Welcome to PCACAC’s 16th Annual Summer Institute

Social Media Professionals in Admission

Session C4
Tuesday, July 16
Presenters

Jeannine C. Lalonde
ASSOCIATE DEAN OF ADMISSION
deanj@virginia.edu
@UVADeanJ

Kevin Zimmerman
ASSOCIATE DIRECTOR OF ADMISSIONS
Zimmerman@Roanoke.edu
@RoanokeCollege
Learning Objectives

1. Understand popular social media channels
2. Learn about developing social media strategy
3. Begin to think about our responsibilities as social media managers
Social Channels (today)

- Facebook: 2.4 billion↑
- YouTube: 1.9 billion↑
- WhatsApp: 1.5 billion↑
- Instagram: 1 billion↑
- TikTok: 500 million
- Twitter: 321 million↓
- Skype: 300 million
- Reddit: 234 million↑
- Snapchat: 190 million↓
- Twitch: 471 million↓
- Discord: 10 million
Social Channels (yesterday)
One college’s findings...

<table>
<thead>
<tr>
<th>On which social media platforms are you active?</th>
<th>Instagram</th>
<th>Facebook</th>
<th>Twitter</th>
<th>Snapchat</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>94%</td>
<td>53%</td>
<td>49%</td>
<td>85%</td>
<td>6%</td>
</tr>
<tr>
<td>2018</td>
<td>91%</td>
<td>55%</td>
<td>52%</td>
<td>88%</td>
<td>6%</td>
</tr>
<tr>
<td>2017</td>
<td>89%</td>
<td>68%</td>
<td>58%</td>
<td>85%</td>
<td>7%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>One which social media platform are you MOST active?</th>
<th>Instagram</th>
<th>Facebook</th>
<th>Twitter</th>
<th>Snapchat</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>56%</td>
<td>4%</td>
<td>7%</td>
<td>31%</td>
<td>2%</td>
</tr>
<tr>
<td>2018</td>
<td>50%</td>
<td>3%</td>
<td>9%</td>
<td>35%</td>
<td>3%</td>
</tr>
<tr>
<td>2017</td>
<td>52%</td>
<td>8%</td>
<td>10%</td>
<td>30%</td>
<td>1%</td>
</tr>
</tbody>
</table>
Be aware of...

and don’t forget about the blogs!
Developing a social media strategy

- What is the goal for your activity?
- How will your work tie into the school’s overall social media strategy?
- Which platform(s) can you reasonably enter/maintain given the constraints of your position?
- How do you gauge success? How will you report your results to leadership?
Tips for Crafting a Responsible Presence

- **Listen** – know what’s being said by your colleagues, your peers, and your students

- **Respond** – be helpful when people have problems and thankful when they are complimentary

- **Be interesting** – create more content than you retweet

- **Be timely** – use keyword and trending topics in clever ways to increase reach

- **Know your algorithms**
Let’s Discuss!
Please...

Complete a session evaluation via the mobile app before you leave.

Thank you!