

# Social Media & Web Tools for Marketing & Advising

*“It’s everywhere”*

ISEP Conference

November 2014

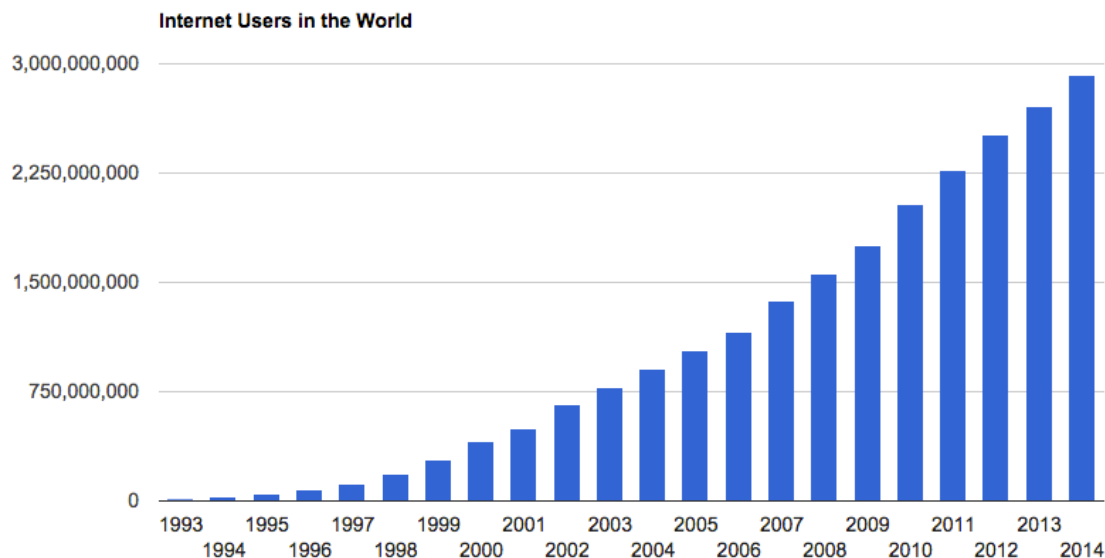
Mark Shay, Abroad101

# Outline

- State of the web today – websites, Google and Internet use
- What is Social Media?
- Who uses Social Media and why?
- Is this a fad, or structural change in the way we communicate?
- SM is multi-purpose – Ways to segmenting your Audience
- Ways to influence your audience
- Case study – Study Abroad Reviews as Social Media

# State of the Web Today

- 3 Billion people are defined as Internet users
- 1 in 6 humans has a Facebook account
- Different things to different people – example: 83% of the population in Thailand has a Facebook account, over 10,000 small businesses use Facebook stores.
- 6 of Top 20 websites are now from China
- 22% of world's internet users are from China, 9.5% from US, 8.3% from India
- So much business in China is online, it's not e-commerce, it's just commerce



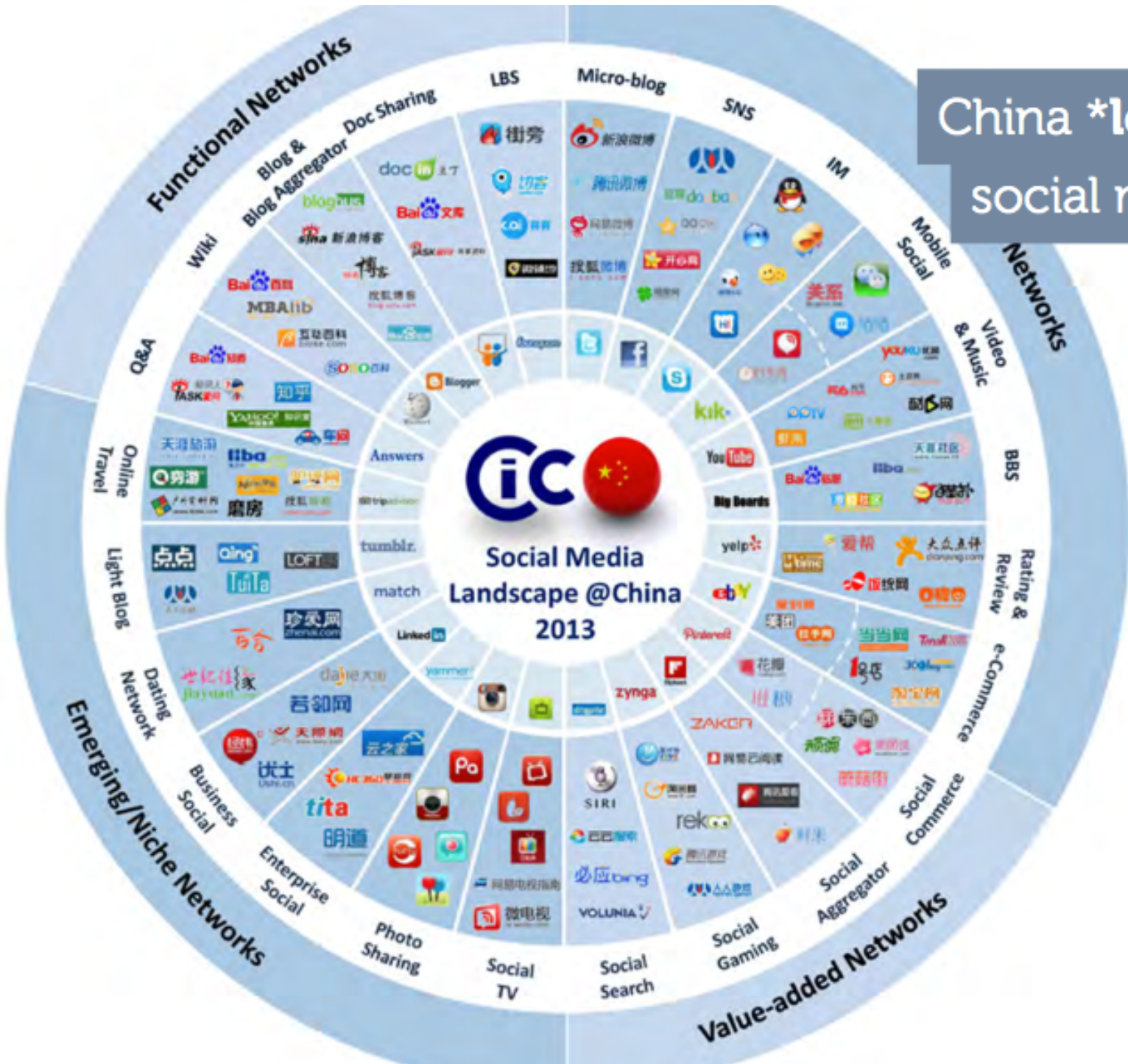
# State of the Web Today

- Websites are the new brochures, catalogs
- Websites are reference points, account hosts. Users will access popular resources through multiple media
- Search Engines – users are no longer surfing, want to get right to the point
- Worldwide Internet use is skyrocketing – video and visuals are most popular. Millennials - More TV watched online, on demand
- Mobile use growing at unprecedented rates, especially outside USA
- Sharing isn't just for pictures, it has become an industry
  - Uber – more trips than taxis, deliveries next
  - Airbnb – more room nights than Hilton

# What is Social Media?

- “Social media is the social interaction among people in which they create, share or exchange information, ideas, and pictures/videos in virtual communities and networks.”
- Most Americans are familiar with SM as Facebook, Twitter, Instagram, Pinterest, but SM also can be considered through review websites, blogging, picture sharing, video sharing, file sharing web sites
- Wikipedia is a social media site – community generated public shared encyclopedia

China \*loves\* social media



# Who uses Social Media, Why?

- Just about everyone using the web will reference Social Media.
- Unfocused content – Social Networks - 100% user generated, not moderated, many topics, uses.
- Focused content - specific functionality, modest moderation and everything in between
- Evolution of the users voice in all publishing - comments on just about everything from NY Times to The Onion makes Social a component in all Media.

# Is this a Fad, or Structural Change in the way we Communicate?

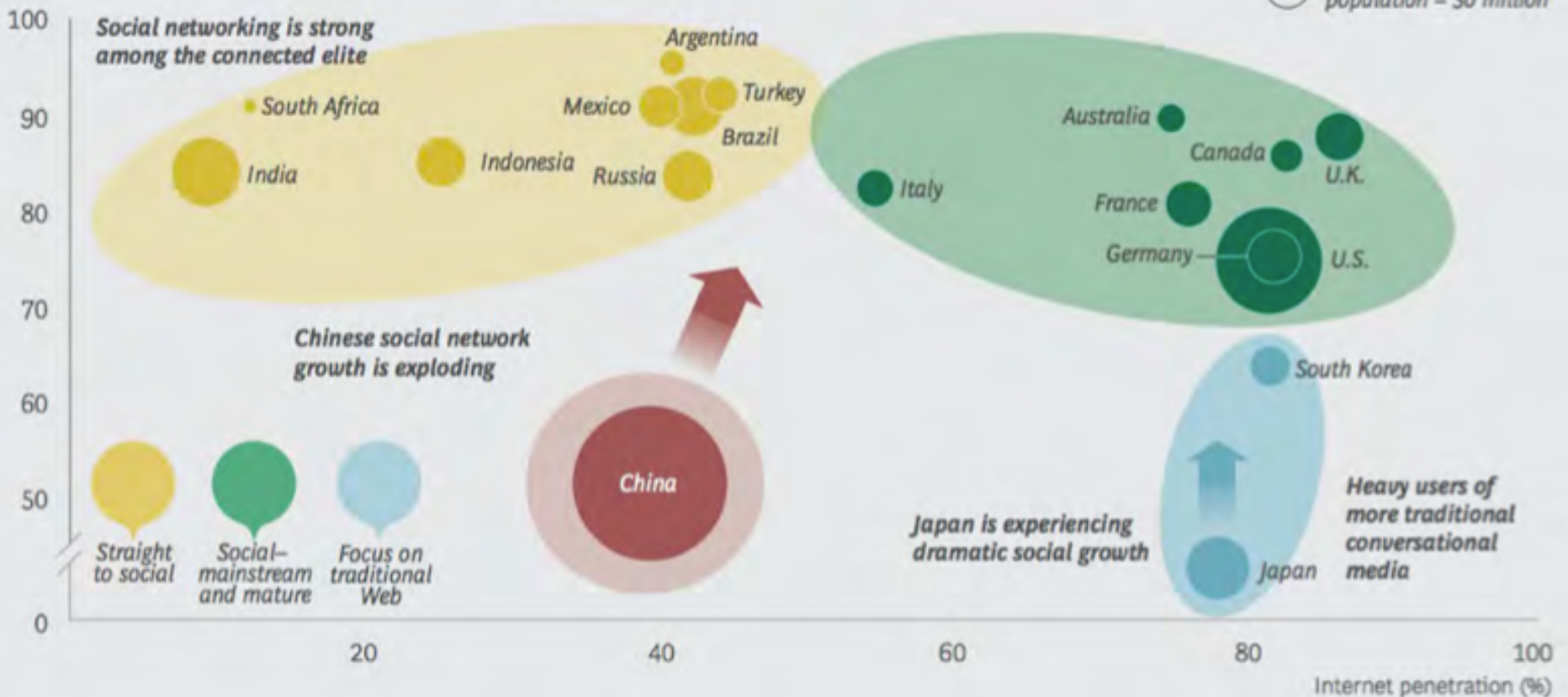
- Trend is interactive, engage with your users publicly, having information online is not enough, you need to share and receive commentary, more validation
- Anonymous testimonials have lost their effectiveness
- Rank, rate everything – like, endorse, tag up or down
- Search engines are using this to validate websites, review websites are rising, video and rankings are replacing inbound links a SEO factor, Facebook likes are a SEO factor.



## Developing markets are going "straight to social"

Users adopt social networking quickly as they come online

Social networking penetration among Internet users (%)



Part of the reason these services work, is that they feed into the **virtuous circle of mobile and social media** adoption.

# Segmenting your Audience

- Certain demographics drawn to certain sites
  - Facebook - 18-29 - 84% of population, 10% more female, now mostly the business of living
  - Instagram – 83% of teens in wealthy households view IG as more important, more personality.
  - LinkedIn – 30-49 is core age group, mostly male, career focus
  - Twitter – 22% men, 15% women, big mobile feeder
  - Pinterest – Young moms, pictures of kids, recipes,
- Niches within a communities (Rich teens not the only IG users)
- Behaviors in the communities
  - Majority of people “share”, important v. funny 50/50
  - Large portion of all users don’t post, will share
- Everyone going mobile, mobile, mobile
  - Tablets, iPads are consider mobile by many
  - Mobile behavior very different than website: click, swipe, like, tag; buttons good, keyboard bad.

**virtual wallets, mobile payment and alternative finance models** are quite popular in **emerging economies**, as they help address a whole host of **local challenges...**

across sub-Saharan  
Africa as a whole only

**1/4 of adults**

have accounts at formal  
financial institutions

**less than**

**15%**

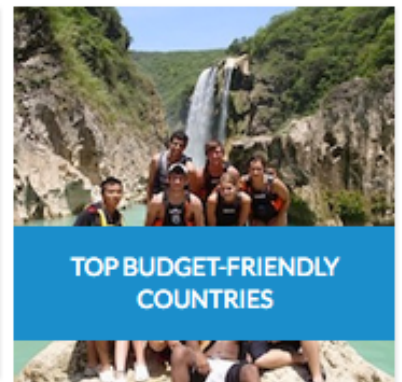
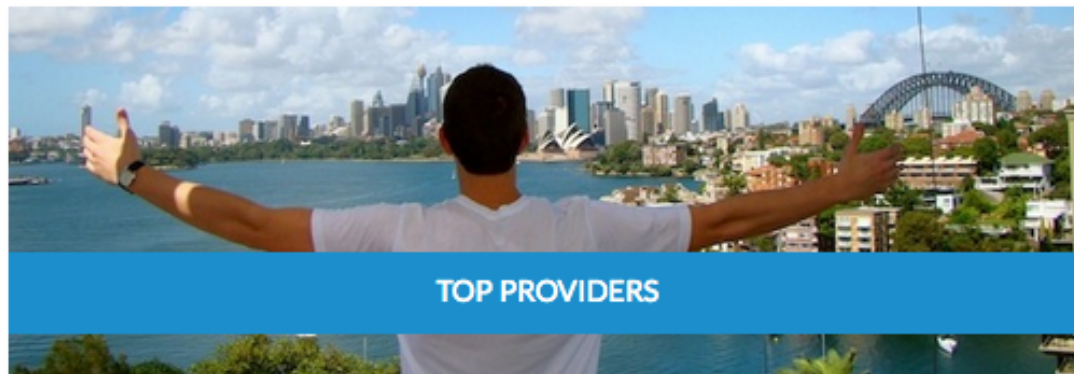
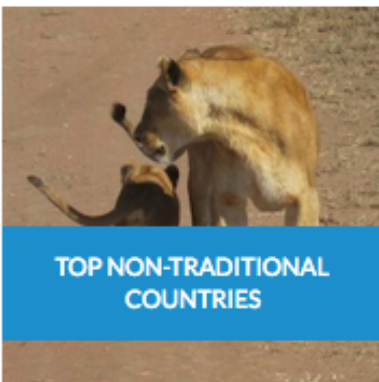
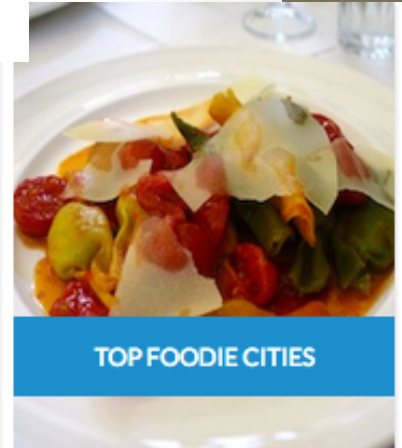
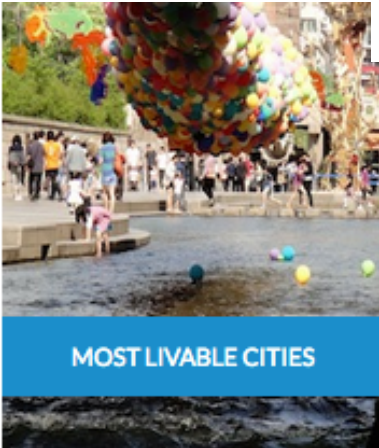
of Indonesians have a  
credit card

# Ways to Influence your Audience

- In most cases, mobile devices are the glue that tie these platforms, services and communities together
- The rise of mobile and the Internet have already changed our world significantly, pace of adoption is increasing
- Don't believe me? Walk around and notice the percentage of people looking down at a device and their hands holding a device
- Smart phones more hazardous than drunk drivers
- 4 screens: Phone, computer, Addressable TV (IP), Tablets
- It's not about a single point of transaction, it is about an ongoing dialog, before, during and after the sale



THE **2013 abroad101.com**  
STUDY ABROAD RANKINGS



Student discounts are available on flights for your semester abroad!



# Case Study: Study Abroad Reviews

- Student Research Tool
- Measuring the “fit”
- Assuring the Choice (Family, Friends)
- Setting Expectations
- Gathering Support for the Student
- Pre-Departure Orientation
- Feedback for Advisors
- Sets Metrics for Reporting
- Generates Performance Measurements
- Guiding/Justifying Pre-Approved Program Lists
- Published Reviews are Good for the Student; their Showcase

# Student Research Tool

- **Encourages students to research different aspects of programs:** academics, food, housing, program administration, health & safety, cost
- **Identify strengths & weaknesses of individual programs:** star ratings are quick and easy to understand
- **Identify common issues/ratings by destination & point them to alternative destinations that may be a better fit:** ex. Housing is difficult to obtain at some Australian universities but not others
- **Identify overall personality of a program/destination by review tone:** issues like party scene, academic rigor, faculty engagement, interaction with local students, etc.

*Review comments may help avoid rude awakenings: things not included in the brochures like shared bathrooms, lack of indoor climate control, access to food, role of house parents with homestays all may help US students, parents and advisors better understand and prepare.*

\* Food:

★ ★ ★ ☆ ☆

Students prepared every meal and were forced to try and clean the filthy boat. We did our best on the food preparation, so the food was usually ok. We didn't have anything to drink except for warm water the whole time because only the crew was allowed to use the refrigerator. Miserable experience.

**Two different student reviews of the same program at the same time**

**What did you gain/learn from your experience abroad? Was it worthwhile?**

**It is definitely worthwhile. For me I gained part of me that I didn't know I had inside of me as well as leadership skills. You gain lifelong friends. I learned how to push myself to do things that I never thought were possible.**



# Assessing Program Fit

Is the program a good match for a student's needs, interests and goals?

- **Academics:** Students' expectations of academic rigor, different academic systems, students' level of preparedness
- **Cultural Immersion:** Advice about extra-curricular/outside the classroom, how to integrate into local culture
- **“What they don't tell you”:** Insight into issues not addressed in program materials
- **Goals and Expectations:** Program structure, goals, and expectations
- **Advice to future students:** What students wish they knew before going abroad; students who utilized reviews in their own research prior to study abroad are more amenable to submitting a thorough review after their study abroad.

*Review comments help set students set expectations; they also help families do the same. Can be useful in communicating safety tips, competence of administrators and confidence in program outcomes*

This review came just as the State Department was issuing travel advisories for Israel

★★★★★ **INCREDIBLE!** July 16, 2014

By **Hillary S (The University of Texas at Austin)** - abroad from **01/13/2014** to **05/25/2014** with

**Tel Aviv University: Undergraduate Semester in Israel**

✔ Would return abroad with the same program

What did you gain/learn from your experience abroad? Was it worthwhile?

It was an incredible learning experience for me and my Jewish religion. I was able to experience Shabbat dinners and all Jewish culture that I had never witnessed before. I absolutely loved the Israeli people and was so welcomed into the community there.

# Assuring the Choice

- Filter reviews by students from the same or similar institutions
- Filter reviews by like-minded individuals
- Review questions help to identify the reviewer's personality, which helps prospective students visualize the program's personality & if it might be a good fit for them.
- Reviews can be extra important for faculty-led programs which are especially defined by personalities.

*Reviews may help parents feel they have a role, scouring the reviews for anything that students missed, creating a reminder "check list"*

\* Safety:

★ ★ ★ ☆ ☆

My apartment was broken into while my roommate was present. Nothing was stolen because she chased the intruders out of the building. Fairfield hired a security guard and changed all of the locks in the building to prevent another break in.

\* Safety:

★ ★ ★ ★ ★

I always felt safe. I felt less safe this summer when living in New York City. Oftentimes in Puebla I'd take the bus or a cab at night alone, and was always fine. I did, however, always let someone know if I was alone in a cab, obviously. I never got sick off the food, even though I ate a ton of street food, and only got sick once from a friend who had a cold. I had a bad cold for about 2 weeks.

Two different student perspectives on safety – First shows provider responded quick and appropriately, second seems counter to common perception of Mexico

# Setting Expectations

- Reviews help parents and family feel comfortable in the student's choice.
- Reviews help students & their parents set expectations (safety, home institution & on-site advising/orientation/support).
- Reviews can help avoid rude awakenings (what is housing REALLY like, food..).
- Reviews can give parents a role in the process, create checklists on how to prepare.

# Drawing Support: Crowd Funding



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## Uhd Study Abroad to Ghana!

By: [Janee' Bailey](#) from University of Houston-Downtown

### Fundraising Mission By:



Janee' Bailey  
[View My Student Page](#)

**\$870.00**



Raised of \$2,000.00 goal

**DONATE**

Only 0 days left to help me reach my goal ↻

Help me spread the word so I can achieve my goal!



<https://www.goennounce.com/mis/>

About Comments Updates



## About This Mission

This trip is important to me because it will be my first time EVER going out of the country and I cannot wait to take this opportunity of a lifetime. On this trip we will tour places such as the Kwame Nkrumah Memorial park, Aburi Gardens and Cape Coast Castle!! The funds that I am raising will go towards the remainder of my trip and my plane ticket and I will be filled with joy if you all can help donate to the cause, for no donation is too small!!! Thank you in advance! :)

You can read more about the program I am attending here  
<http://www.studyabroad101.com/programs/ghana-trip-of-a-lifetime>

Review Link

Comment

### People Who Donated

- Brandi L.
- Cynthia J.
- Danielle M.
- Debra L.
- Devon S.
- Dorina R.
- Eula O.
- Frederick B.
- Janitra W.
- Keeya S.
- Perla M.

Abroad101

Family support, Login through FB



**Janitra Bailey Walker** · Senior IT Analyst at Energy Transfer Partners

I will start you off Janee with \$50! This is a family and friend challenge!!!! Skip that Pappadeaux meal this week, skip buying those irresistible shoes and skip the nail shop this month!!!! Let's all help to support Janee! Janee is an amazing woman with an awesome future ahead of her! This is my "Get Janee to Ghana" campaign!

Reply · Like · 4 · June 2 at 9:26am



**Debra Lilly** · Fordham University School of Law

My pleasure. I am a huge proponent of student travel abroad. Be safe and have fun!

Reply · Like · 3 · June 2 at 9:38am



**Abroad101**

Congratulations on being nominated as the Abroad101 Student of the Week. We hope your donation and endorsement will help you reach your mission. Please don't forget to post about your experience on Abroad101 when you return. Best wishes!

Reply · Like · June 18 at 7:02pm



**Janeé Bailey** · University of Houston-Downtown

Thank you guys both so much for your support! and yes i will be posting plenty of photos!

Reply · Like · June 2 at 11:10am

Family, Friends and maybe new fans donating and providing motivating comments. Review link provided to demonstrate earlier student success on the desired program

# Pre-Departure Orientation

- Reviews add dimension to pre-departure orientation, help students better prepare.
- First-hand accounts provide examples for students to follow or not.
- Student voice may be easier to identify with than study abroad staff.
- Provide depth to common questions of what to pack, what to expect on arrival, how to make local friends..
- I wish I had known.....
- Especially useful for less popular programs when there are no students on campus who can orient then students can look at older reviews.



# Pre-Departure Orientation

**abroad1**  
STUDY ABROAD REVIEWS

🌐 Countries ▾ 🔍 Programs ▾ 🏆 Rankings ⓘ ▾

## Finances

\* **Money:** How easily were you able to live on a student's budget?

*(1 = not very easy/\$200+ on food & personal expenses/week, 2.5 = \$100/week, 5 = very easily/minimal cost)*

★☆☆☆☆

New Zealand is expensive! I was very frugal, but always managed to go over budget on food and utilities.

Not including program expenses, about how much money did you spend on food and other expenses each week?

Around 150-200+ per week during colder months.

Do you have any general money-saving tips for future study abroad participants?

The houses are not insulated, so heating bills during colder months can become very high. Take warm clothing and a hot water bottle for sleeping!!! When it comes to food, try not to eat out. Buy unprocessed food on sale and cook for yourself. Also, be sure to take the extra time to walk to Countdown (a grocery store). It's much cheaper to shop there than at the more expensive New World. Don't forget to grab a store savings card. Just go to the customer service desk and ask for a temporary card.

**Student's insight on weather and how that might alter ones budget, plus a few tips on saving money.**

# Pre-Departure Orientation

## Program Administration

Sage Direct Enrollment  
advice, from a student going  
without a provider

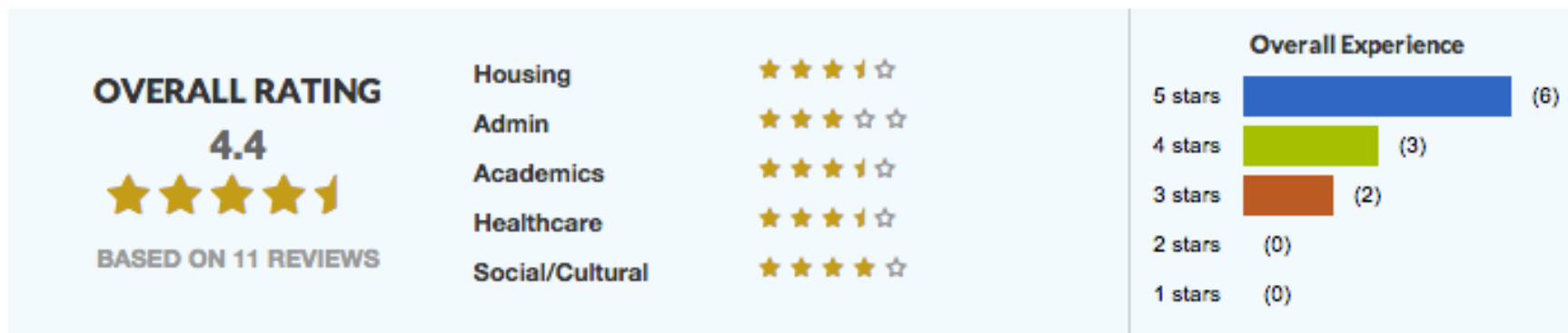
* What did your program do to prepare you for your time abroad prior to departure?	The University of Otago sent emails with instructions on accessing my flat, course selection, ect.
How did you arrive at your program site? Who organizes travel? What advice can you offer future travelers?	I arrived by an airport shuttle that I organised myself. My advice to future otago internationals living in uni flats: Get to campus early!! I didn't find out until my travel and break plans had already been arranged, but you actually are able to move into your flat one month before classes start. You have to pay for that month anyway, so go early and give yourself some time to explore and adjust to your new environment before classes start!
If your program held an orientation, how helpful was it?	★ ★ ★ ★ ☆

# Feedback for Advisors

- **Quality assurance:** Feedback on programs, identify areas in need of improvement, monitoring potential areas of concern, evaluate advising and programming
- **Student expectations:** Look for signs of students who were not prepared; use this to adjust pre-departure orientation and advising
- **Comparison with others:** Compare home institution students' comments and feedback with those of students from other colleges and universities
- **Student learning:** Comments can give insight into learning and intercultural competence development
- **Student “satisfaction”:** How satisfied students are with experience overall and different aspects of programs

📖 University of Westminster is a **university** located in **London, The United Kingdom** offering **1 direct enrollment and exchange program** and **23 programs** managed by an outside provider. Programs offered include **Study Abroad, Internship, Traveling/Tours/Non-credit Excursions, and Graduate Program** abroad programs.

## Study Abroad with University of Westminster



📷 **Direct Enrollment/Exchange Programs (1)**

+ **Programs Managed by Outside Providers (23)**



### University of Westminster: London - Direct Enrollment & Exchange ⓘ

📍 University of Westminster in London, The United Kingdom

Programmes on offer – UG Study Abroad, PG Study Abroad, Summer School, English as a Foreign Language. Located in the heart

4.4



11 reviews

**Directory of options by host university – Look at Direct Enrollment/Exchange versus the many providers offering courses at that university**



**API (Academic Programs International): London - University of Westminster** ⓘ

📍 University of Westminster in London, The United Kingdom

*The University of Westminster offers API students an ideal location for studying and absorbing all that London offers during the summer, semester or year. Course offerings...*

4.9



11 reviews



**Arcadia: London - University of Westminster** ⓘ

📍 University of Westminster in London, The United Kingdom

*Westminster's School of Communication and Creative Industries is considered one of the largest, best-equipped and most prestigious centers of learning in the United Kingdo...*

4.6



17 reviews

Provider programs can be analyzed by ratings and student comments to help justify the cost difference compared to Exchange or Direct Enrollment

**(ISA): London - Courses with Locals in**

📍 London, The United Kingdom

*OUGH ELAP\* During the ISA semester programs  
st...*

4.9



8 reviews



**EPA Internships in Europe: London - University of Westminster** ⓘ

📍 University of Westminster in London, The United Kingdom

*Work in an exciting and challenging internship in the field of your choice that helps you gain self confidence, new skills, valuable work experience and an outstanding res...*

4.4



9 reviews



**CISabroad (Center for International Studies): London - Semester at the University of Westminster** ⓘ

📍 University of Westminster in London, The United Kingdom

*On Semester at the University of Westminster, London, you can take classes for your major or as electives. In addition to taking classes, you can also intern at one of the...*

4.6



5 reviews

# Published Reviews are Good for the Student; their Showcase

- Student's shouldn't forget that reviews are published, each with a web page that can be easily found, and perhaps not be anonymous
- Employers, grad school admissions, post-graduate opportunities will want to see writing samples and insight on their candidates, better to be voluntary that accidentally discovered
- Reviews should be a showcase for maturity, professionalism and an ability to communicate – a writing sample showing ability to be critical, assume personal responsibility, be reflective and be forward thinking
- Reviews should be promoted on LinkedIn, Facebook and used to open doors to the next steps in a career
- Students promote the reviews – Social Media marketing





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## The Study Abroad Advantage

1,403 members



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Start a discussion or share something with the group...

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### Professionals, join me! Share some tips to work in International Education!

**Bradley M. Miner**

Hello fellow study abroad enthusiasts!

Continuing off of Mark's post of "Work in International Education" I thought it would be neat to get some responses on these two questions below ...

Like • Comment • Follow • 3 days ago



### Work in International Education

**Mark Shay**

Top Contributor

Study Abroad alumni make great advisors at colleges and recruiters for study abroad providers. The NAFSA job registry is a great place to look for opportunities.

### Top Contributors in this Group



**Mark Shay**

Higher Education Entrepreneur, International Education Marketer

[See all members](#)

### Your group contribution level

Congrats! Regularly add great discussions and comments to stay a Top Contributor.



Top Contributor

This cloud makes data make a difference.

[See how](#)



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25

LISTS  
4

### → Abroad101 →

@StudyAbroad101

As the world's first and largest study abroad review website, we'll provide you with a unique perspective on your future study abroad. By students for students.

📍 Online, across America

🌐 [studyabroad101.com](http://studyabroad101.com)

🕒 Joined February 2009

📷 72 Photos and videos



Tweets

Tweets & replies

Photos & videos



→ Abroad101 → @StudyAbroad101 · 10h

"An experience of a lifetime!" says @merrimack student about @Life\_at\_AUR study abroad in Rome - #studyabroad [studyabroad101.com/programs/the-a...](http://studyabroad101.com/programs/the-a...)

👤 2 ⭐ 📧 ⋮



→ Abroad101 → @StudyAbroad101 · 12h

"City living, Italian culture and lots of food" says @Umaine student about @saiprograms Italy study abroad [ow.ly/E4WJ3](http://ow.ly/E4WJ3) #italy

👤 2 ⭐ 📧 ⋮





TWEETS  
1,558

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1,014

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921

FAVORITES  
161

LISTS  
12

## ForumNexus StudyAbrd

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Study Abroad programs in Europe (multi-country) with 20+ years of experience specializing in intensive summer programs.

Miami, Florida, USA

[forum-nexus.com](http://forum-nexus.com)

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ForumNexus StudyAbrd retweeted



**The Abroad Guide** @TheAbroadGuide · 10h

How to Include Your Study Abroad Experience on Your Resume  
[wp.me/p3njWS-CX](http://wp.me/p3njWS-CX) #theabroadguide #studyabroad



2

1



ForumNexus StudyAbrd retweeted



→ **Abroad101** → @StudyAbroad101 · 21h

"Such a great program I'm going back!" says @WoodburyU student about summer study abroad w/ @ForumNexus  
[studyabroad101.com/programs/forum...](http://studyabroad101.com/programs/forum...) #studyabroad



3

3



ForumNexus StudyAbrd retweeted



**GoAbroad** @GoAbroad · 23h

The #StudyAbroad Daily is out! [paper.li/GoAbroad/study](http://paper.li/GoAbroad/study) Stories via @jcu @MyUIC @ForumNexus



2

1



# Summary

- Social Media is everywhere, pick what works with your organization, and work it
- Better to skip one media than do it poorly
- Volume counts, 15 minutes of visibility
- Unlike websites, mistakes fade quickly into the past
- Segment your audience, create different channels
- Cross-promote, cross-link your outlets, don't count on search
- Always feedback to negative comments, publicly asked questions. TripAdvisor example – responses are more important than the comment
- Drown out negativity, but understand negative for somebody is positive for somebody else
- Use comments, reviews in your marketing to define or reinforce a brand
- Look at metrics to understand your audience, then apply common sense
- Always be testing! New messages, new images, new outlets
- Know your customer, 4 screens – one person. Parents, Advisors, Friends, do your best to track the community of the student and bring them into your community