

# Social Media Use Among Top U.S. MBA Programs



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Statistically valid research was conducted by the Center for Marketing Research at the University of Massachusetts Dartmouth using U.S. News Best Business School Rankings 2012. Seventy schools participated in telephone interviews including the University of Chicago, Columbia, Rutgers, Yale, the University of Kentucky and Georgetown University.

Every school in our sample is currently utilizing social media to market their MBA Program. Recruitment is the #1 objective and nearly everyone is planning to increase their social media investment.

The missing link appears to be tracking those who first become interested through one of the programs social media sites. Sixty-five percent of schools do not track the number of these prospects who eventually apply to the program, despite recruitment being the #1 objective. If schools plan to increase their social media investments, putting time and money towards better tracking methods is an important next step for top MBA programs.

# 100%

of Top MBA programs surveyed currently use some form of social media

**facebook** & **twitter**

The two most used tools by top MBA programs



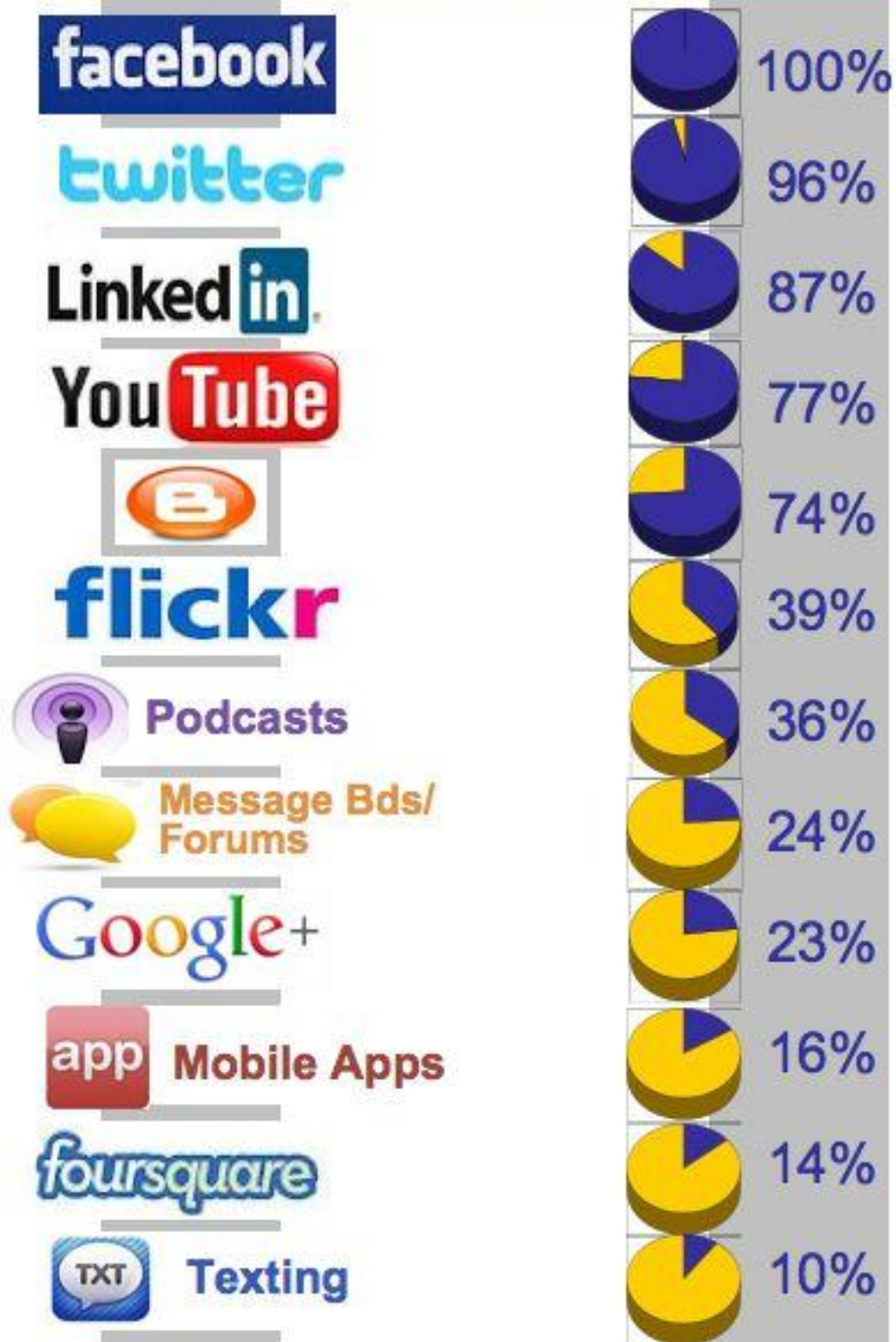
# 41%

of Top MBA Programs believe social media plays a critical or major role in their marketing efforts

Less than 1/2 of schools feel social media cuts the costs of traditional advertising



## Social Media Usage of Top MBA Programs





65% of schools **do not** track the number of students who apply after using the schools' social media

**Apply**

**42%**

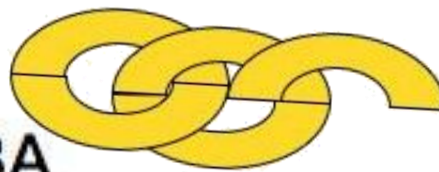
Have no written policy on social media for their MBA Program

**29%**

Do not track or monitor buzz about their MBA program



Approximately 1/2 of the schools who are tracking applications due to social media could not approximate the number they expect to receive because of it for the upcoming year



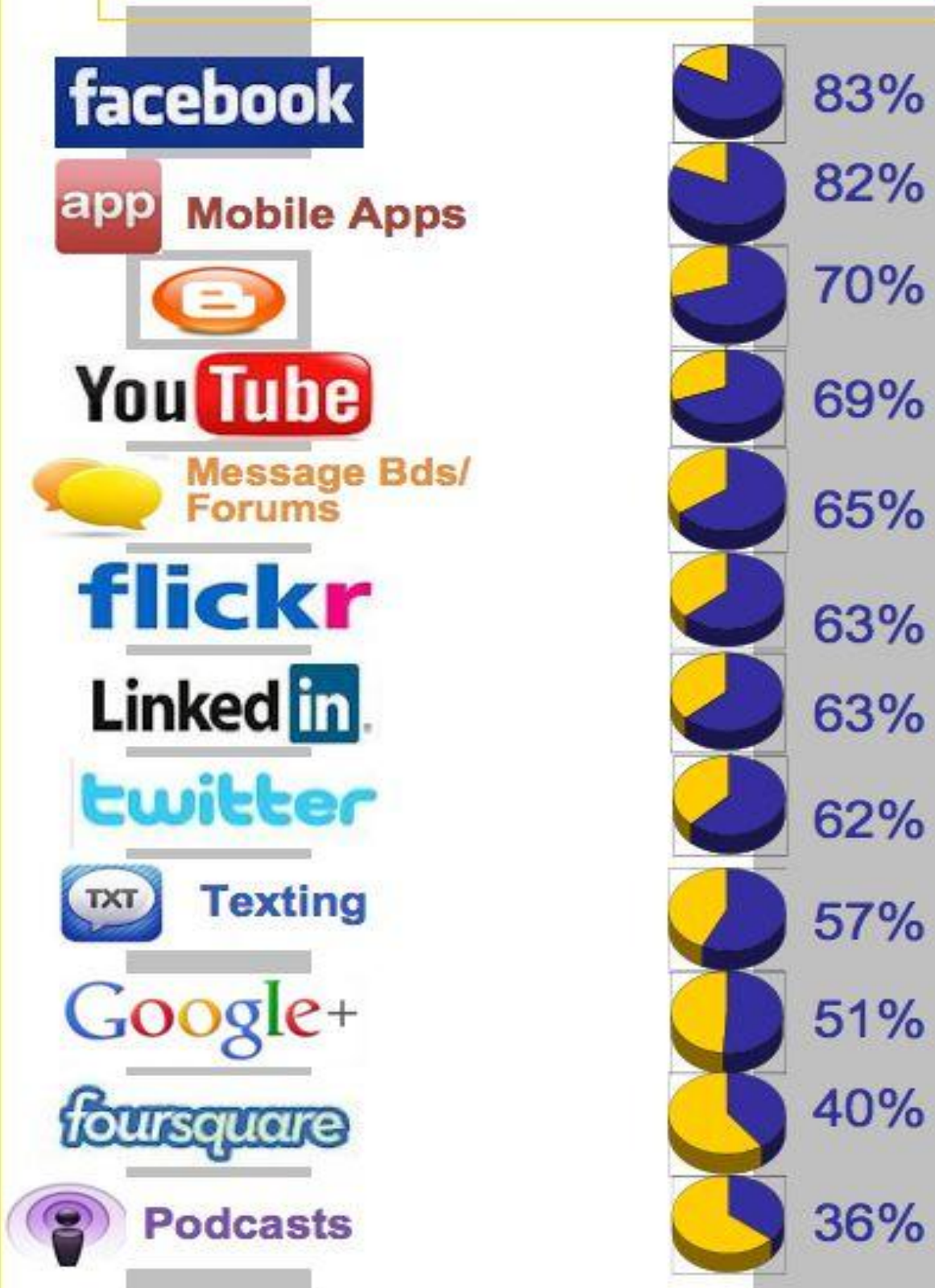
94% of Top MBA programs report recruitment as the #1 goal of their social media efforts

Yet



The top 4 measures of effectiveness do not include tracking prospects

## Top MBA Programs Rate Effectiveness of Social Media







### Top 4 Measures of Social Media Effectiveness

1. Fan/Followers
2. Comments/Hits
3. Page Views
4. Google Analytics

All information presented here is from “The Missing Link in Social Media Use Among Top MBA Programs: Tracking Prospects”  
The Full report available at [www.umassd.edu/cmr](http://www.umassd.edu/cmr)

