

# **Benchmarking Your Initiatives**

Findings from the Sixth Survey of Social  
Media & Advancement

CASE Social Media & Community, April 2015

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## 1. Overview of findings:

shifts in channel use, what success looks like, frequency, key tools

## 2. Social media and fundraising

## 3. Crowdsourcing

## 4. Your questions

## Approach

1. Sixth annual survey
2. Sponsors: CASE, Huron Education, mStoner
3. 918 respondents from a random selection of about 28,000 CASE members
4. Nearly half work in universities, 25% in 4-year colleges, 15% in independent schools



Source: CASE/Huron Education/mStoner Survey of Social Media in Advancement 2015. Download topline report of findings at: [mstnr.me/1DEdGAG](http://mstnr.me/1DEdGAG)

## Perspectives Represented

30% work in alumni relations

38% work in development

46% work in communications

31% work in marketing



Source: CASE/Huron Education/mStoner Survey of Social Media in Advancement 2015. Download topline report of findings at: [mstnr.me/1DEdGAG](http://mstnr.me/1DEdGAG)

SHIFTS IN  
SOCIAL MEDIA CHANNEL USE



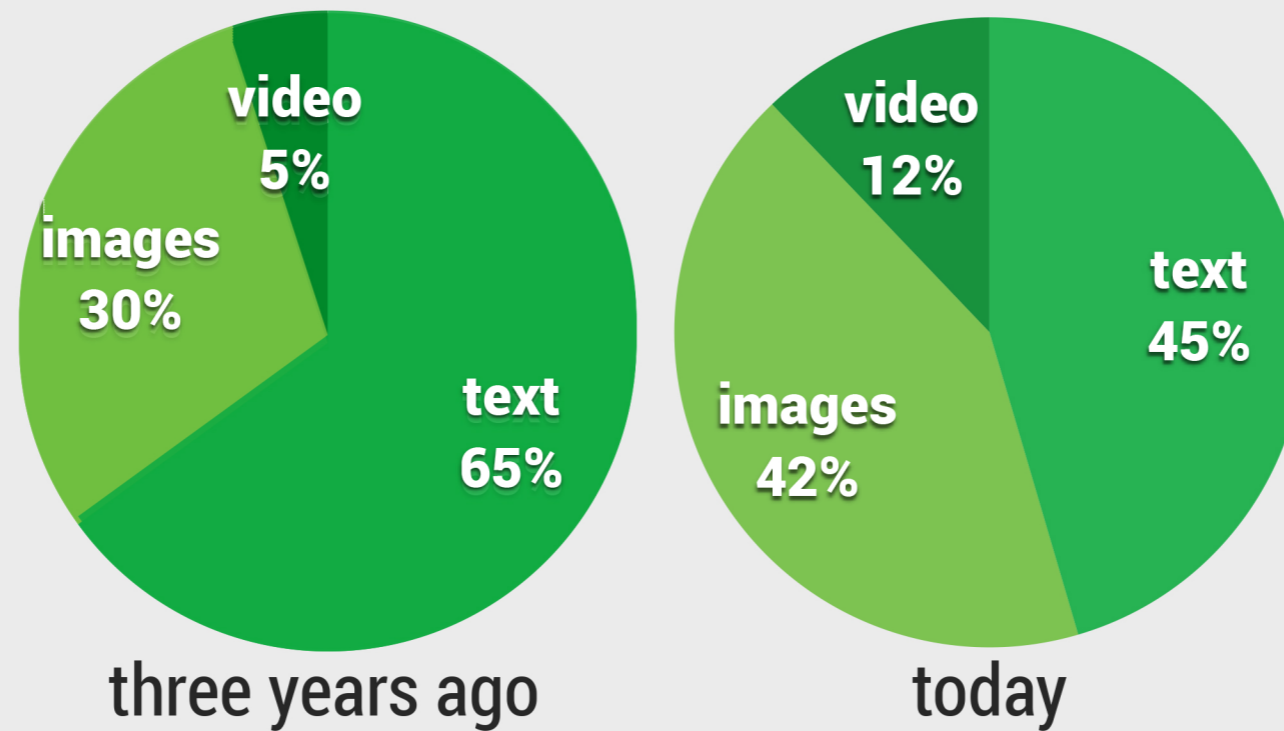
**We're seeing a shift to greater use of  
images and video, and less text.**

Source: CASE/Huron Education/mStoner Survey of Social Media in Advancement 2015

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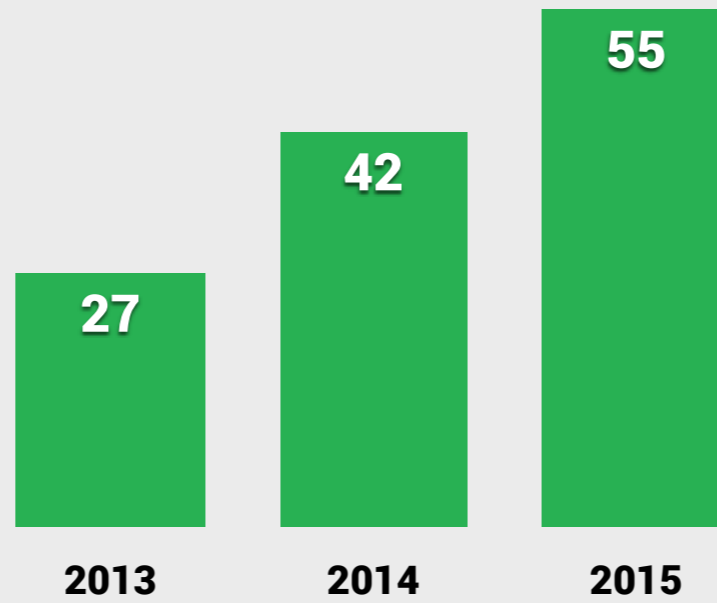
## Change in use of video & images



Source: CASE/Huron Education/mStoner Survey of Social Media in Advancement 2015

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## Percentage of respondents using Instagram



Source: CASE/Huron Education/mStoner Survey of Social Media in Advancement 2015

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PLANNING:  
CHANNELS, GOALS, FREQUENCY



Those who rate their unit as “very successful” or  
“a model for successful use of social media”  
are more likely to plan, have goals,  
and measure outcomes.

Source: CASE/Huron Education/mStoner Survey of Social Media in Advancement 2015

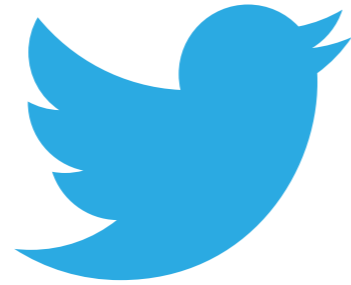
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	Overall	Most Successful
We have checked that the social media channels we use align with the populations we are trying to reach	76%	89%
We adhere to a plan for how frequently we post	63%	73%
We have a clear and useful statement of the goals we want to accomplish through social media	47%	68%
We have a clear and useful statement about the voice we are aiming for in social media	44%	62%
We adhere to a plan for what time of day we post on social media	33%	42%

Source: CASE/Huron Education/mStoner Survey of Social Media in Advancement 2015

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BENCHMARKS:  
FREQUENCY OF POSTING IN KEY CHANNELS



The majority post to  
Twitter once a day or  
more often.

The most successful  
commonly tweet more  
than once a day.

Source: CASE/Huron Education/mStoner Survey of Social Media in Advancement 2015

Source: CASE/Huron Education/mStoner Survey of Social Media in Advancement 2015. Download topline report of findings at:  
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50% post to Facebook  
once a day or more  
often.

Another 38% post a  
few times a week.

Source: CASE/Huron Education/mStoner Survey of Social Media in Advancement 2015

Source: CASE/Huron Education/mStoner Survey of Social Media in Advancement 2015. Download topline report of findings at:  
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Most common option  
for posting on  
Instagram is a few  
times a week (44%).

Source: CASE/Huron Education/mStoner Survey of Social Media in Advancement 2015

Source: CASE/Huron Education/mStoner Survey of Social Media in Advancement 2015. Download topline report of findings at:  
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A majority (67%) post  
to LinkedIn a few  
times a month or less.

Source: CASE/Huron Education/mStoner Survey of Social Media in Advancement 2015

Source: CASE/Huron Education/mStoner Survey of Social Media in Advancement 2015. Download topline report of findings at:  
[mstnr.me/1DEdGAG](http://mstnr.me/1DEdGAG)



87% post to YouTube a few times a month (or even fewer).

Source: CASE/Huron Education/mStoner Survey of Social Media in Advancement 2015

Source: CASE/Huron Education/mStoner Survey of Social Media in Advancement 2015. Download topline report of findings at: [mstnr.me/1DEdGAG](http://mstnr.me/1DEdGAG)

## TRACKING TOOLS



A majority (54%) use  
free platforms:  
Facebook Insights,  
Twitter Analytics, etc.

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Source: CASE/Huron Education/mStoner Survey of Social Media in Advancement 2015. Download topline report of findings at:  
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 **Hootsuite™** 43% use Hootsuite

Source: CASE/Huron Education/mStoner Survey of Social Media in Advancement 2015

Source: CASE/Huron Education/mStoner Survey of Social Media in Advancement 2015. Download topline report of findings at:  
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**8% use Sprout Social**

**8% use Meltwater**

**Many also use Google Analytics**

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Source: CASE/Huron Education/mStoner Survey of Social Media in Advancement 2015. Download topline report of findings at: [mstnr.me/1DEdGAG](http://mstnr.me/1DEdGAG)

ENGAGEMENT





**35% calculate engagement scores for alumni & donors.**

**And: there's an *awareness* that it's important. Many respondents indicated they're developing more sophisticated ways of measuring engagement.**

Source: CASE/Huron Education/mStoner Survey of Social Media in Advancement 2015

Source: CASE/Huron Education/mStoner Survey of Social Media in Advancement 2015. Download topline report of findings at: [mstnr.me/1DEdGAG](http://mstnr.me/1DEdGAG)



**“We would like to work on developing engagement scores but right now, we are strictly giving rating scores based on an individual's likelihood to give (based on their income, location, giving history, etc.)”**

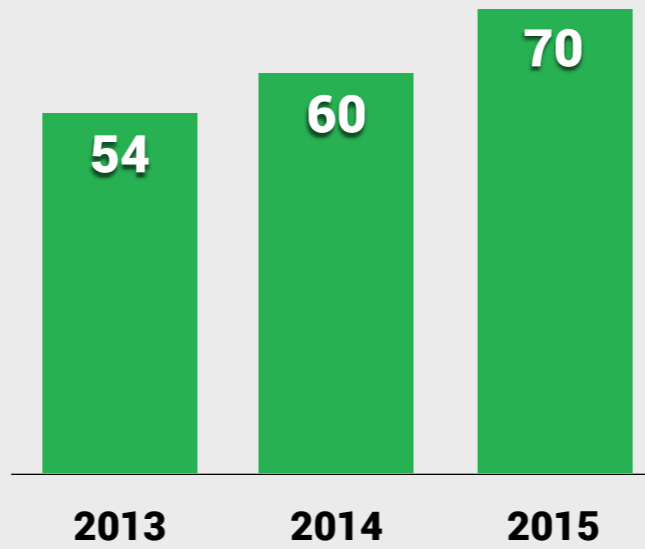
**“We're just starting to measure engagement at the most basic level using three things ... event attendance, made a contribution or serves on a volunteer board.”**

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# SOCIAL MEDIA IN FUNDRAISING

## Use of 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?**

Source: CASE/Huron Education/mStoner Survey of Social Media in Advancement 2015

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**57% use social media to raise money from donors.  
(In 2014, 47% did so.)**

Source: CASE/Huron Education/mStoner Survey of Social Media in Advancement 2015

Source: CASE/Huron Education/mStoner Survey of Social Media in Advancement 2015. Download topline report of findings at:  
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**Most are raising relatively small amounts:**

**83% indicate that social-media-based fundraising represents 5% or less of their institution's total.**

Source: CASE/Huron Education/mStoner Survey of Social Media in Advancement 2015

Source: CASE/Huron Education/mStoner Survey of Social Media in Advancement 2015. Download topline report of findings at: [mstnr.me/1DEdGAG](http://mstnr.me/1DEdGAG)

<b>Total</b>	<b>128</b>
up to \$5,000	44%
<b>\$5001-\$10,000</b>	<b>20%</b>
\$10,001-\$50,000	16%
<b>\$50,001-\$100,00</b>	<b>8%</b>
\$100,001-\$500,00	9%
<b>\$500,001 or more</b>	<b>4%</b>

## Amount raised by social media

Source: CASE/Huron Education/mStoner Survey of Social Media in Advancement 2015

Source: CASE/Huron Education/mStoner Survey of Social Media in Advancement 2015. Download topline report of findings at: [mstnr.me/1DEdGAG](http://mstnr.me/1DEdGAG)

CROWDSOURCING

Fran





**A majority (59%) are using at least one of these relatively new fundraising strategies:**

**crowdsourcing, days of giving,  
social media ambassadors,  
student philanthropy month,  
Facebook Direct button**

Source: CASE/Huron Education/mStoner Survey of Social Media in Advancement 2015

Source: CASE/Huron Education/mStoner Survey of Social Media in Advancement 2015. Download topline report of findings at: [mstnr.me/1DEdGAG](http://mstnr.me/1DEdGAG)

<b>Total</b>	<b>657</b>
Day(s) of giving	42%
<b>Strong use of social media ambassadors*</b>	<b>22%</b>
Student engagement philanthropy month	19%
<b>Crowdsourcing/ microfunding/ Kickstarter-style fundraising</b>	<b>15%</b>
Facebook direct giving button	8%

A breakdown of the use of new social-based fundraising techniques by CASE members

Source: CASE/Huron Education/mStoner Survey of Social Media in Advancement 2015

\*Actual phrasing: "Strong use of social media ambassadors (alumni or others who are recruited to help our social initiatives)"

Source: CASE/Huron Education/mStoner Survey of Social Media in Advancement 2015. Download topline report of findings at: [mstnr.me/1DEdGAG](http://mstnr.me/1DEdGAG)

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## Amount raised by social media

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**Most are tackling fewer than five projects,  
with price tags under \$50K**

Source: CASE/Huron Education/mStoner Survey of Social Media in Advancement 2015

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<b>Total</b>	<b>96</b>
1-5	73%
<b>6-10</b>	<b>11%</b>
more than 10	16%

How many projects was your unit seeking to fund by crowdsourcing?

Source: CASE/Huron Education/mStoner Survey of Social Media in Advancement 2015

Actual question asked: "How many projects was your unit seeking to fund with crowdsourcing/microfunding/Kickstarter-style fundraising?"

Source: CASE/Huron Education/mStoner Survey of Social Media in Advancement 2015. Download topline report of findings at: [mstnr.me/1DEdGAG](http://mstnr.me/1DEdGAG)

<b>Total</b>	<b>52</b>
up to \$5,000	31%
<b>\$5001-\$10,000</b>	<b>33%</b>
\$10,001-\$50,000	23%
<b>\$50,001-\$100,00</b>	<b>8%</b>
\$100,001-\$500,000	6%

Total amounts  
institutions sought  
through  
crowdsourcing  
campaigns

Source: CASE/Huron Education/mStoner Survey of Social Media in Advancement 2015

Source: CASE/Huron Education/mStoner Survey of Social Media in Advancement 2015. Download topline report of findings at:  
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**50% of those using crowdsourcing earned more than \$10K per year.**

**In comparison:**

**37% of those who use social media to raise money raised more than \$10K per year.**

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Source: CASE/Huron Education/mStoner Survey of Social Media in Advancement 2015. Download topline report of findings at: [mstnr.me/1DEdGAG](http://mstnr.me/1DEdGAG)

**There is some crowdsourcing conducted independently of our unit** 63%

There is no crowdsourcing conducted independently of our unit to my knowledge 28%

**Our institution has a policy against crowdsourcing independently of our unit** 5%

There is a great deal of crowdsourcing conducted independently of our unit 3%

**Multiple units on campuses raise money via crowdsourcing techniques**

Source: CASE/Huron Education/mStoner Survey of Social Media in Advancement 2015

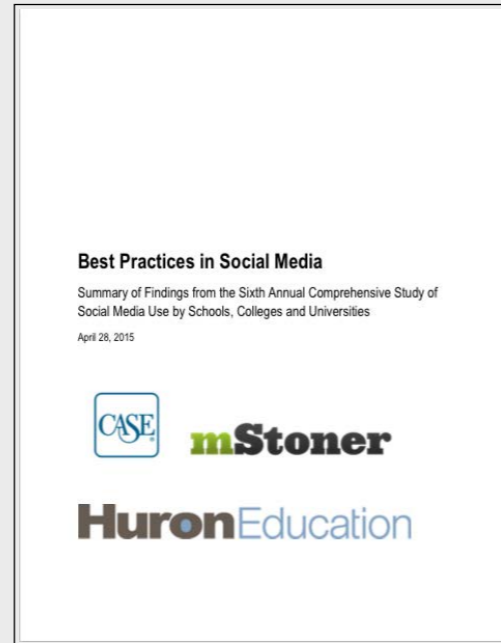
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**Questions?**





**2015 Topline Report:**  
[mstnr.me/1DEdGAG](http://mstnr.me/1DEdGAG)



**Handout for this presentation:**  
[mstnr.me/1KwyuQK](http://mstnr.me/1KwyuQK)

Source: CASE/Huron Education/mStoner Survey of Social Media in Advancement 2015. Download topline report of findings at: [mstnr.me/1DEdGAG](http://mstnr.me/1DEdGAG)

Download copy of this presentation at: [mstnr.me/1KwyuQK](http://mstnr.me/1KwyuQK)

Download 2014 Social Media & Advancement white paper: [mstnr.me/CASESM2014](http://mstnr.me/CASESM2014)

# Thanks!

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