

Social Media in Higher Education

Dr. Venessa Funches

Dr. Rhea Ingram





- Regional Institution
- 5000 students on campus
- 1023 business students (Fall 2015)
 - 902 Undergraduate / 121 Graduate



Social Media

- Tools
 - Facebook
 - Twitter
 - Instagram
 - LinkedIn
- Audiences
 - Prospect Students
 - Current Students
 - Alumni
 - Community
 - Faculty & Staff
- Strategies
 - Recruiting
 - Communicating
 - Promoting
 - Engaging





AUM College of Business

Published by Megan German Hughes [?] · July 12 at 3:25pm · 🌐

TWO! Count 'em TWO more likes and we will hit 500! #aumbiz #AllWeNeedIsTwo



301 people reached

Boost Post

Like Comment Share

Kimberly Yelling Johnson, Rhea Ingram and Leann Bishop Reeves Chronological

Jason Charles I just got a friend to like the page and they got another friend. 500 Likes! Yeah!

Unlike · Reply · Message · 1 · July 12 at 4:31pm · Edited

AUM College of Business Yeah Jason Charles!!! Thank you!!

Like · Reply · 1 · Commented on by Megan German Hughes [?] · July 12 at 4:38pm

Write a comment... 📷 😊

Facebook



AUM College of Business

Published by Megan German Hughes [?] · July 12 at 4:43pm · 🌐

Thanks to Jason Charles, Information Systems student, for collaborating with friends and getting us to our goal - 500 likes!!! #aumbiz #Finally500 #ThankYouJason

WE REACHED
500
LIKES!





AUM College of Business

Published by Megan German Hughes [?] · June 21 at 9:19pm · 🌐

Congrats, Raymond! #aumbiz #OurStudentAthletesRock



Auburn University at Montgomery News

Moody Earns CoSIDA Academic All-America Honors

WWW.AUMATHLETICS.COM

59 people reached

Boost Post

👍 Like

💬 Comment

🔗 Share



Twitter

College of Business @AUMBusiness · Apr 26
Congrats sirwill_1906! #aumbiz
[instagram.com/p/BErPJ0tj1DV/](https://www.instagram.com/p/BErPJ0tj1DV/)

Retweet 1 Like 1

You Retweeted
Jessie Rosa @JessieRosa · Apr 22
Congrats to 2016 Outstanding Young Alumnus of the @AUMBusiness, @jacausey! Thanks to @AUMBusiness for a great event!
Adam Causey and Jessie Rosa



Retweet 4 Like 2

College of Business @AUMBusiness · Apr 20
Looking forward to #aumbiz Honors Day!
Be there or be square 4.22.16 | 9 am

Retweet Like

You Retweeted
Dr. Rhea Ingram @Ingram_AUMDean · Apr 15
Good luck to the Marketing Club members presenting to @bonnieplants today. Knock 'em dead. @AUMBusiness

Retweet 1 Like 1

College of Business @AUMBusiness · Apr 14
Internships and Jobs available...check your AUM email account.
#aumbiz

Retweet 1 Like 1

College of Business @AUMBusiness · Apr 12
Always a pleasure when business leaders step inside our classrooms! Thank you Terry Davis for visiting! #aumbiz

Prospective Students



www.business.aum.edu/connect

#aumbiz **CONNECT**
WITH THE COLLEGE



@AUMBusiness



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Notre Dame Recruiting Effort



Current Students: the Problem

- Declining retention
- Lack of student engagement
- Communication Issues with students
 - They don't read email
 - Course deletion



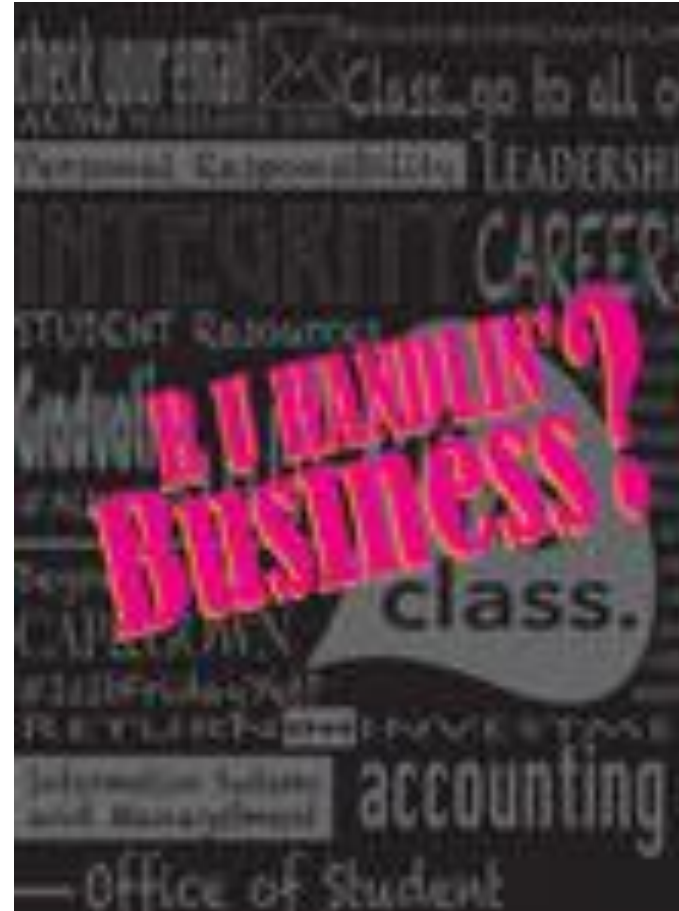
Integrated Internal Marketing Campaign

- Coordinated effort to better communicate our values, tools, & student services.
- Email & Social media
- Bulletin Boards & Easels
- Floor decals
- Programming
- Pre-testing



Implementation

- Phased rollout
- Coordinated messaging to students
 - Value of college
 - Degree works
 - Tutoring



Outcomes

- Social Media communications increased
 - Twitter 08/18/14 34 followers
 - 1/08/15 90 followers
 - 08/18/15 154 followers
 - 07/11/16 229 followers
 - Facebook 8/18/14 240 likes
 - 1/08/15 283 likes
 - 08/18/15 404 likes
 - 07/11/16 497 likes



Outcomes

- Tutoring Services
- 2014 1150 visits 219 students
- 2015 2793 visits 271 students

Insights

- Pictures are best
- Planned vs. spontaneous
- Not our primary communication tool
- Relationship building