Higher Ed Documents Social Media ROI:
New Communications Tools Are a Game Changer

Social media cuts costs for traditional marketing

- CMYK: 33%
- News: 24%
- TV: 17%
- Radio: 17%

Measuring Social Media

- Fans/Followers: 86%
- Comments/Hits: 85%
- Page Views: 74%
- Google Analytics: 64%

Monitoring the Buzz or Online Conversation about their School

- 2009-2010: 73%
- 2010-2011: 68%
- 2011-2012: 47%

Have a Written Social Media Policy

- 2009-2010: 32%
- 2010-2011: 44%
- 2011-2012: 49%
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- 29% Do not have a social media plan
- 86% plan to increase their social media in the next year
- 31% think social media can be accomplished more efficiently using social media rather than traditional marketing

Application Form
38% attribute increased enrollments/applications to social media
78% think social media changes the way they recruit
92% think social media is worth the investment

Useful in Recruiting Potential Students
94% Facebook
81% YouTube
69% Twitter
51% LinkedIn

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