

BENCHMARKING YOUR INITIATIVES

**Findings from the 2014 Survey of
Social Media in Advancement**



HuronEducation

mStoner

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AGENDA

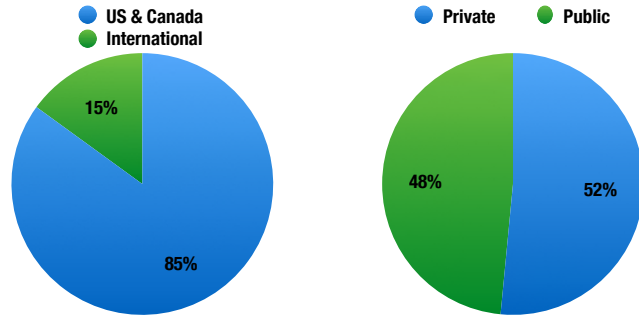
- 1. Background info**
- 2. Leaders and social media**
- 3. Channels and how they're used**
- 4. Social media & and fundraising**

FACTS

- **Fifth annual survey**
- **Sponsors: CASE, Huron Consulting Group, mStoner**
- **Mailed to 61,220 CASE members**
- **1,963 responses**

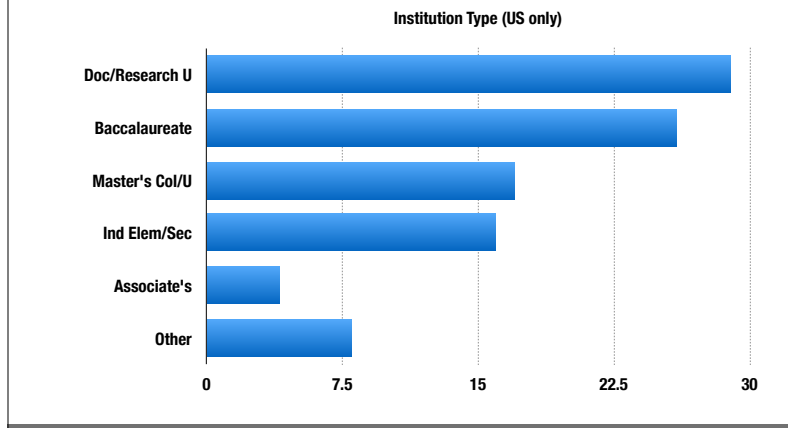
Research from CASE/Huron Consulting Group/mStoner Survey of Social Media in Advancement 2014. Download top line report of findings at: mstnr.me/1eilekF

DEMOGRAPHICS



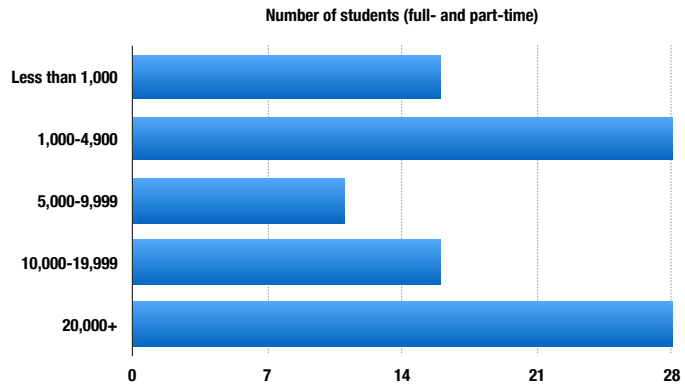
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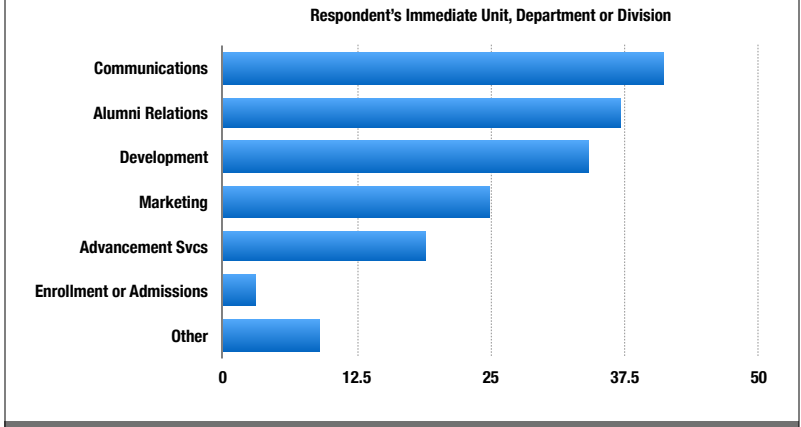
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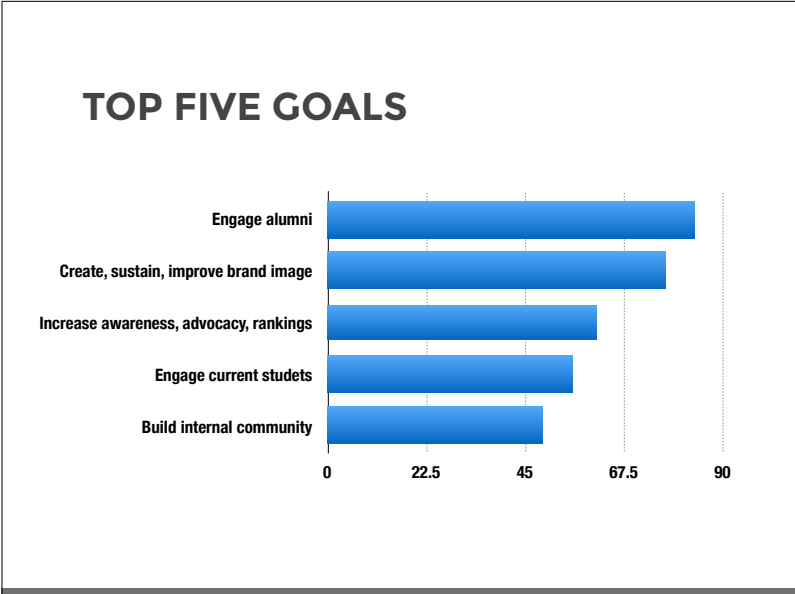


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FOCAL POINTS FOR 2014

- **When leaders have a presence on social media**
- **Latest shifts in commonly used channels—and which are most successful**
- **Social media in fundraising**
- **Social media in stewardship**

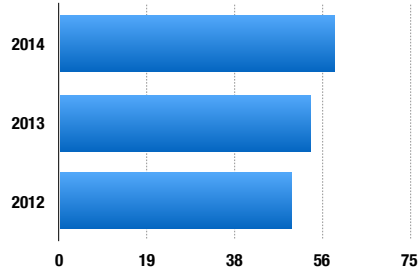
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SOCIAL MEDIA IN CAMPAIGNS

Has your unit used one or more social media channels as part of a broader, planned campaign to achieve a specific goal?

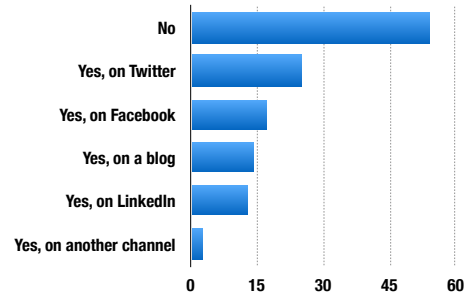


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LEADERS & SOCIAL MEDIA

SOCIAL MEDIA USE BY LEADERS

Q9. Does the leader of your institution (president, head, etc.) use social media in his/her professional role?

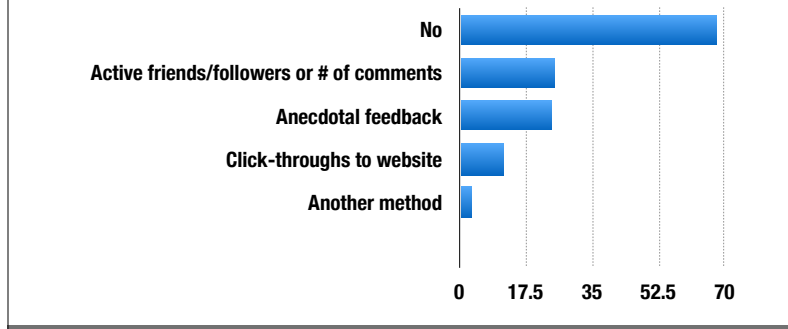


Research from CASE/Huron Consulting Group/mStoner Survey of Social Media in Advancement 2014. Download top line report of findings at: mstnr.me/1eilekF

A little less than half of respondents report that the leader of their institution has a social media presence, and Twitter is the most common platform (25%).

MEASURING EFFECTIVENESS

Q9. Has your institution attempted to measure whether these efforts by your leader are successful?



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Most (68%) report that there is no attempt to measure the effectiveness of these efforts.

Respondents who consider their institution to be very successful in social media (the top 4 or 5 on a 5-point scale) are more likely than their less-successful peers to measure the success of their leader's use of social media: 39%, compared to 28%.

TWITTER: KEY TOOL FOR LEADERS

Respondents who consider their institution to be very successful in social media:

- **Are slightly more likely to have a leader who uses social media (47% compared to 43%)**
- **More often reported that their leader has a voice on Twitter (31% among the very successful, compared to 23% among all others).**

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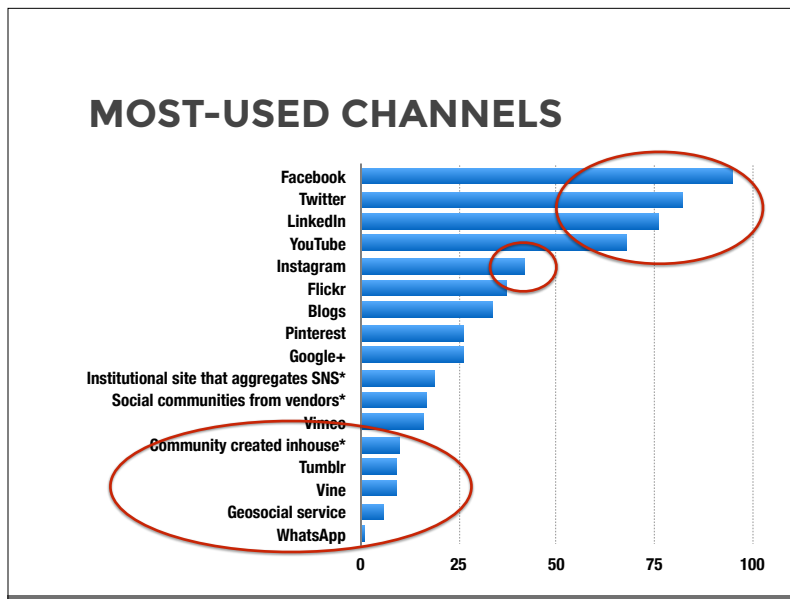
Public institutions are more likely than private ones to have a leader who uses social media (50% among public vs. 42% among private), and this gap is made up almost entirely by the difference in the percentage who use Twitter (29% vs. 22%).

CHANNELS & HOW THEY'RE USED

CHANNELS & THEIR USE

- **Facebook, Twitter, LinkedIn & YouTube are still the most commonly used channels**
- **Instagram use jumped 15% in one year, making it the fifth most commonly used channel**
- **In their first year on the survey, Vimeo & Vine are used by 16% and 9% respectively**

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*Exact wording:

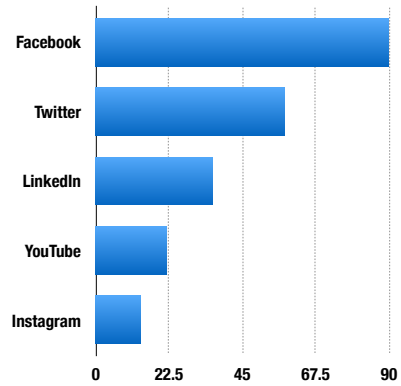
An institutional website that is a an aggregator of social network sites.

Social communities provided by vendors through proprietary software. [i.e., iModules, Harris Connect, or similar]

Geosocial services (such as Foursquare or SCVNGR)

TOP FIVE MOST SUCCESSFUL

Q15. Which of the following do you consider the most successful in meeting your goals? Please select up to three



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More respondents are finding Twitter to be their most successful tool: 58%, up from 49% last year; Instagram also went up, from 5% to 14%.

THOUGHTS ABOUT TWITTER

- **“Listen and observe.** When we started using Twitter, most of our engagement was with businesses and community influencers/ resources (chambers, associations, libraries, school districts). Almost overnight in fall semester 2011, we noted that incoming and current students began using Twitter to ask questions, comment on experiences (good and bad) and they had an expectation that we would engage with them.”
- **“On Twitter, we've learned the best approach is listening to and amplifying our audience activity.** Responding and retweeting relevant content make it more about them, not us, which has greatly improved our reach, interaction and effectiveness.”

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MATCHING CHANNEL & AUDIENCE

Q13. Which types of social media do you (your unit) use for each of the specific audiences below?

	Alumni	Students	Parents	Donors
Facebook	90%	72%	54%	57%
Twitter	73%	63%	43%	47%
LinkedIn	73%	34%	15%	28%
YouTube	56%	54%	40%	44%
Instagram	32%	33%	16%	15%

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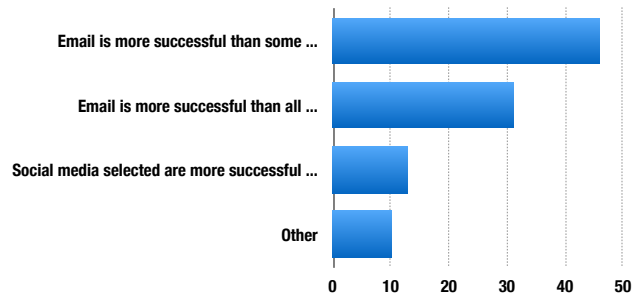
THOUGHTS ABOUT INSTAGRAM

- “Despite the early misinformation that ‘teens don’t tweet’ (which we never bought anyway), **they are exceedingly active on Twitter, and increasingly Instagram.**”
- “Instagram has been a huge success for us—but we **specifically target current students, high school students, and young alumni.**”
- “We launched Instagram in fall 2013 and saw it grew creatively to more than 800 followers by the end of the semester. Although it’s much smaller than our followings on both Twitter and Facebook, **our followers there seem more engaged and representative of our current students.**”

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EMAIL & SOCIAL MEDIA

Q16. Compared to the social media above, how successful is email in meeting your unit's goals?

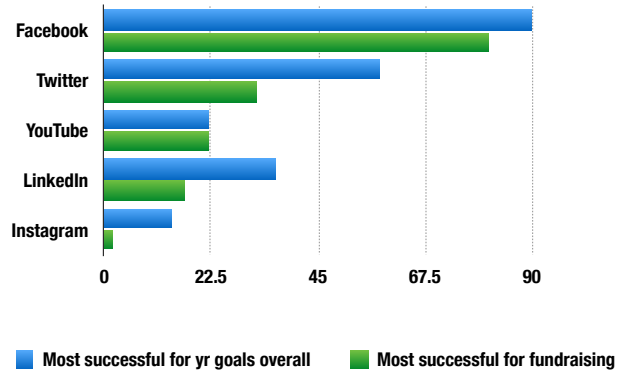


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SOCIAL MEDIA IN FUNDRAISING

SUCCESSFUL CHANNELS

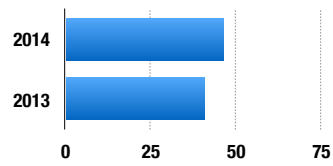


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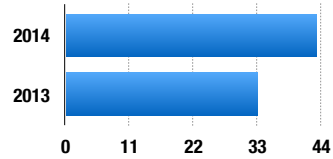
Respondents are nearly as likely to see Facebook and YouTube as useful for fundraising as they are to see them as successful for their overall goals. On the other hand, Twitter, LinkedIn, and Instagram are much less commonly seen as useful for fundraising – though they have served this purpose for some.

MORE INSTITUTIONS USE SM TO RAISE MONEY

Q29. Does your institution use social media channels to raise money from donors?



Q32. Approximately how much money did your institution raise through social media channels in FY13? (Percentage who raised more than \$10K)



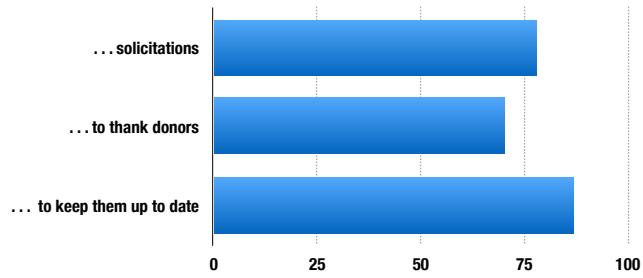
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The majority said that their institution raised less than \$10K with social media. But the number who raised more than \$10K has risen over last year.

This year we asked what percentage of total fundraising was raised through social media; most said (82%) said 5% or less. So it is a small, but growing, part of the fundraising pie.

SOCIAL MEDIA IN STEWARDSHIP

Q35. For which of the following types of fundraising does your institution use social media in annual giving?

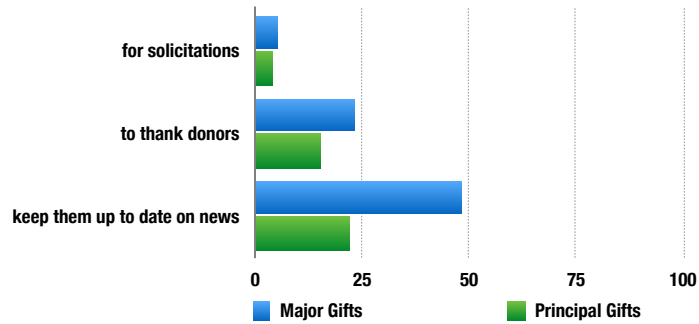


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SM is commonly used for solicitation as well as thank-yous and other communications for annual fund gifts (70% or more use SM for each).

MAJOR AND PRINCIPAL GIFTS

Q35. For which of the following types of fundraising does your institution use social media? [654 responding]



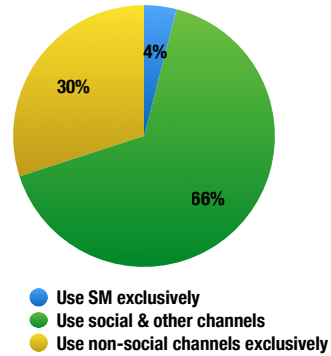
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For major gifts and principal gifts, SM is most commonly used to keep donors up to date on news (48%, 35% respectively), less commonly to thank them (23%, 15%), and only rarely to solicit gifts (5%, 4%).

MULTI-CHANNEL THANK YOUS

Q36. What channels does your institution use for the following?

Thanking donors who gave to a social-media-based fundraising campaign . . . [566 responding]



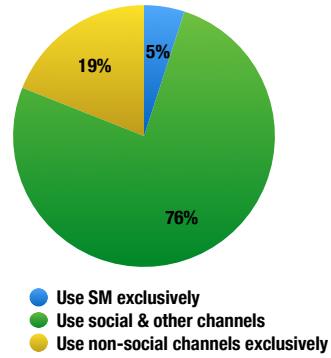
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When donors give to a social media based campaign, the majority say they thank them through both social media and non-social-media; very few (4%) thank them through social media alone. The same holds for updating these donors on institutional news.

MULTI-CHANNEL THANK YOUS

Q36. What channels does your institution use for the following?

Sharing updates and institutional news with donors who gave to a social-media-based fundraising campaign . . .
[540 responding]



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NEXT MOVES IN FUNDRAISING

- **Greater use of ambassadors**
- **Direct giving functionality (Facebook donate button)**
- **Day of giving campaign**
- **Kickstarter-style/microfunding/crowdsourcing**

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MORE RESOURCES

Best Practices in Social Media
Summary of Findings from the Fifth Comprehensive Study of Social
Media Use by Schools, Colleges and Universities
March 20, 2014

CISE mStoner
Huron Education

2014 Topline Report:
mstnr.me/1eilekF

#SocialMedia,
Advancement,
and Fundraising
in Education

2013 White paper:
mstnr.me/18GBqct

Social Works:
How #HigherEd
Uses #SocialMedia
to Raise Money,
Build Awareness,
Recruit Students,
and Get Results

Social Works:
mstnr.me/TkXwLu

Download top line report of 2014 findings at: mstnr.me/1eilekF

Download 2013 Social Media & Advancement white paper: mstnr.me/18GBqct

Download 2012 Social Media & Advancement white paper: mstnr.me/CASESMA2012

More info on Social Works page: mstnr.me/TkXwLu; Sample chapter (FSU's Great Give campaign): mstnr.me/Xjzr6M