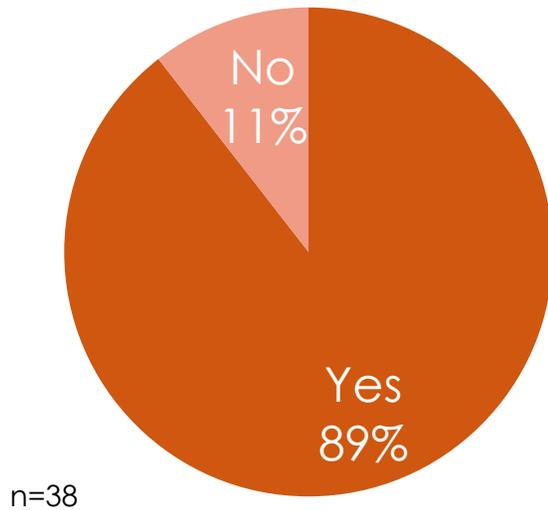
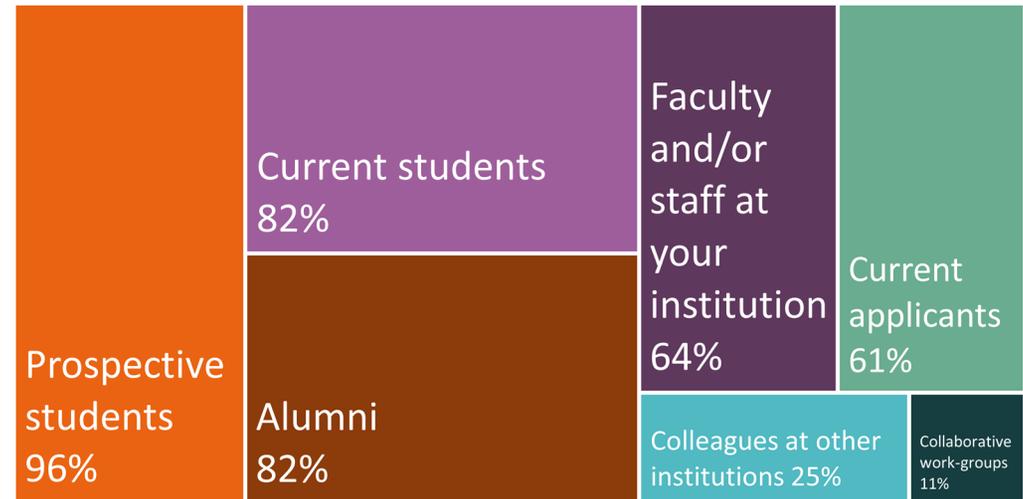


Flash Feedback Results: Use of Social Media in Graduate Enrollment Management

Does your program/office maintain a social media presence?

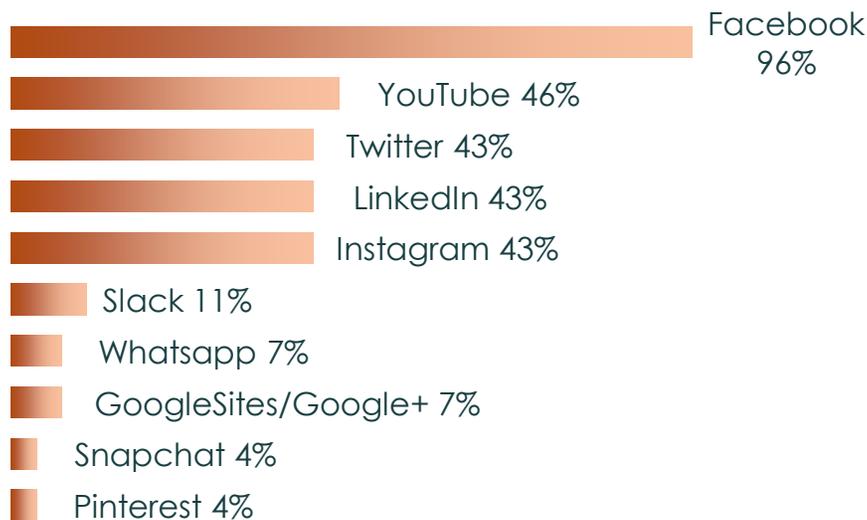


Who are you connecting with through social media? (select all that apply)



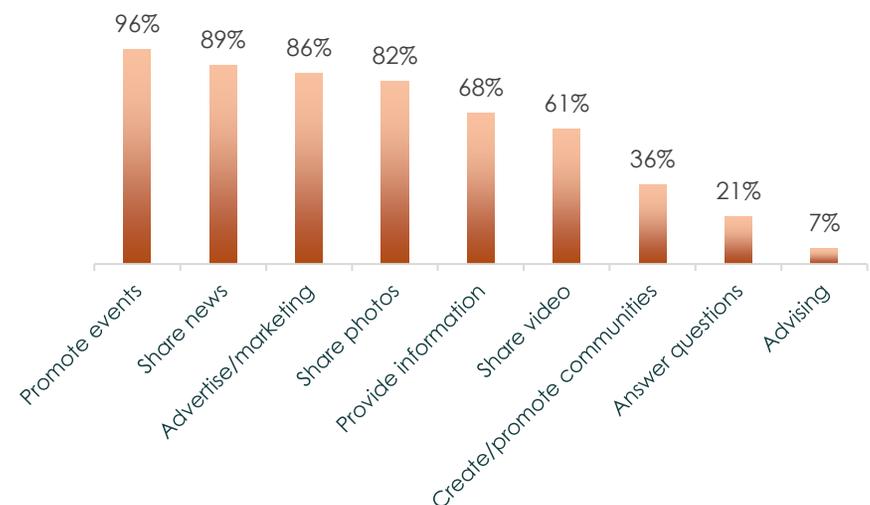
Other (write-in response): Influencers, Family of students and alumni, colleges/schools and departments that support graduate students

Which social media platform(s) does your program/office use? (Select all that apply)



Zero responses for Tumblr, Other (write-in response): Reddit

What does your program/office use social media for? (Select all that apply)



Other (write-in response): Share slides

What are your biggest challenges (or successes) with social media? (Write-in response)

Successes

- Biggest Success: Using Canva to make pretty sweet graphics
- Success: Instagram is where we get the most interactions.

Challenges

- Biggest Challenge: determining what students want; staying active on it
- Challenge: ability to create enough content
- Challenge: Having time to post regularly.
- Developing a comprehensive social media marketing plan and integrating it into our strategic marketing plan for enrollment management. I would like to hear the results of the study from the individual who surveyed NAGAP not too long ago about social media use in GEM. That would be awesome if he can present a webinar to the NAGAP membership on his findings!!
- Finding the right content for our varied audience.
- Finding the time to stay engaged in it is a challenge.
- Gaining followers. We just started a few weeks ago.
- Getting faculty/students to share their news with us to include on social media.
- Getting our administration to see the value in it.
- Having enough content without bombarding (finding the balance)
- Investing enough time in our social media channels to provide meaningful content and interactions.
- Keeping a steady presence and updating content with small staff/multiple responsibilities. We started using our graduate assistants more to help manage this.
- Lack of dedicated person with marketing/media background to manage this. Lack of creative uses for our social media outlets; mostly sharing campus highlights/events.
- Our Marketing department handles our social media presence which is helpful for making sure our branding is the same, but we then have less control over what goes out.
- Our primary reason for using social media is to connect with prospective students. But we are finding that the people that follow us or like our posts, are most often people already connected with the university, current students, staff, faculty etc. We're not finding that social media is an effective way to communicate with prospectives.
- Posting consistently and enough.
- Time and human resources to maintain an active presence on each platform.
- Time for people to post. Lacking a strategy.
- Tracking results/value.
- Using it effectively. Creating and maintaining relevant content.
- We currently rely on our marketing team to devise and implement our social strategy, and at times I don't think the enrollment focused tactics are particularly effective or prominent.
- We would love to reach out to prospective students, but find it difficult. We would love to promote our community, advise, answer questions, etc. We have yet to find a good routine to recruit.