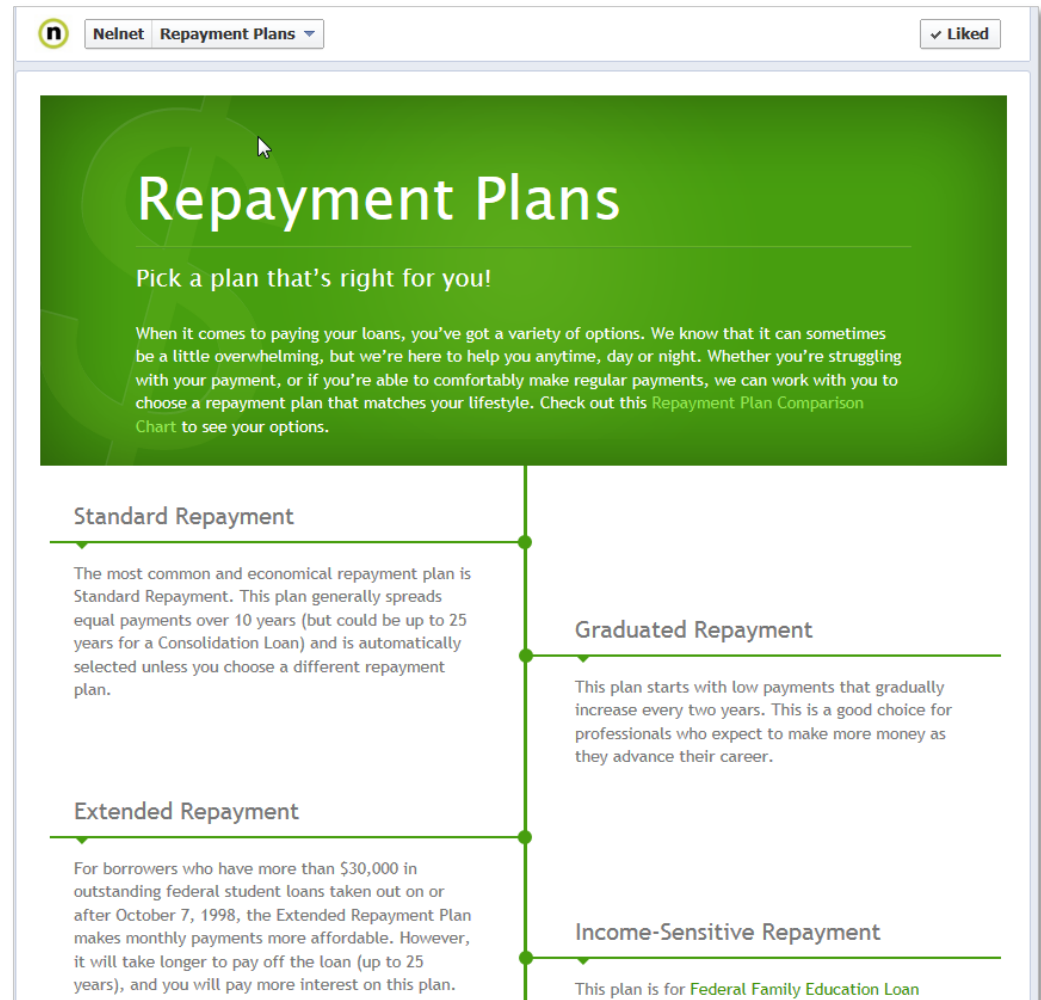
Nelnet example:

For an in-depth tutorial, click here

Facebook Page Tabs

Nelnet example:

Facebook Page Tabs

School Financial Aid example:

Facebook Page Tabs
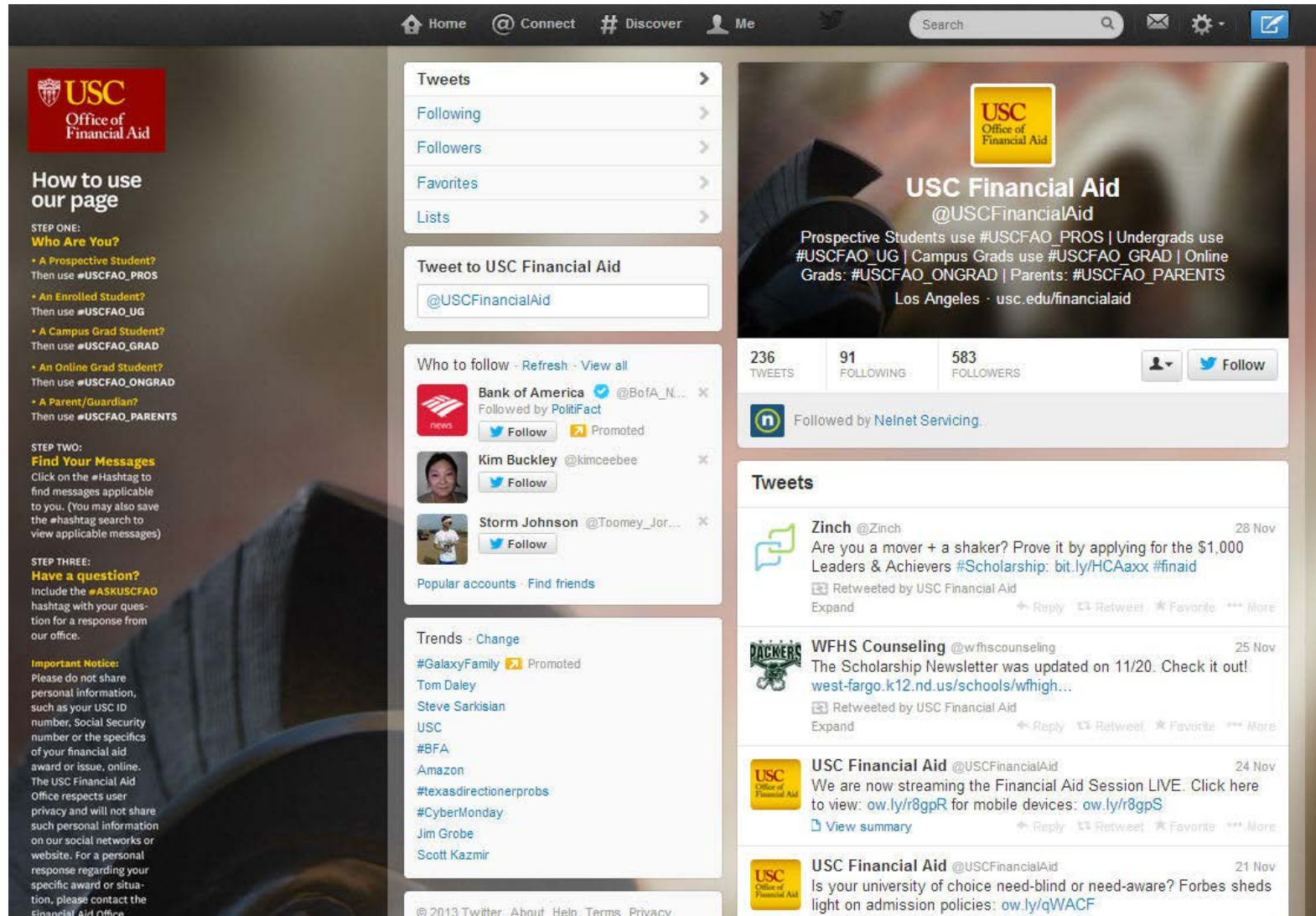
School Financial Aid example:

Twitter

School Financial Aid example:

Twitter

Nelnet example:

Editorial Calendar

- An editorial calendar helps you maintain focus and plan content.

- There are various templates available online.

	Topic/Campaign	Component	Initial Publish Point	URL	Distribution Points	Target Publish Date
▼ Apr 29, 2013						
	All About ABC	Article	Blog	http://www.company.com/blog/all-about-abc	Twitter, Facebook, LinkedIn	May 1, 2013
	Secrets of XYZ	Shared Content	Partner Blog	http://partner.com/blog/secrets-of-xyz	Twitter, Facebook, LinkedIn	May 2, 2013
	General	Article	Blog	http://www.company.com/blog/all-about-abc	Twitter, Facebook, LinkedIn	May 3, 2013
▼ May 6, 2013						
	All About ABC	Infographic	Blog	http://www.company.com/blog/abc-infographic	Twitter, Facebook, LinkedIn, Pinterest	May 6, 2013
	Secrets of XYZ	Shared Content	Partner YouTube	http://www.youtube.com/link	Twitter, Facebook, LinkedIn, Pinterest	May 9, 2013
▼ May 13, 2013						
	All About ABC	Video	YouTube	http://www.company.com/blog/abc-video	Blog, Twitter, Facebook, LinkedIn, Pinterest	
▼ May 20, 2013						
	All About ABC	Article	Blog	http://www.company.com/blog/all-about-abc	Twitter, Facebook, LinkedIn	
	Secrets of XYZ	Shared Content	Partner Blog	http://partner.com/blog/secrets-of-xyz	Twitter, Facebook, LinkedIn	
	General	Article	Blog	http://www.company.com/blog/all-about-abc	Twitter, Facebook, LinkedIn	
▼ May 27, 2013						
	All About ABC	Article	Blog	http://www.company.com/blog/all-about-abc	Twitter, Facebook, LinkedIn	
	Secrets of XYZ	Shared Content	Partner Blog	http://partner.com/blog/secrets-of-xyz	Twitter, Facebook, LinkedIn	
	General	Article	Blog	http://www.company.com/blog/all-about-abc	Twitter, Facebook, LinkedIn	

From http://rabidofficemonkey.com/2013/05/editorial-calendar-template-for-iwork-numbers/

HootSuite

- Free online tool that allows you to monitor and schedule posts for multiple social media accounts (including Facebook and Twitter)

- You can also monitor other accounts, hashtags, and more.

- For a full tutorial, click here.

HootSuite

Engage Students

Facebook and Twitter

How can Facebook and Twitter help financial aid officers?

Links to forms and info located on school website

Event schedules

Financial literacy info

Deadline alerts

Virtual office hours

Event photos

Facebook and Twitter

Visual
- Photos
- Infographics
- Videos

Mobile
- Website
- Social media
- Apps

Immediate
- Online office hours

Real
- Care
- Informal
- Humor

Share & Steal
- FSA
- Federal Loan Servicers

Create an Engaging Post

- Be relatable.

- Stay current.

- Include a call to action.

- Be consistent with the frequency of your posts (1-2 posts per day).

Tips for Facebook

- The more likes and shares a post gets, the more it is seen.

- Videos and pictures are the most eye-catching.

- Photo albums and short, one or two sentence statuses are seen most, based on the Facebook algorithm.

- Use polls to engage audience.

Tips for Twitter

- Don't have your Facebook posts automatically tweeted or vice versa.

- Use a URL shortener, such as bitly.
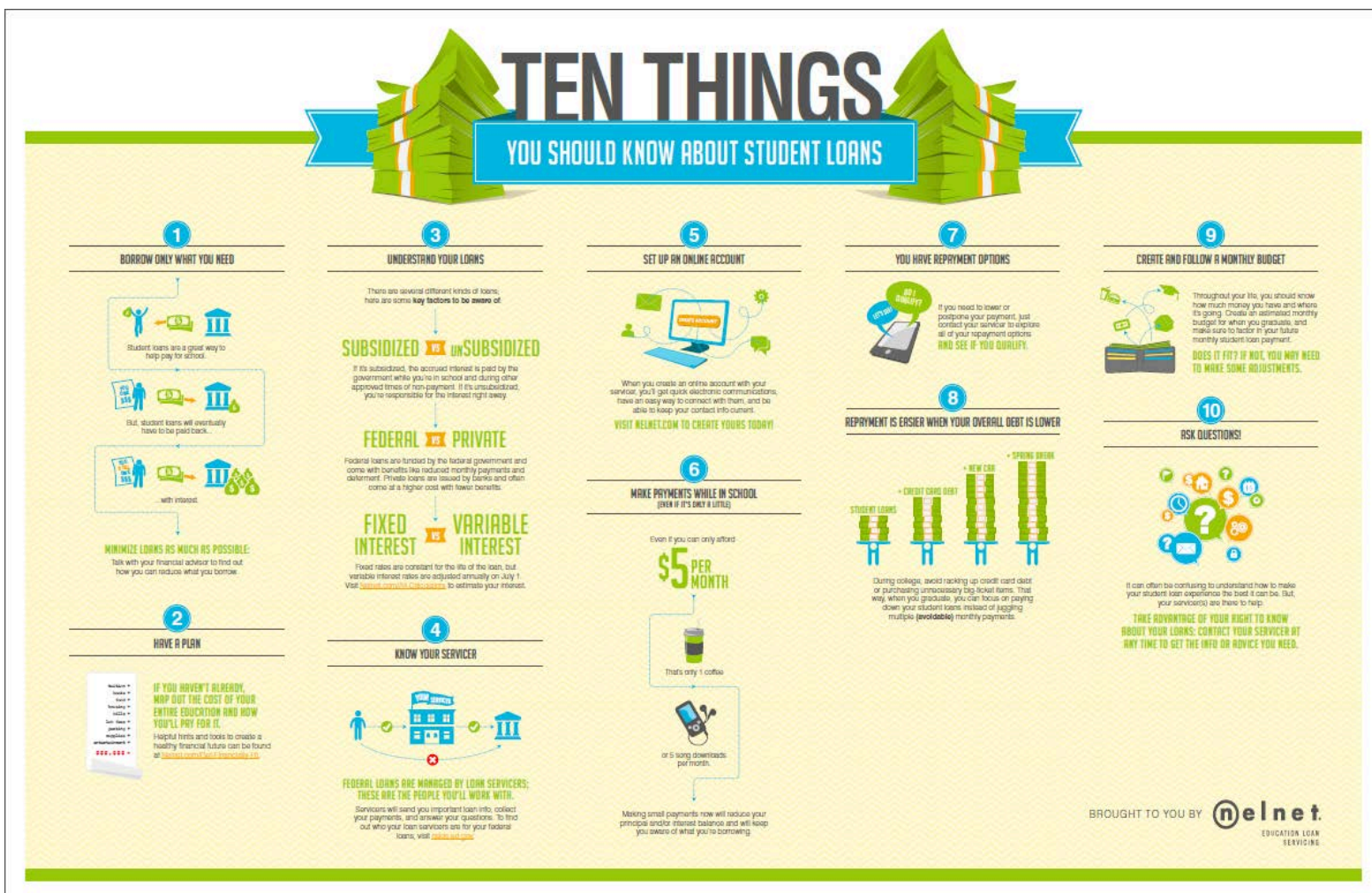
- Utilize hashtags.

  - #FAchat

Tips for Blogging

- Blogging is a great way to generate original content for other social media platforms.

- It allows you to delve deeper into topics.

- Post regularly, whether it's once a day or once a month.

- Check and respond to comments.

- Invite others to write blog articles.

Think Outside the Box

- Don't be afraid to share others' content.

  - Cite your source.

- Be candid.

  - You seem more personable.

- Peer-to-peer content

  - Is there an intern who can contribute?

  - Student testimonies
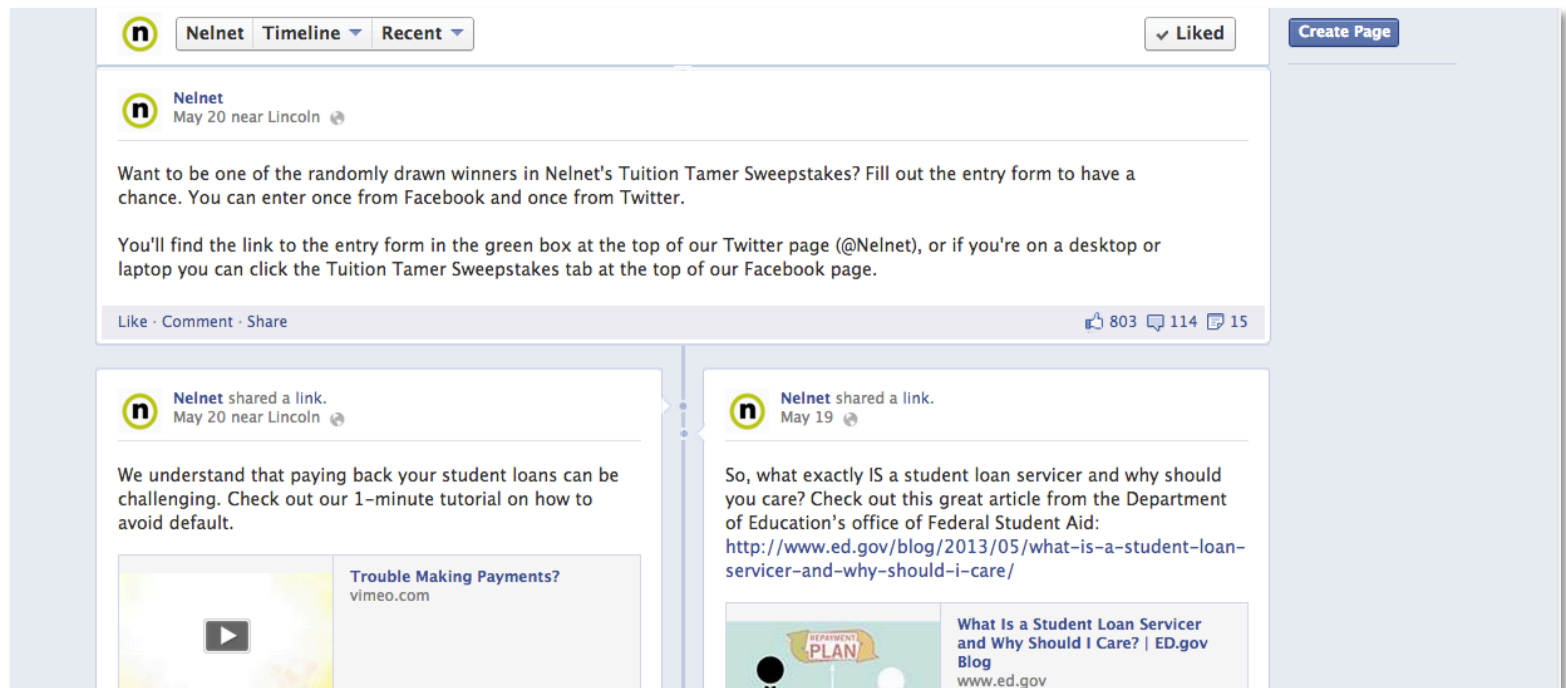
Infographics

Contests

- Good way to engage students

- Nelnet example

Keep in Mind…

- Be sure to follow any social media or communication guidelines your school has established.

- Get permission from those portrayed before posting pictures, videos, etc.

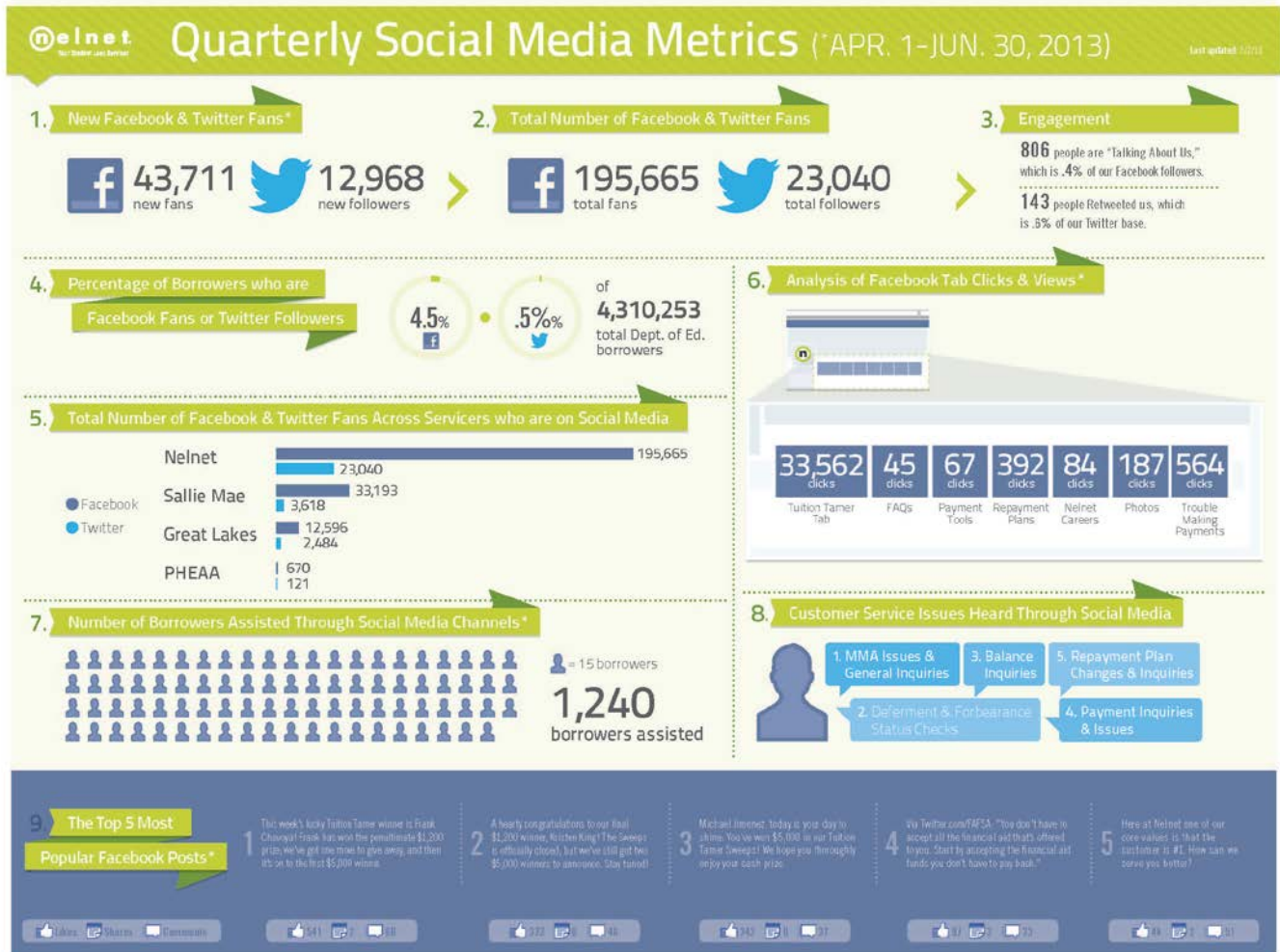- Proofread all posts, and have someone else proofread them too.

Handling Negative Comments

- Address the post quickly.

- Make amends as publicly as possible.

  - Others see you care.

- Keep private information private.

  - If need be, direct the conversation to a more private platform.

Metrics

Questions?

Thank you!

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