

SOCIALIZING WITH GEN-Z

Ten tips for engaging with prospective college students on social media

70%

of students use social media to research colleges

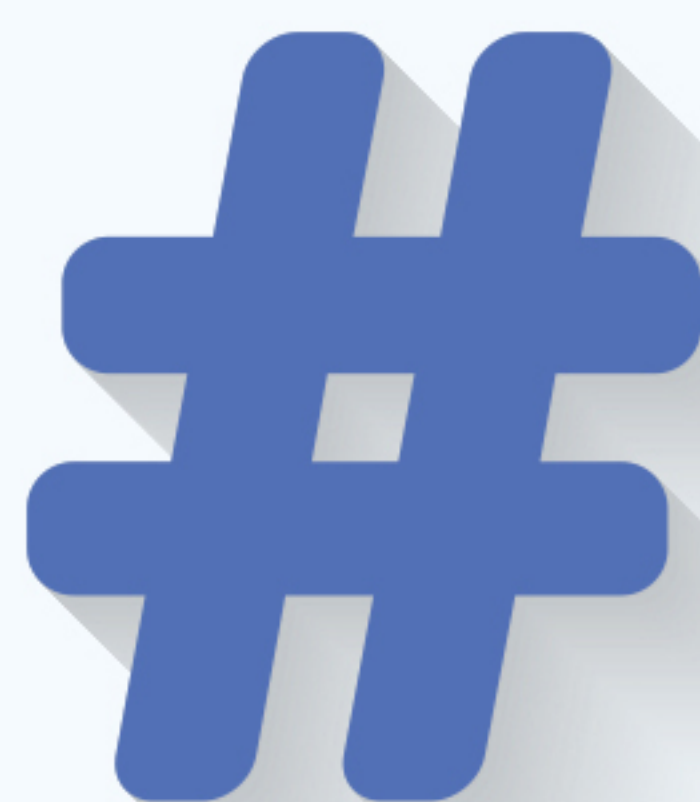
45%

of teens say they are online "almost constantly"

If we know anything about Generation Z (4 to 24 years old in 2019), it's that they are active users of social media. Make that ACTIVE. Higher education institutions would be wise to consider increasing their investment in social media marketing and to master the tactics that will generate engagement on their platforms. The best way to do this is to make your social media content fun yet informative. This isn't the place for a hard sell; it's where you want to give potential students an idea of what it's like to attend your school. **Keep it light, entertaining and brief, while providing ample opportunities to learn more with clear calls to action.**

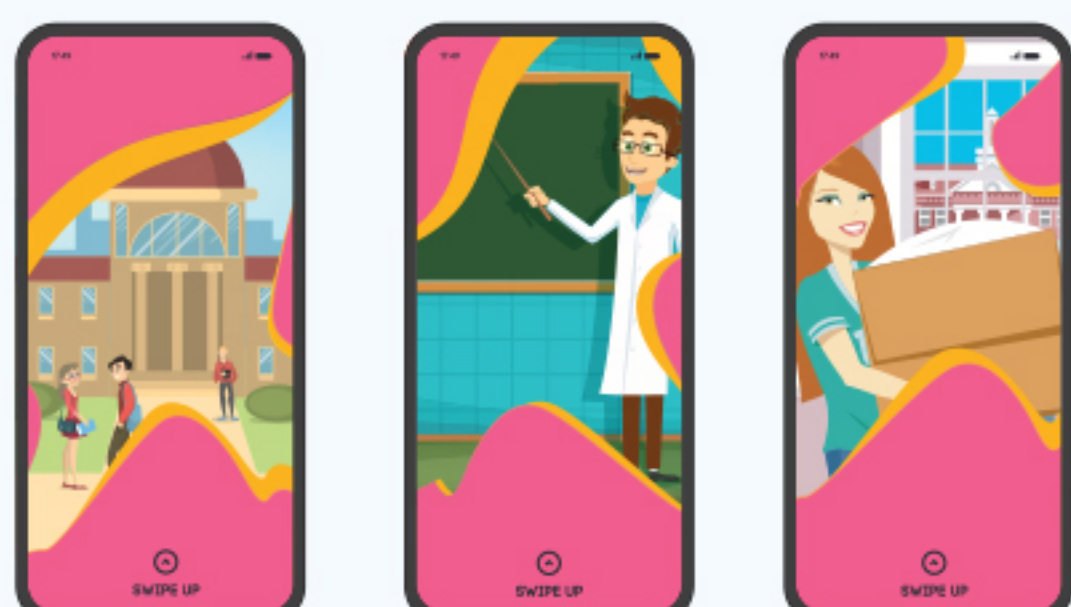
1 HASHTAG IT

Create hashtags for campus events, clubs, departments, etc. to encourage students to share their collective experiences. Share this content on your social platforms and leverage it in other marketing material.



2 CREATE A CAMPAIGN

Beyond your regularly scheduled posts, consider a social media campaign. One idea: Select something your school or community is known for — skiing in Colorado, for example — and attempt to build a follower base among prospective students who share that interest.



3 TELL YOUR STORY

Social Media Stories are an increasing popular tool being used on multiple platforms to show a user's day with a collection of posts, videos and images. The opportunities here are endless: "A day in the life of ...", graduation day, events, athletic contests, etc.

500

MILLION Instagram stories are used every day

4 DON'T BE A CONTROL FREAK

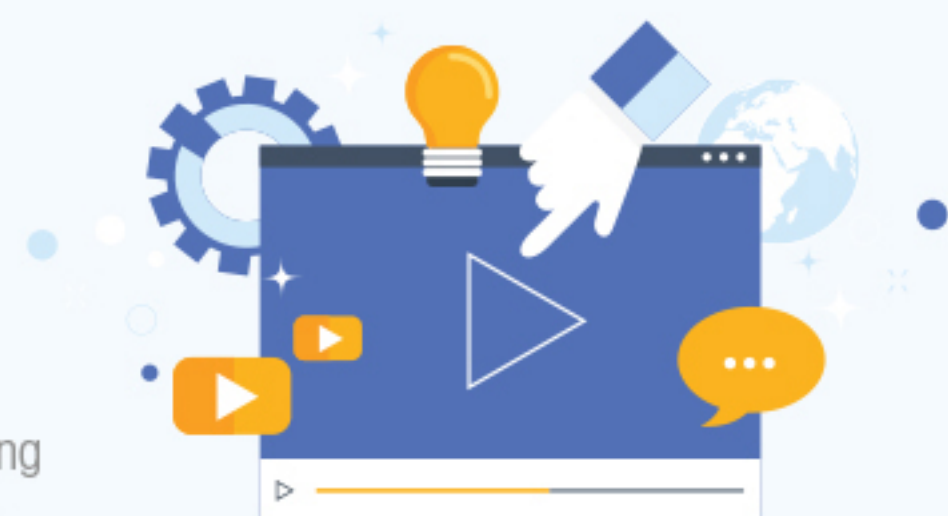
Create separate accounts for specific departments, clubs, sports, etc. and allow them to maintain the accounts; they will be more successful communicating their identity than anyone else. However, a social media manager should oversee all accounts to enforce campus-wide strategy and brand standards. Also consider a social media monitoring tool such as Hootsuite.

23

Average number of hours of video watched by Gen-Z per week

5 AAAAAND ... ACTION!

Videos on social have 135% greater reach than photos. Create bite-size, shareable videos featuring student-life events such as move-in day, campus gatherings and graduation.



6 YOU'RE GOING LIVE

Build excitement and increase access to campus events by live streaming them. Don't forget to upload the videos to YouTube for future viewing by prospective students.

7 BRAND AMBASSADORS

Select and incentivize current students who are social media savvy to create and post content featuring all the great things about your school. Prospective students are more likely to engage with content produced by their peers.



84%

of millennials say they are influenced by user-generated content

8 INFLUENCE THE DECISION

Influencer marketing is a \$1.7 billion business, and Gen-Z often is a primary target. Take advantage by featuring famous, successful alumni in your social media efforts. This will help them feel more like friends to prospective students — friends they are likely to trust.

9 BE SHORT

Generation Z is short on attention span, so keep your posts — regardless of format — short and easily consumable. We're talking a sentence or two, or less, for written content and less than 10 seconds for video.

8

Average attention span, in seconds, of a Gen-Zer

10 SOCIAL VISIT

Once you've gotten students on campus for a visit, continue the social media push. Encourage visitors to take and post short videos of their favorite parts of campus; enable Snapchat geo filters; create tour-specific hashtags; have a contest offering campus attire to the student who takes the best Instagram photo.

TEENS SAY THE PLATFORM THEY USE MOST OFTEN IS ...



35% SNAPCHAT

32% YOUTUBE

15% INSTAGRAM

10% FACEBOOK

3% TWITTER

Source: <https://www.pewinternet.org/2018/05/31/teens-social-media-technology-2018>

SOURCES

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