Use of Social Media by Swiss Higher Ed

November 13, 2012

Initiative of the State Secretariat for Education and Research SER Annex of the Consulate General. Swiss Knowledge Network with outposts in Boston, San Francisco, Shanghai and Singapore.
Use of Social Media by Swiss Higher Ed

- Social Media Presence: Then and Now
- Social Media Metrics
- How Swiss universities are Using Social Media
- Outlook
Technical Note

- All **12 universities** in Switzerland, including both Federal Institutes of Technology, and the University of Liechtenstein
- The majority of **Universities of Applied Sciences** (14 total)
- Total: **27 institutions**
We’ve Come a Long Way

Swiss Higher Education Institutions on Facebook and Twitter

January 1, 2011

Source: Twitter, Facebook
Early Presence on Twitter

Date equals the day of the first tweet
Critical Mass on Facebook

Date equals the day of the first post on Facebook
Now Part of Digital Identity

- 2011: 50% of the institutions included icons on homepage
- 2012: 77%
CONGRATULATIONS
BUILDING PRESENCE IS JUST THE BEGINNING...

THERE ARE STILL LOT OF OPPORTUNITIES & CHALLENGES AHEAD
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  - Tone & language
  - Influence
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Facebook | Likes

- HSG has most likes
- Lots of fan growth with the new semester this Fall
Facebook | Post Frequency

- 24 out of 25 of institutions had at least 2 Facebook posts last week
- Average number of posts per week: 4.5
- 42% of institutions post more than 6 times a week
- Universities like Princeton or Stanford have more posts
- But: US universities all have posts on weekends

<table>
<thead>
<tr>
<th>Princeton University</th>
<th>21</th>
<th>HWZ</th>
<th>6</th>
<th>HSLU</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>UC Berkeley</td>
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<td>UNINE</td>
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<td>FHS</td>
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<tr>
<td>MIT</td>
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<td>ZHAW</td>
<td>6</td>
<td>FFHS</td>
<td>3</td>
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<tr>
<td>Sciences Po</td>
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<td>UNIGE</td>
<td>6</td>
<td>ELS</td>
<td>3</td>
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<tr>
<td>Oxford</td>
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<td>UNIBE</td>
<td>6</td>
<td>HESSO</td>
<td>3</td>
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<tr>
<td>University of Cambridge</td>
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<td>EPFL</td>
<td>6</td>
<td>UNILU</td>
<td>3</td>
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<tr>
<td>UNILI</td>
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<td>ZHdK</td>
<td>6</td>
<td>HSG</td>
<td>3</td>
</tr>
<tr>
<td>Stanford University</td>
<td>8</td>
<td>UNIBAS</td>
<td>4</td>
<td>UNIFR</td>
<td>3</td>
</tr>
<tr>
<td>Harvard University</td>
<td>7</td>
<td>UZH</td>
<td>4</td>
<td>SUPSI</td>
<td>1</td>
</tr>
<tr>
<td>HEIG-VD</td>
<td>7</td>
<td>USI</td>
<td>4</td>
<td>EHL</td>
<td>1</td>
</tr>
<tr>
<td>BFH</td>
<td>6</td>
<td>PHZH</td>
<td>4</td>
<td>FHNW</td>
<td>0</td>
</tr>
</tbody>
</table>

Posts per week (Nov. 5, 2012)
Twitter | Followers

- Most followed are EPFL, ETHZ, and UNIGE
Federal institutes had the highest reach in September & October 2012

Reach = number of Twitter users who see tweets, retweets, and mentions
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Facebook | Content

70% Link or visual information (flyer etc)

16% Pictures

9% Video

3% Question/Quiz

1% Text
Facebook | Engagement

Unsere neue Cafeteria braucht einen Namen! Schreib uns deinen Vorschlag als Kommentar oder per E-Mail an socialmedia@fhsg.ch

Wird dein Vorschlag gewählt spendieren wir dir ein Morgenessen für dich und deine Freunde in „deiner“ Cafeteria.

Unlike · Comment · Share

Swiss Academia and the Social Media Landscape, Trix Fritsche, Andrea Heeb, Donat Nussbaumer and 5 others like this.

1 share

View all 40 comments

Roger Stadler HSG–Süd......
16 hours ago · Like · 1

Roger Stadler OH–Tränke
16 hours ago · Like · 1

Roger Stadler FHutterStube......
16 hours ago · Like · 1

Write a comment...
Each institution uses Twitter in a different way
Twitter | Content Analysis: News or Conversation?

![Bar chart showing the content analysis of Twitter accounts.]

- News about the university: 85%
- Other news/Information sharing: 4%
- Random Thought: 1%
- Quiz or Question: 1%
- Conversation: 7%
- Appreciation (ffs, thank you for retweets): 2%
Twitter | Content Analysis: Tweets vs. Retweets

- Tweets: 79%
- Retweets: 16%
- Retweets of other university accounts: 6%
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Social Media Transparency: Who is Posting?

- Only HSG is transparent about the authors of their posts on Facebook.
- On Twitter it is more common to identify authors: UNIL, UNIGE, HSLU mention the people behind the tweets.
Twitter | Voice

Formal vs. conversational communication on Twitter

- 5 institutions only communicate formally on Twitter
- 5 institutions communicate mostly formally, but have some conversational tweets (85% of tweets are formal)
- 16 institutions are quite conversational (More than 15% of tweets are conversational)
Language

- Most Institutions tweet and post in their local languages.
- UZH, EPFL, and ETH have second Twitter accounts in English.
- USI, HSG, UNIFR, UNILI, EHL use a “language hybrid” on Twitter.
- Facebook: local language is trend, but some hybrids (EPFL, USI, HSG, BFH, UNIFR).
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How Klout measures

Twitter

Retweets: Retweets increase your influence by exposing your content to extended follower networks.

Mentions: People seeking your attention by mentioning you is a strong signal of influence. We also take into account the differences in types of mentions, including “via” and “cc.”

List Memberships: Being included on lists curated by other users demonstrates your areas of influence.

Followers: Follower count is one factor in your Score, but we heavily favor engagement over size of audience.

Replies: Replies show that you are consistently engaging your network with quality content.
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Is Social Media a Priority?

2010: 21%
2011: 42%
2012: 62%

→ 67% say that social media is an integral part of their communications strategy
What Goals is Social Media Supporting?

Social media technologies are an important tool for:

- **95%** ...Create, sustain, and improve brand image
- **95%** ...Distribute content/news
- **86%** ...Increase awareness about institution
- **72%** ...Engage students
- **71%** ...Connect with alumni
- **71%** ...Listen to what is going on
- **67%** ...Recruit students
- **48%** ...Promote research
Working Hard on Policies and Guidelines

- 95% either have policies and/or guidelines or are working on it
- 52% have a social media strategy

<table>
<thead>
<tr>
<th>Description</th>
<th>Policy/Guidelines</th>
<th>Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>No, we have no plans to develop any</td>
<td>5%</td>
<td>14%</td>
</tr>
<tr>
<td>No, but we working on it</td>
<td>48%</td>
<td>33%</td>
</tr>
<tr>
<td>Yes, we developed them after we set up social media accounts</td>
<td>33%</td>
<td>33%</td>
</tr>
<tr>
<td>Yes, we had to set them up before we set up social media accounts</td>
<td>14%</td>
<td>19%</td>
</tr>
</tbody>
</table>
Universities are Getting More Familiar with Social Media

2011: 17%  
2012: 26%  
“My organization is very familiar with social media and we use it extensively for communications.”

Do You Have a Social Media Manager?

2011: 27%  
2012: 42%  
You’re a social media expert? Go ahead and explain to me why you think that’s a thing we should pay you to do.
Acceptance is Growing

- 67% say that acceptance for social media internally is increasing
- 57% are encouraged by their supervisors to use social media, versus 46% in 2011
But There Are Still Challenges

<table>
<thead>
<tr>
<th>Greatest challenge is lack of resources, despite the fact that 43% have shifted budget to social media</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>What are the greatest barriers to your organization having a formal presence on social media or putting more effort into it? (choose all that apply)</strong></td>
</tr>
<tr>
<td><strong>2011</strong></td>
</tr>
<tr>
<td>Lack of resources</td>
</tr>
<tr>
<td>Lack of knowledge/awareness</td>
</tr>
<tr>
<td>Concerns about loss of control over content</td>
</tr>
<tr>
<td>Privacy issues</td>
</tr>
<tr>
<td>Lack of support from my superiors</td>
</tr>
</tbody>
</table>
Which Social Media Tools Are Used The Most?

- Most important tools are Facebook, Twitter, YouTube
- Google+ and podcasts have increased the most
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What Are Your Goals for 2013?

“Involve the community more and get more engagement.”

“Professionalize our services.”

“Spread the knowhow and policy within the university”

“Get the followers to interact more on our channels.”

“Implement the new social media strategy.”

“Create more videos for online communications.”

“Hire a social media manager and a student assistant.”
QUESTIONS?