

#UsingSocialMediaToSupportTransferStudents

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**Presentation and recording of presentation will be available on the NISTS conference website.
The presentation includes examples of our social media posts.

PRESENTATION HIGHLIGHTS

Why Social Media is Important

- Over the years, the way we communicate transitional and engagement opportunities have changed
- Gray, Vitak, Easton & Ellison (2013) found:
 - Social Media eased the transition to college by providing students information & social support
 - Connecting with classmates through social media had a positive connection to the institution
 - Students active on social media were more likely to persist

Social Media in the Generations

- Preference and use of social media is different
- Generation Z (14-22 years old) prefer Snapchat and Instagram; many do not have a Facebook account
- Millennials (22-36 years old) prefer Facebook

A few notes before we start...

- Be careful in posting the same post to multiple social media platforms
- All social media needs to be closely monitored for appropriateness by staff.
- It takes a lot of time!
- The payoff can be huge including community, social connections, and campus knowledge.

Facebook

- We use a Facebook group (as opposed to a page) so students can post and interact with each other
- Members need to request permission to join and are screened by 3 questions
 - Students, especially Generation Z, may join Facebook just to join group
- Be prepared for students to contact you via messenger (often outside of business hours)
- Conversations start on the group page but continue through private messenger

Facebook Live

- Interactive way to reach out to students/no special equipment or technology needed
- Captures videos so can be viewed later if can't tune in "live"
- Chat feature allows students to ask questions during recording
- We just host, guests are the experts
- Topics include: housing, financial aid, student employment, involvement, and understanding credit

Instagram

- Advertise & highlight student engagement events via photos and videos
- Create event promotions in free online programs like Canva and Ripl
- Host Instagram advice campaign during first few weeks of classes (campaign developed by our Transfer Student Mentors during August retreat)
- Student Takeover of Instagram (university or department account) can provide a personal look into life at institution

Snapchat

- Managed by our Transfer Student Mentors
- Dependent on student expertise (at least we are since we aren't as familiar with this platform)
- Only introduced this past fall so still learning best way to use, weighing effectiveness, and developing strategies
- When dependent on students to post the platform is only as active as they contribute
- Unlike other social media platforms, only one person can be on this account at a time

Twitter

- We use to communicate Transfer Tips (#transfertips)
- Both staff in the Office of Transfer Services & Transfer Student Mentors contribute ideas for tips
- We receive more clicks on our twitter icon than other social media icons on our Admissions communications (through Slate CRM) though we only have 80 followers on Twitter versus 2300+ on Facebook

"When used correctly –a strong social strategy could make it easier to spark valuable conversations, improve student engagement, and facilitate learning, all crucial components for student retention –and success."

~ Ready Education