The Role of Mobile/Social Media for Students

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Virginia's Community Colleges
America's Higher Education in 2014

- Enrollment
- State Support
- Tuition Reliance
Who, Where and How do you Connect?

Where is your audience?
Usage Varies

Percent of U.S. adults who use each social networking site and percent of U.S. adults who get news from each social networking site

<table>
<thead>
<tr>
<th>Social Networking Site</th>
<th>Use the social networking site</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>30%</td>
</tr>
<tr>
<td>YouTube</td>
<td>10%</td>
</tr>
<tr>
<td>Twitter</td>
<td>8%</td>
</tr>
<tr>
<td>Google Plus</td>
<td>4%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>3%</td>
</tr>
<tr>
<td>Reddit</td>
<td>2%</td>
</tr>
<tr>
<td>Instagram</td>
<td>1%</td>
</tr>
<tr>
<td>Myspace</td>
<td>1%</td>
</tr>
<tr>
<td>Tumblr</td>
<td>1%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>15%</td>
</tr>
<tr>
<td>Vine</td>
<td>3%</td>
</tr>
</tbody>
</table>

Note: The percent of U.S. adults who get news on Pinterest and Vine each account to less than one percent.
Facebook News Survey, Aug. 21-Sept. 2, 2013 (N=5,173)
PEW RESEARCH CENTER
"The most popular age range to be a mobile addict is 18-24 (almost half of all addicts are in this band); and it is skewing towards females."
Mobile Has Become Addictive

Worldwide Daily App Usage Distribution (Millions)

- **Regular Users**
  - Under 16 Times: 639 (Mar 2013), 784 (Mar 2014)
  - 16 to 60 Times: 283 (Mar 2013), 440 (Mar 2014)
  - 60+ Times: 79 (Mar 2013), 176 (Mar 2014)

- **Super Users**
  - Under 16 Times: 23% (Mar 2013), 55% (Mar 2014)
  - 16 to 60 Times: 55% (Mar 2013), 440 (Mar 2014)
  - 60+ Times: 123% (Mar 2013), 176 (Mar 2014)

- **Addicts**
  - Tables/Phones: 79 (Mar 2013), 176 (Mar 2014)
  - De-facto Wearables: 176 (Mar 2014)

Source: Flurry Analytics
Apps Continue to Dominate the Mobile Web

Percentage of time spent

- 2013: 80%
- 2014: 86%

Source: Flurry Analytics
500,000 apps developed during past 3 years

10.9 billion downloads of these apps
48 hours videos uploads to YouTube each second

200 million mobile playbacks from YouTube each day
4.2 billion people using mobile devices to access social media

Source: Gartner
YOUR TURN: Who is Your Audience?

- Where are they located?
- What are they doing?
- How do you communicate with them?
Measure, Measure, Measure.

- Measuring the value of your investment is important.
- Selecting the right measures is even more important.

"Research is four things: brains with which to think, eyes with which to see, machines with which to measure, and fourth, money."

— Albert Szent-Gyorgyi
CASE STUDY: Va Education Wizard

Registered Nurses*

This occupation is a combination of data collected for the 2000 SOC occupation 29-1111 registered nurses; and the 2010 occupations 29-1141 Registered nurses, 29-1151 nurse anesthetists, 29-1161 nurse midwives, and 29-1171 nurse practitioners.

What kind of education do I need to get this career?

Offered by Colleges
- J. Sergeant Reynolds Community College
  - NURSING
- James Madison University
  - Nursing - Registered Nurse Training (RN, ASN, BSN, MSN)

Supply vs Demand
- Supply: 2724
- Demand: 2911
- 187 more needed

Median Salary
- Specialty (excluding Physical and Substance Abuse) Hospitals: $78,306
- Other: $76,810

www.VaWizard.org
Wizard Mobile App
Welcome to the Virginia Education Wizard
Let the Wizard help you choose a career, get the information you need to pursue your career, find the college that is right for you, pay for college, transfer from a community college to a university, and get answers to your questions about your future.
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$78,306

Offices of Physicians
$76,810
YOUR TURN: What Should You Measure

- Share your media strategies
- Determine what to measure to ensure you are receiving value
- Write your suggestions on the flip charts
The Role of Marketing

- An IT-PR Partnership
- Types of Campaigns
- Policy guidelines for Social Media & Online Apps
- The official spokesperson
- The authentic brand voice
$272,000 spent online each second

55% consumers who share their purchases on social sites

In North America, Amazon's e-commerce is more than Office Depot, Staples and Dell combined.

Source: Gartner
CASE STUDY: VCCS Statewide Marketing

1966

10,000

$1 Million

25-44
YOUR TURN: How do you connect?

- Brainstorm and/or share ideas on marketing tips for your institution
- Select the best one to share, and tell us why it is a good strategy
Wrap Up: Power of Social Media

• Social networking accounts for 1 of every 6 minutes spent online

Every SECOND there are:

100,000 tweets
684,478 items shared on Facebook
571 new websites created
$272,000 spent online

Source: Gartner
YOUR TURN: How do you connect?

- Shared information on audience, metrics and marketing
- What are you going to do with this?
  - Monday morning
  - Next week
  - 60 days
  - 90 days
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