

# CONTEMPORARY vs FAMILIAR SOCIAL MEDIA

to achieve individual goals  
of Universities



Anastasia Pushkar for

UNITALKS

# \* About me



## Anastasia Pushkar

- Owner at [Pushkarstudio](#)
- Project manager + Social Media projects (VW, Danone, Jameson...)
- Co-founder of ISTANBUL CLUB FOR SUCCESSFUL PEOPLE

## Education

- School of Art
- Republic University of professional Education (Minsk, Belarus).  
Faculty of Economics.  
Specialization: Technologies of Information Systems
- Different graphic design courses
- Digital-course Interactive Communications in Advertising (Russian IKRA)
- Business youth
- Advanced training «Instagram for business»

# Today we gonna speak

- Goals
- Target audience and where to find it
- Contemporary and familiar SM
- My favorite SM channel
- How to create successful SM channel
- Metrics and analytics
- Well known TR Uni in SM
- Use trends
- Some examples from abroad

« If one does not know  
to which port one is sailing,  
no wind is favorable. »

*Seneca. Roman philosopher*



# General goals in Social Media

1. Sales
2. Web-site visitors
3. **LOYALTY**
  - positive image
  - working with negative comments
  - answers to questions



# Core audiences

- Prospective students
- Prospective student's parents
- Current students
- Alumni
- Alumni from another Universities

JAN  
2016

# DIGITAL IN TURKEY

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



**79.14  
MILLION**

URBANISATION: 74%

FIGURE REPRESENTS TOTAL NATIONAL  
POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



**46.28  
MILLION**

PENETRATION: 58%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA USERS



**42.00  
MILLION**

PENETRATION: 53%

FIGURE BASED ON ACTIVE USER  
ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE  
CONNECTIONS

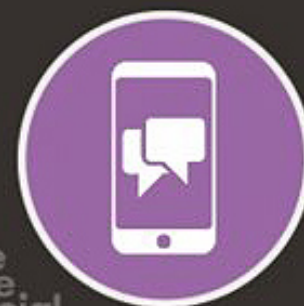


**71.03  
MILLION**

vs POPULATION: 90%

FIGURE REPRESENTS MOBILE  
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE  
SOCIAL USERS



**36.00  
MILLION**

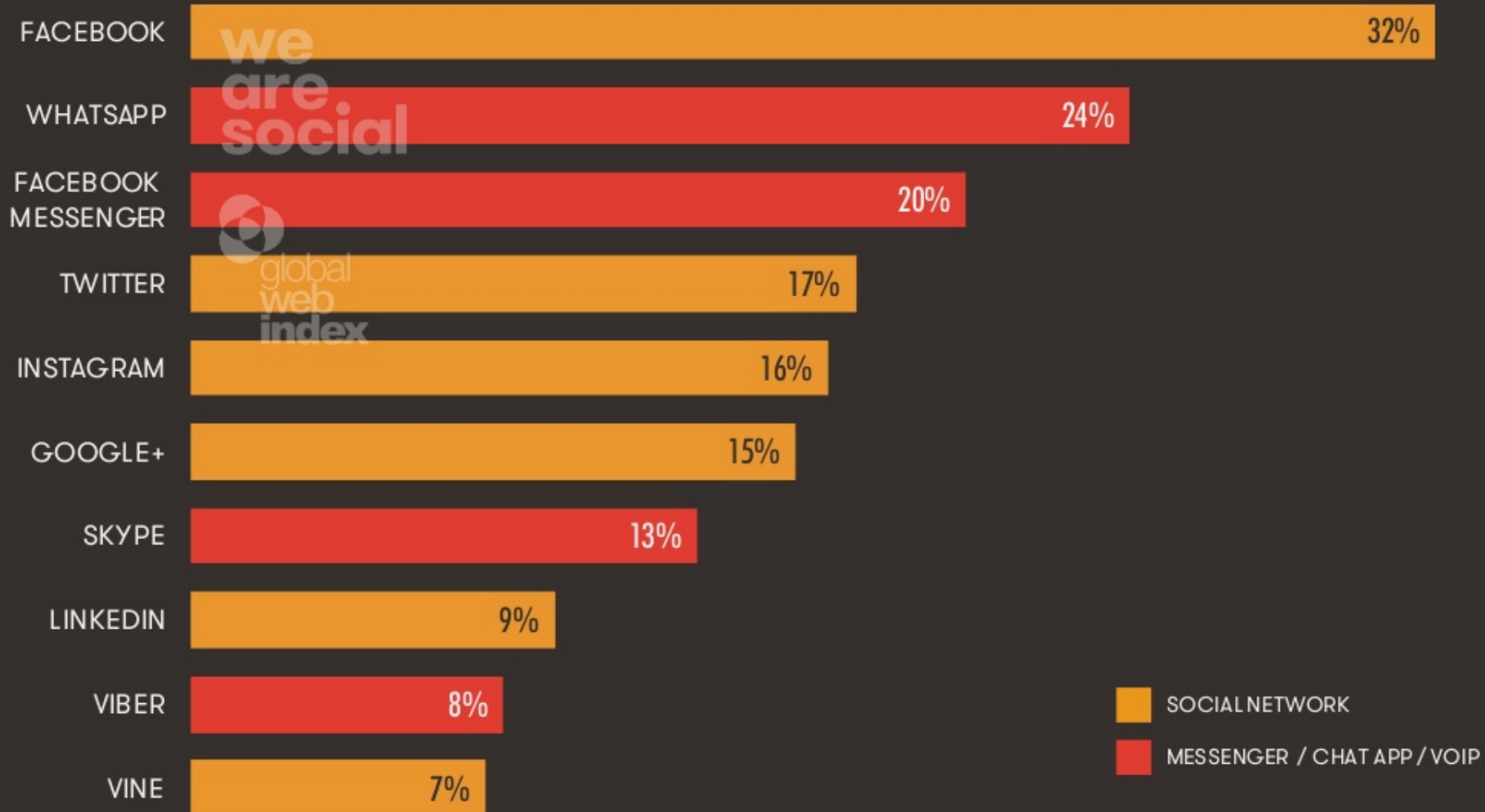
PENETRATION: 45%

FIGURE BASED ON ACTIVE USER  
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN  
2016

# TOP ACTIVE SOCIAL PLATFORMS

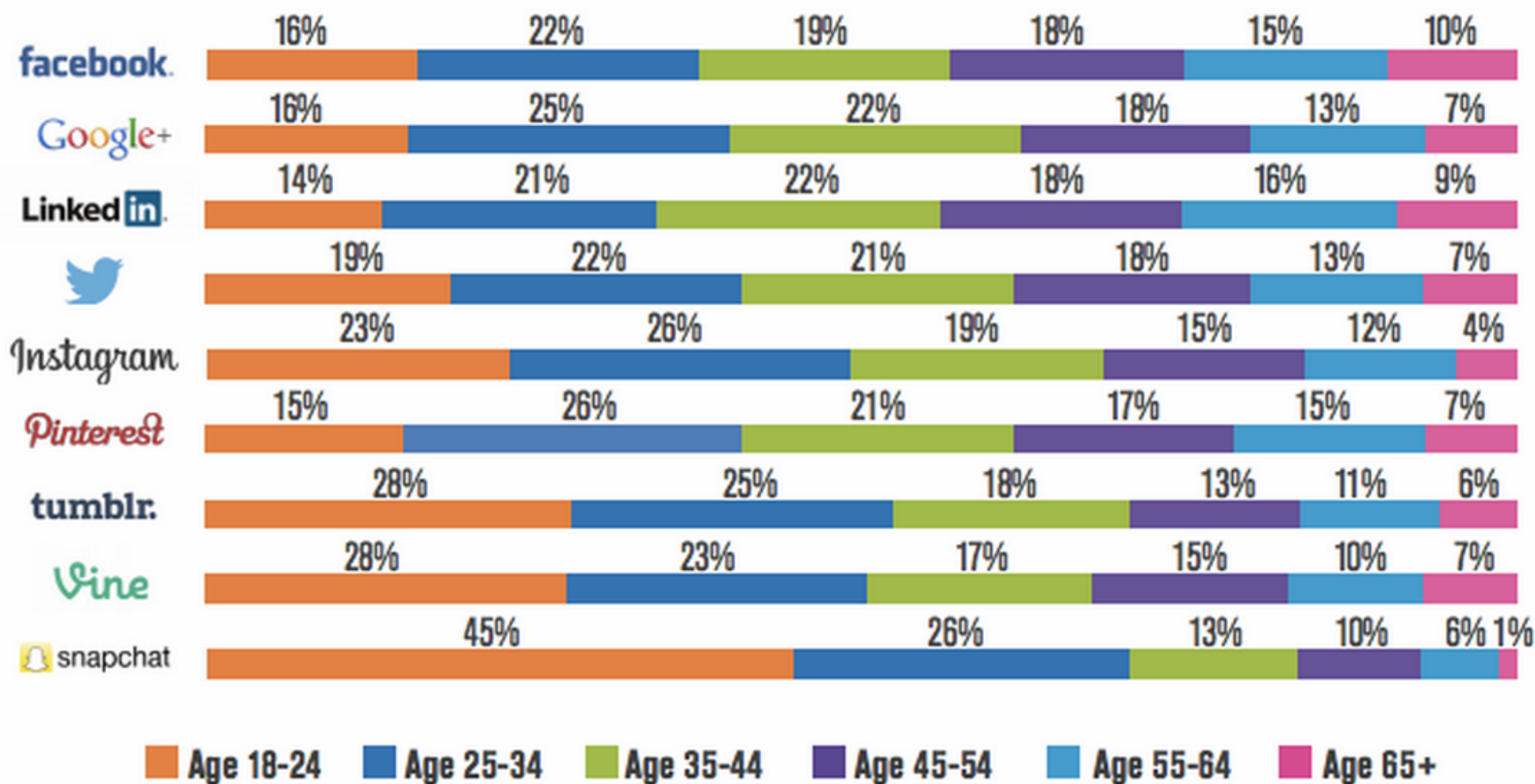
SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY





## Demographic Composition % of Leading Social Networks

Source: comScore Media Metrix Multi-Platform, U.S., Age 18+, Dec 2014



# Mobile



# Contemporary and familiar channels



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PINTEREST

**SOCIAL SITE**  
THAT IS ALL ABOUT  
**DISCOVERY**

**LARGEST**  
OPPORTUNITIES



**USERS ARE:**

**20% MALE**  
**80% FEMALE**

**70**  
**MILLION**  
USERS



TWITTER

**MICRO BLOGGING**  
**SOCIAL SITE**  
THAT LIMITS EACH  
POST TO **140**  
**CHARACTERS**

**LARGEST**  
PENETRATION



**BUT SPREADING**  
SLOWLY AND STEADILY

**9,100 TWEETS**  
**HAPPEN**  
**EVERY SECOND**

**289**  
**MILLION**  
ACTIVE USERS



FACEBOOK

**MOBILE IS**  
**FACEBOOK'S**  
**CASH COW**

**1.31**  
**BILLION**  
MONTHLY ACTIVE  
MOBILE USERS

**MOBILE AD REVENUE**  
**MAKES UP 76%**  
**OF ALL AD REVENUE**  
(\$2.9 BILLION IN Q2 OF 2015)

**USERS SHARE**  
**1 MILLION LINKS**  
**EVERY 20 MINUTES**

**1.5**  
**BILLION**  
MONTHLY  
ACTIVE USERS



INSTAGRAM

**SOCIAL SHARING**  
**SITE ALL AROUND**  
**PICTURES**  
AND NOW **15 SECOND**  
**VIDEOS**

**MANY BRANDS**  
**ARE PARTICIPATING**  
**THROUGH THE USE OF**  
**# HASHTAGS**

**AND POSTING**  
**PICTURES**  
CONSUMERS  
CAN RELATE TO

**MOST FOLLOWED**  
**BRAND IS**  
**NIKE**

**300**  
**MILLION**  
ACTIVE USERS



GOOGLE+

**SOCIAL NETWORK**  
**BUILT BY GOOGLE**  
**THAT ALLOWS FOR**  
**BRANDS**  
**AND USERS**  
**TO BUILD CIRCLES**

**NOT AS MANY**  
**BRANDS**  
**ACTIVE,**  
**BUT THE ONES THAT ARE**  
**TEND TO BE A**  
**GOOD FIT** WITH A  
**GREAT FOLLOWING**

**HANGOUTS**  
**AND PHOTOS**  
**HAVE BEEN SEPARATED**  
**FROM GOOGLE+**  
**BUT POSTS WILL REMAIN**  
**AS "STREAMS"**

**300**  
**MILLION**  
ACTIVE USERS



LINKEDIN

**BUSINESS**  
**ORIENTED**  
SOCIAL NETWORKING SITE

**BRANDS THAT ARE**  
**PARTICIPATING**  
**ARE CORPORATE**  
**BRANDS**  
GIVING POTENTIAL AND  
CURRENT ASSOCIATES  
A PLACE TO **NETWORK**  
& **CONNECT**



**79% OF USERS**  
**ARE 35**  
**OR OLDER**

**380**  
**MILLION**  
USERS WORLDWIDE

60 seconds



# New channels





# Periscope

The Live Video Streaming App

## Demographics & Users

### Numbers\*



**10 million**  
registered accounts



**1.9 million daily**  
active users

### Age Range



Popular with  
users between **16**  
to **34**

### Video Metrics



Users watch **40**  
**YEARS** worth of  
video every day



**350,000 hours** of  
video are streamed  
every day

### Gender



**71%** of Periscope  
URLs are posted  
by **men**



Only **29%** are  
posted by **women**

### Locations



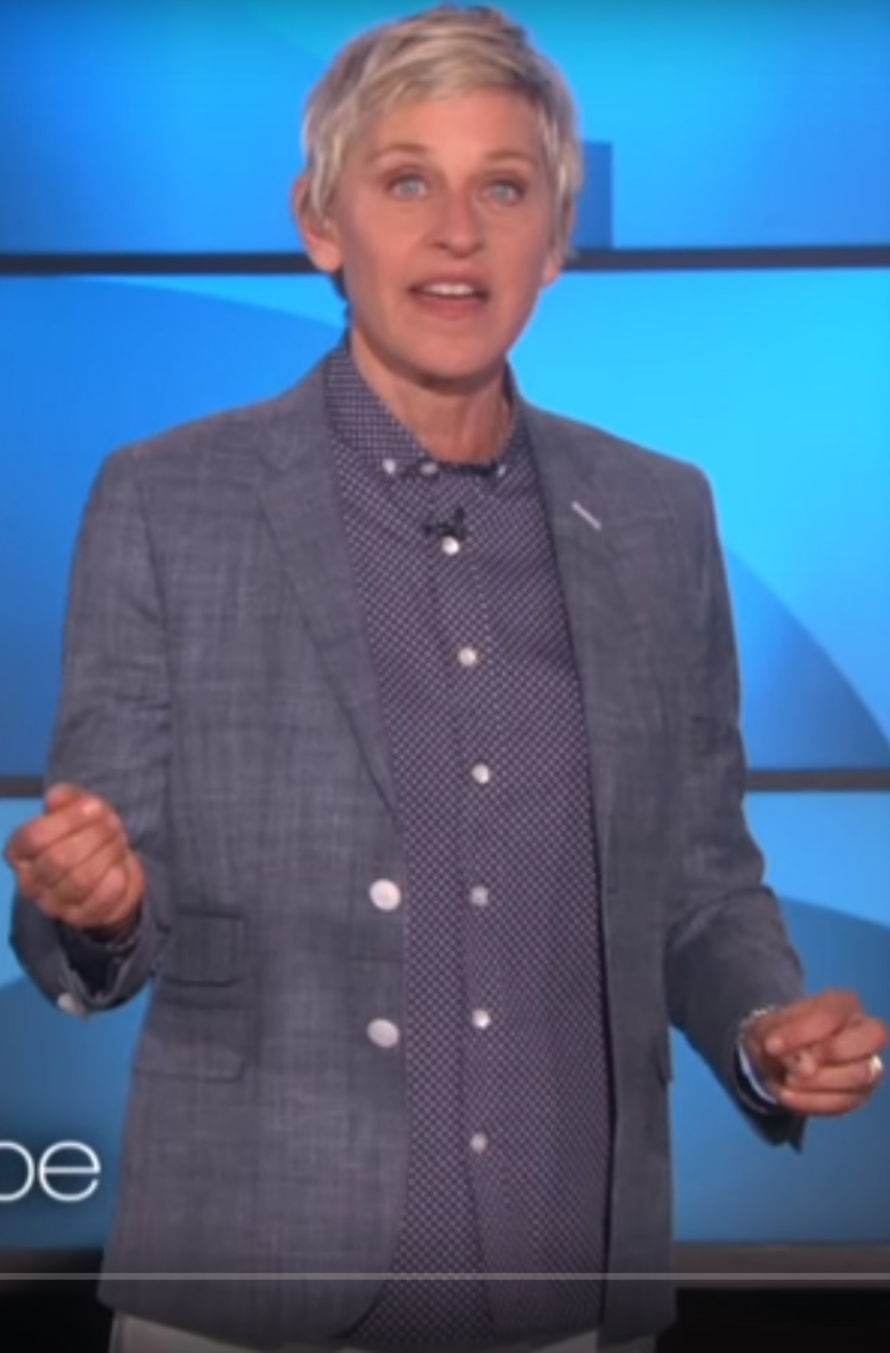
**USA, Turkey &**  
**Brazil** are the top 3  
countries where  
Periscopes are live

### Celebrity Users



Ellen Degeneres  
Jimmy Fallon








**Turkish Airlines**   
@TurkishAirlines

Follow [@TurkishAirlines](#) on Periscope and tune into our first-ever live broadcast on Wednesday!





RETWEETS  
**39**

FAVORITES  
**473**



12:14 PM - 6 Jun 2015

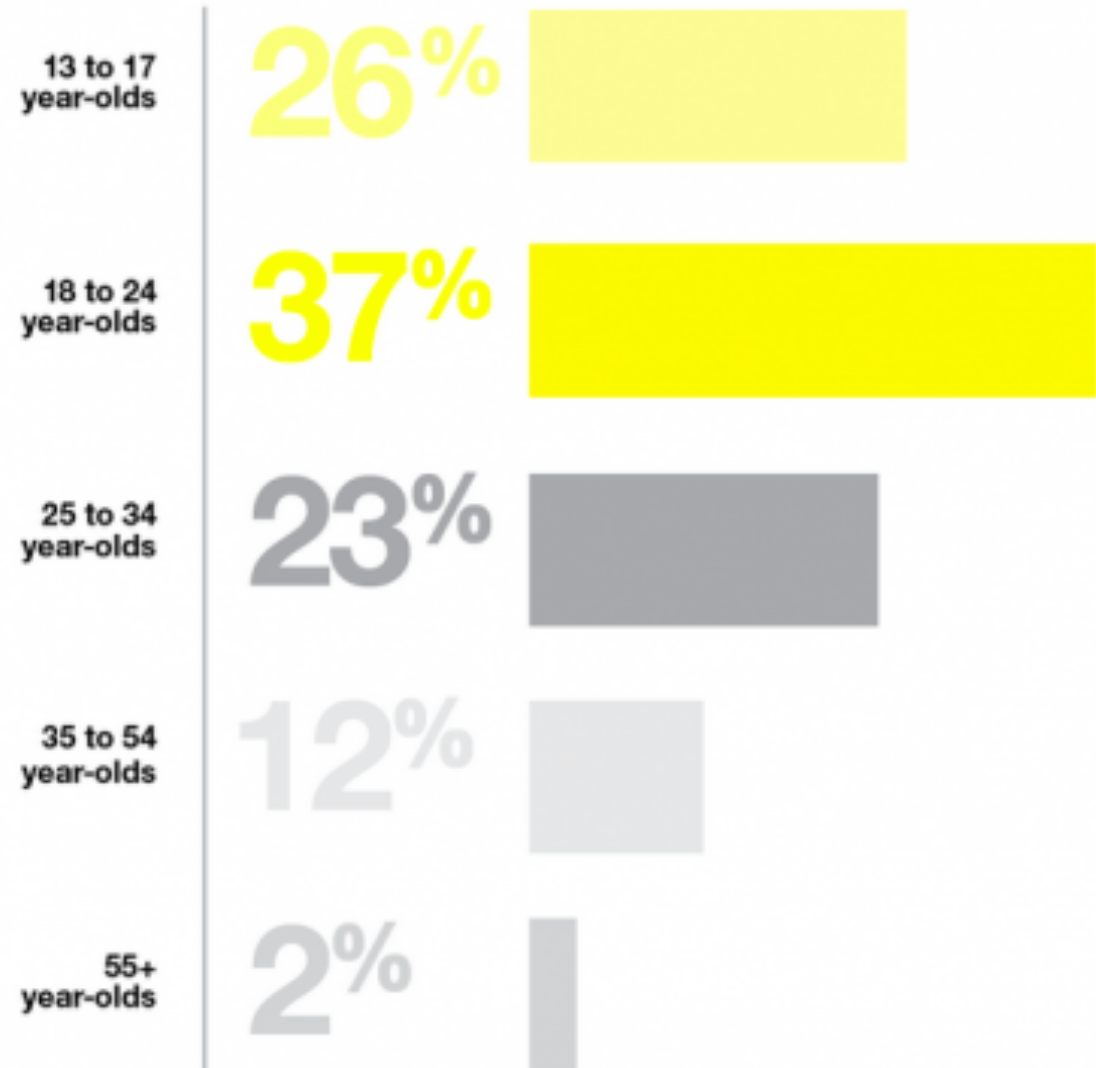
## What is Snapchat?



Snapchat is a video messaging app which allows users to record and send so called 'snaps' that are only viewable for a set duration between one to 10 seconds after which they are automatically deleted.

# A young audience.

## Snapchat Monthly U.S. Users



Source: Snapchat internal data





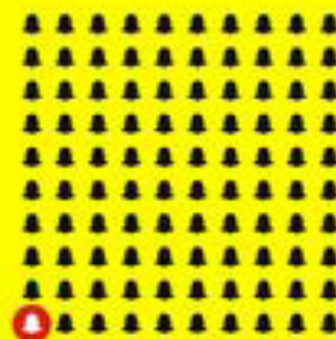
## WHY SHOULD YOUR BRAND BE ON SNAPCHAT?



**2015**  
is a year  
of Snapchat



**55% growth**  
in Social and  
Messaging Apps



**Only 1%**  
of marketers  
are on Snapchat!

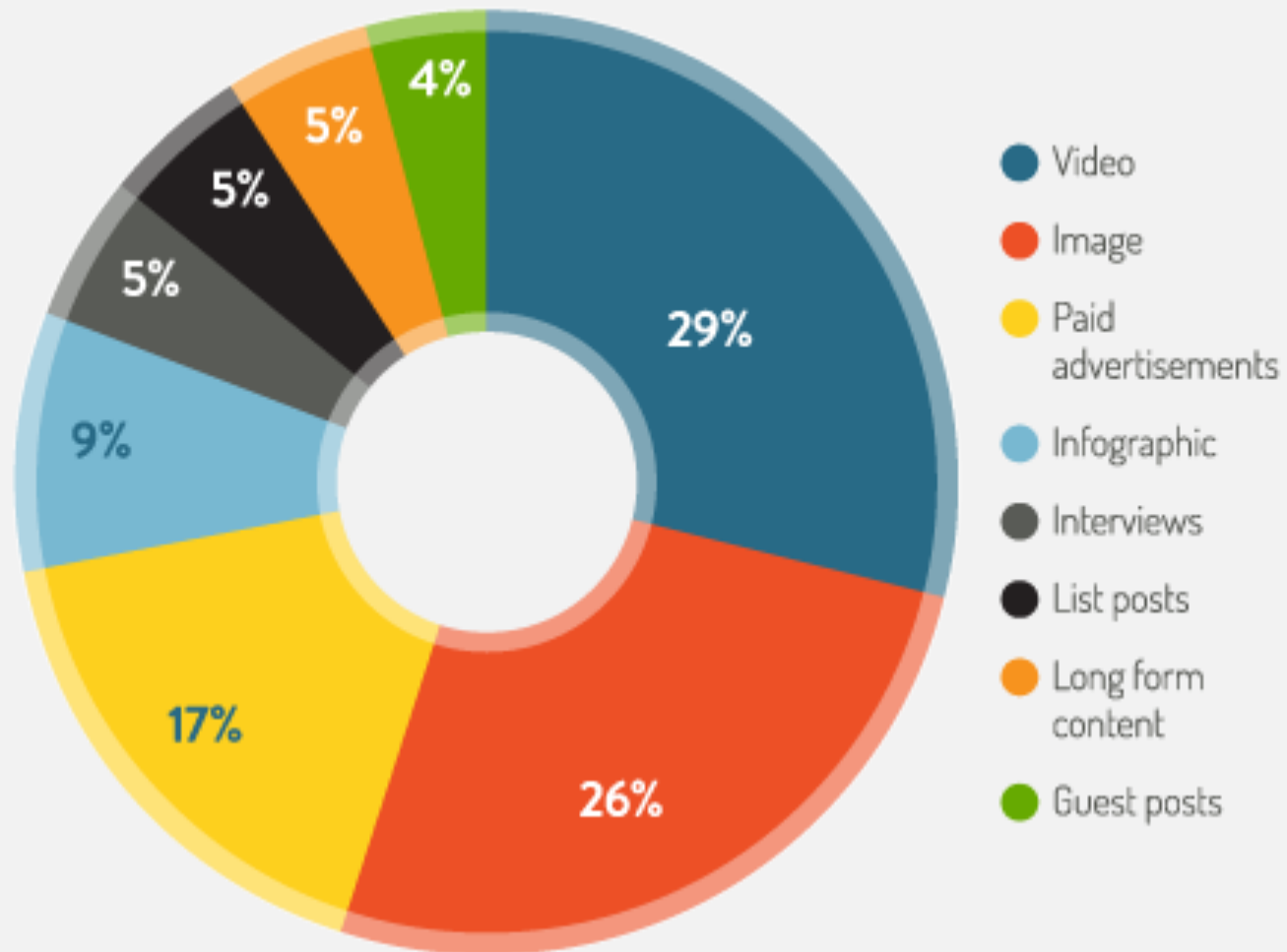
# Content

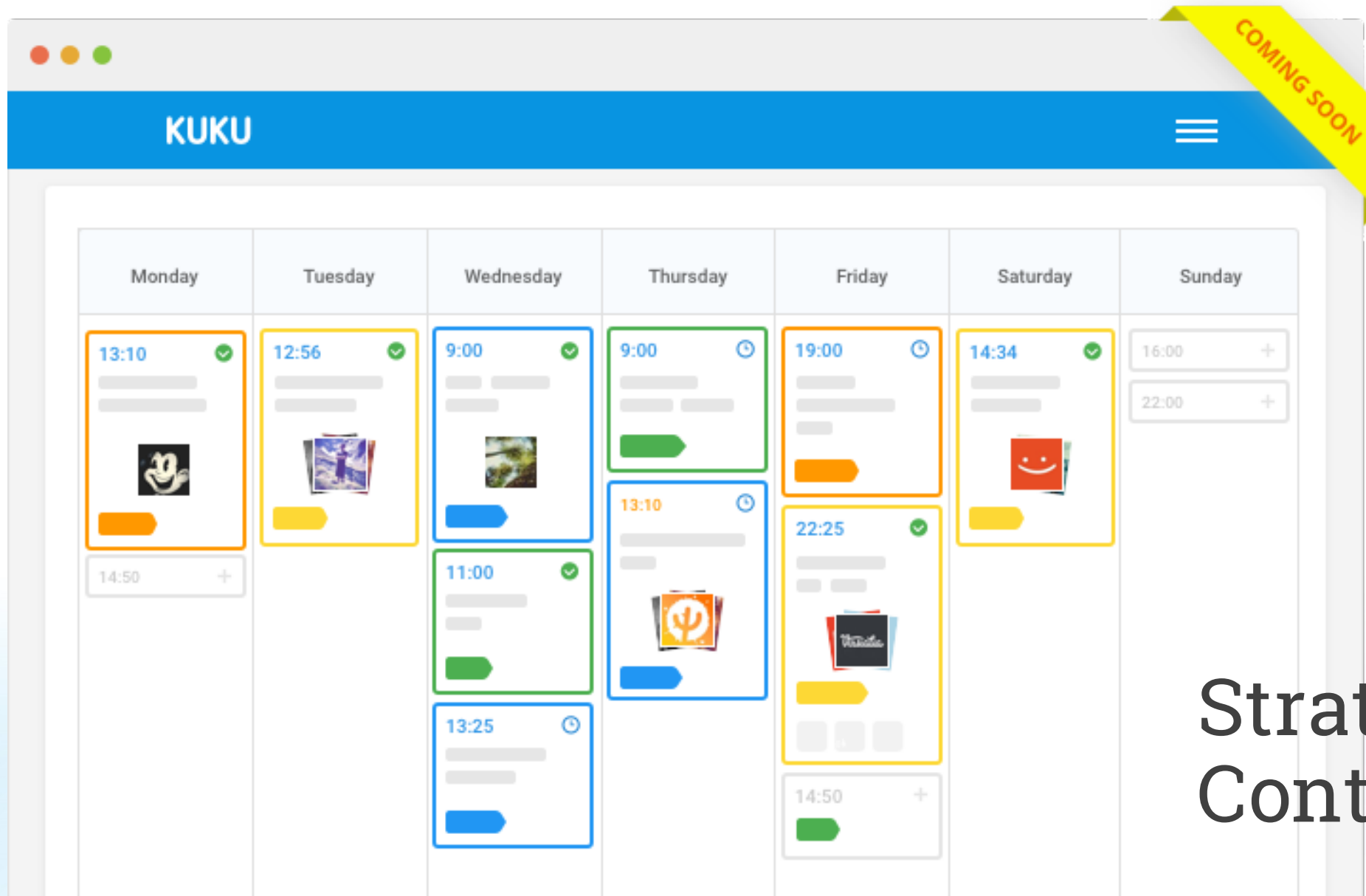


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## Most Effective Content Type for Brand Awareness





# Strategy and Content plan

# KPI

Key  
Performance  
Indicators



# 1 <Scope>: Social Media Strategic Plan

## 3 MISSION

WHY ARE WE DOING THIS?

<MISSION>

## 2 <SCOPE> Goals:

- A <dept goal>
- B <dept goal>
- C <dept goal>
- D <dept goal>

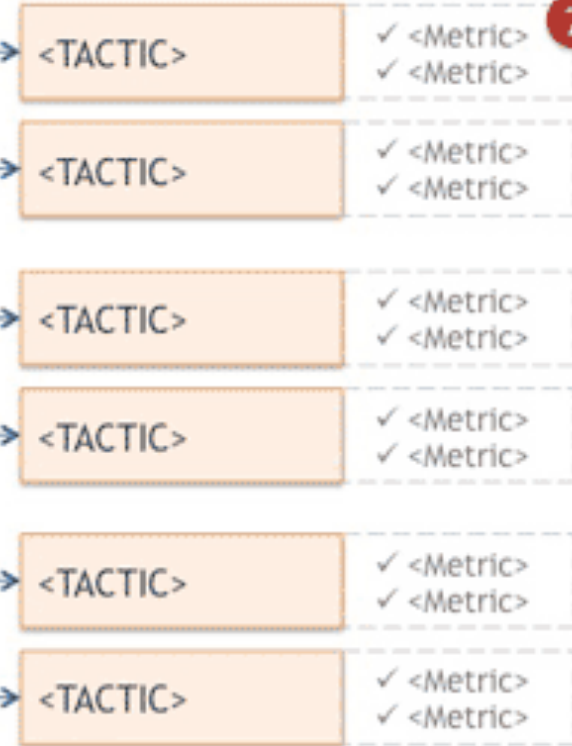
## 4 GOALS

WHAT DO WE WANT TO ACCOMPLISH?



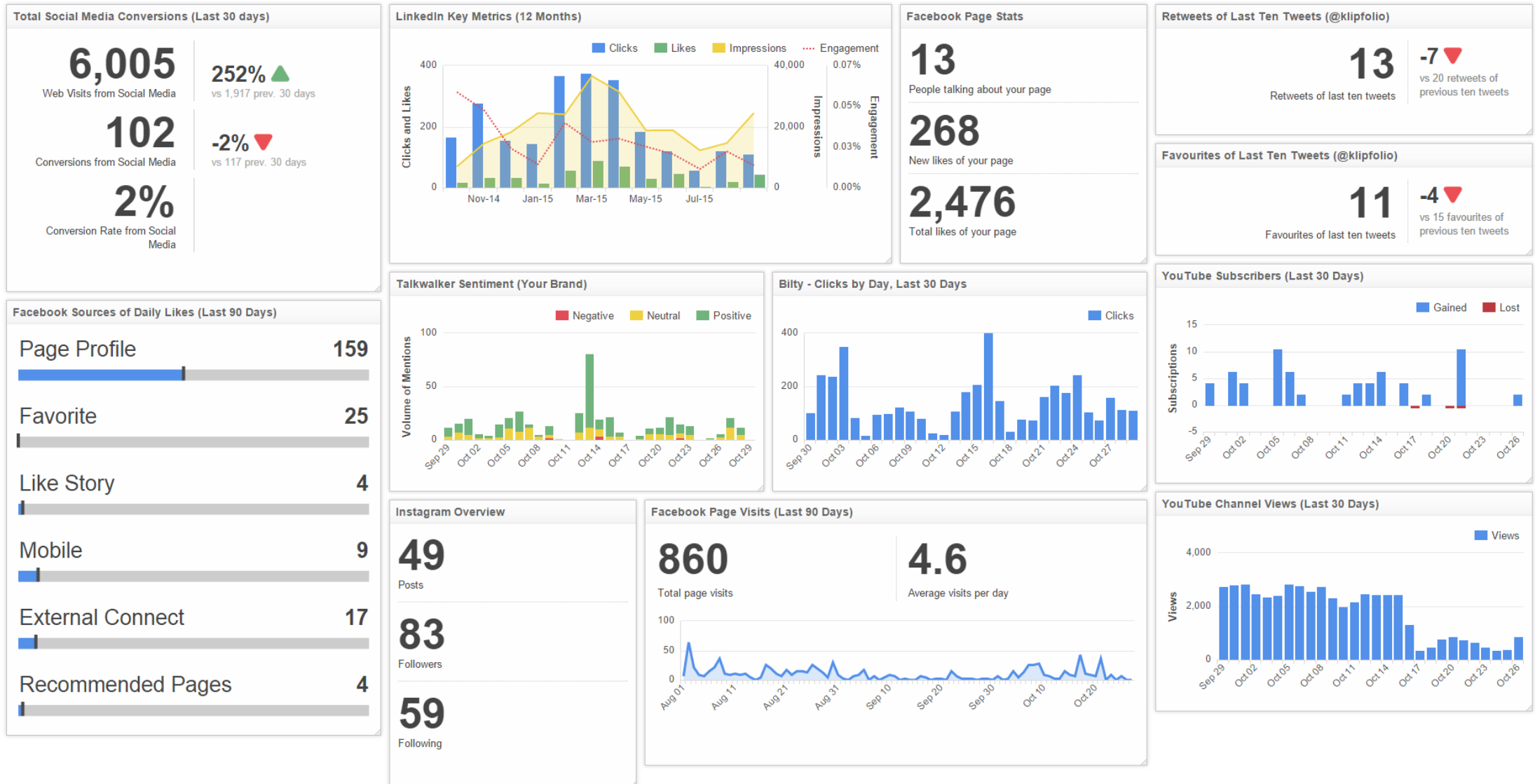
## 6 TACTICS

HOW WILL WE ACHIEVE OUR GOALS?

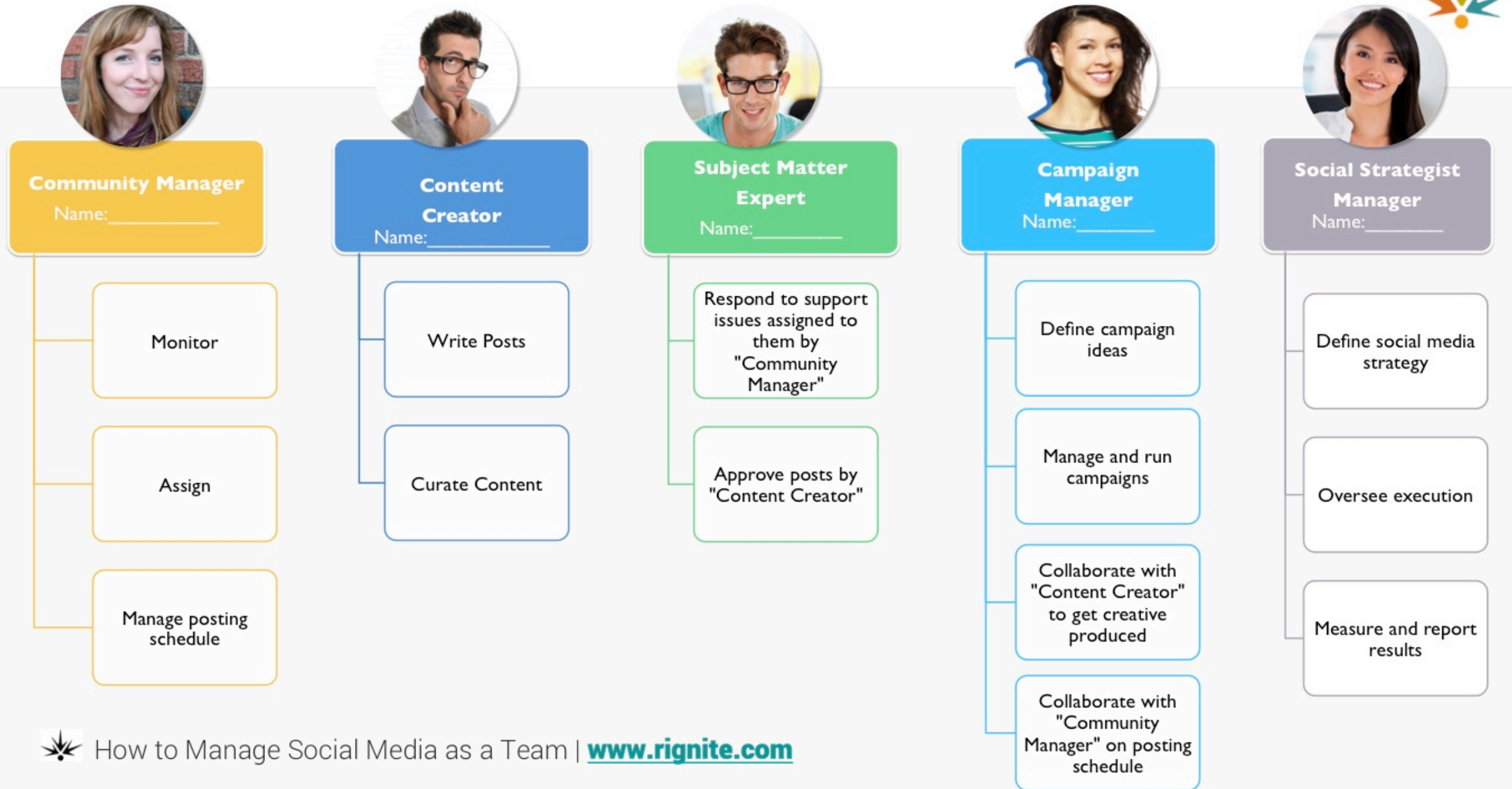




# SM is not only cute pictures and funny videos



# TAG TEAMING SOCIAL MEDIA – WHO DOES WHAT?



# Colleagues experience



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# Boğaziçi Üniversitesi

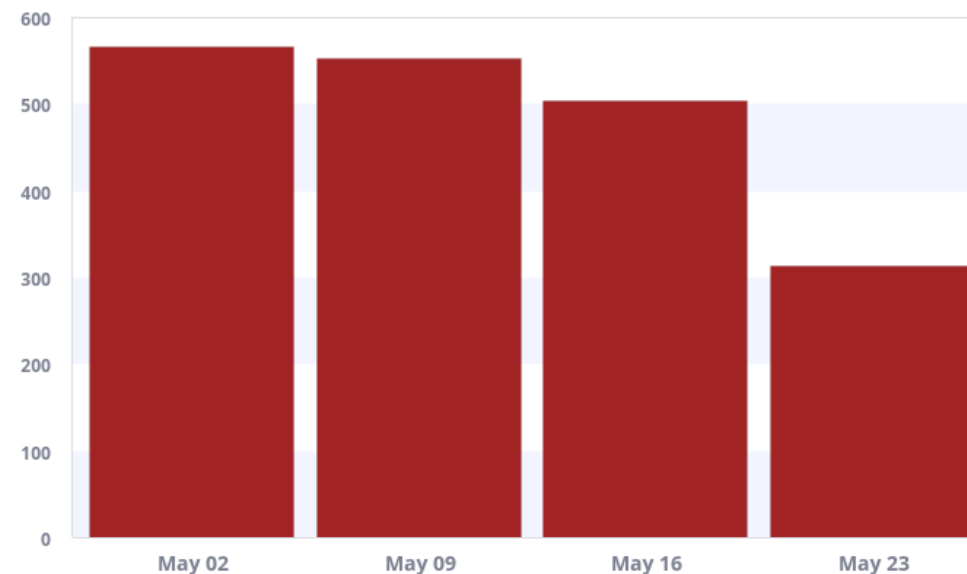
- **Facebook** 105 378 followers
  - **Insta** 21 200 followers
  - **Twitter** 31 100
  - **Youtube** 3 967 followers
- 1 065 714 views



## Growth of Total Fans

Aggregated by Week **May 02, 2016 - May 29, 2016**

① The time range for this graph and info table below was automatically adjusted to **May 02, 2016 (Monday) - May 29, 2016 (Sunday)** to aggregate the data for the entire week for both the beginning and the end of the selected range.



**Total Fans**  
**105k**

**Total Change in Fans**  
**+ 1,9k**

**Max Change of Fans on**  
**+ 566**  
Week of May 02

**Average Change of Fans per Week**  
**+ 484,0**



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**Boğaziçi Üniversitesi**

f / BogaziciUniv

Saturday May 21, 2016 08:41 UTC +00:00

Bilim Dünyasında Bir İlk!  
Boğaziçi Üniversitesi Fizik  
Bölümü'nden 1998 yılında  
mezun olan Nuh Gedik, bilim



[Boğaziçili MIT profesör...](#)

Boğaziçi Üniversitesi |  
Geleceğin İzinde

Like Reaction	1 967
Interactions	2 618
Reactions	2 047
Comments	42
Shares	529
Interactions per 1k Fans	24,97

Post Labels (0)

Details



**Boğaziçi Üniversitesi**

f / BogaziciUniv

Sunday May 08, 2016 13:37 UTC +00:00

Hisar'ın huzuru başka hiçbir  
yerde yok!



[Hisar Kampüs](#)

Like Reaction	756
Interactions	869
Reactions	795
Comments	26
Shares	48
Interactions per 1k Fans	8,37

Post Labels (0)

Details



**Boğaziçi Üniversitesi**

f / BogaziciUniv

Sunday May 08, 2016 07:57 UTC +00:00



Like Reaction	983
Interactions	1 068
Reactions	998
Comments	3
Shares	67
Interactions per 1k Fans	10,29

Post Labels (0)

Details



**Boğaziçi Üniversitesi**

f / BogaziciUniv

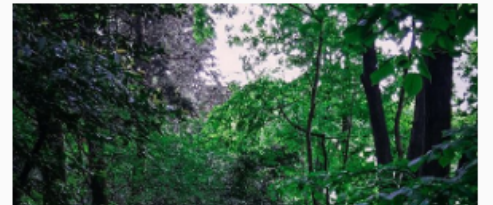
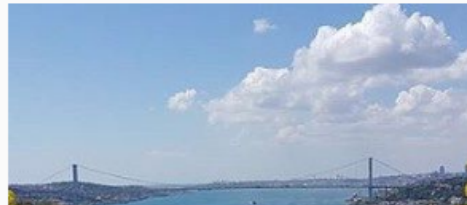
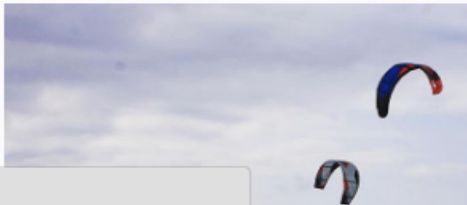
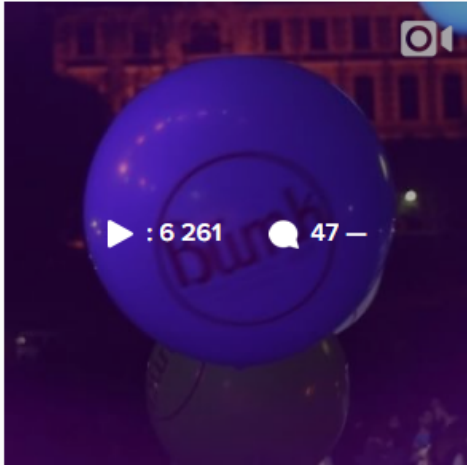
Thursday May 19, 2016 08:21 UTC +00:00



Like Reaction	667
Interactions	728
Reactions	676
Comments	2
Shares	50
Interactions per 1k Fans	6,95

Post Labels (0)

Details





# Boğaziçi Üniversitesi

## Conclusions

The most active channels are Facebook and Instagram. YouTube was created for the official video content.

Basic involvement - Like, Comment, Share.

Good accounts, but nothing extra. Although they are steadily increasing audience.



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# What is missing?

- No branded content
- No strategy
- No online activities or contests
- Communication Style - strict.





# Examples from abroad



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OMG – Look at this! [Press here](#)

Facebook ~ 400 accounts

Twitter ~ 150 accounts

Flickr - 20 accounts

YouTube - 31 accounts

LinkedIn ~ 60 accounts

Google+ - 14 accounts

Instagram – 53 accounts

Pinterest – 14 accounts

Snapchat – 5 accounts

Tumblr - 3 accounts



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I'M GOING  
TO MAKE  
YOU SO  
PROUD.

- NOTE TO SELF



[@coloradostateuniversity](https://www.instagram.com/coloradostateuniversity)



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## Photography competition

Objective: to share inspiring images of the campus and facilities in order to promote the life and culture of the university.



*#wearehull*



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## \$10,000 grand prize scholarship to the University

Objective: to share inspiring images of the campus and facilities in order to promote the life and culture of the university.

2,500

Twitter Website Clicks

629,000

Tweet Impressions

5,400

Website Clicks From Facebook

680,000

People Reached Through Facebook



[Source](#)



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# Inspiration

## 50 GREAT SOCIAL MEDIA IDEAS FOR HIGHER ED The 17 Best College Instagram Accounts



### Susquehanna University

Any songs that remind you of Susquehanna missing from this list? (And, on a side note, who remembers mixtapes?)



Like · Comment · Share · 62 68 1 · 8 hours ago ·



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1 like 3 repins

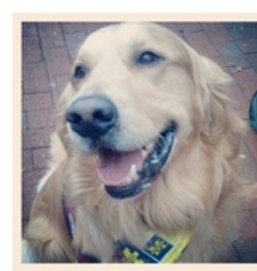
Uploaded by user



The newest member of the Michigan Basketball team.

2 likes 1 repin

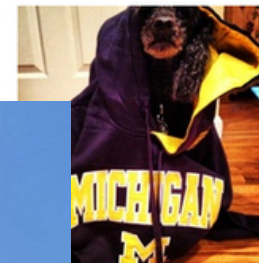
Uploaded by user



Puppies on the Diag!

5 likes 5 repins

Uploaded by user



Perfect fit! #goblue #umich

14 repins

am.com



go blue!! And a cat

5 likes 5 repins

Uploaded by user

# Trend



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# GAMIFICATION IN EDUCATION

Increases social sharing by 22%



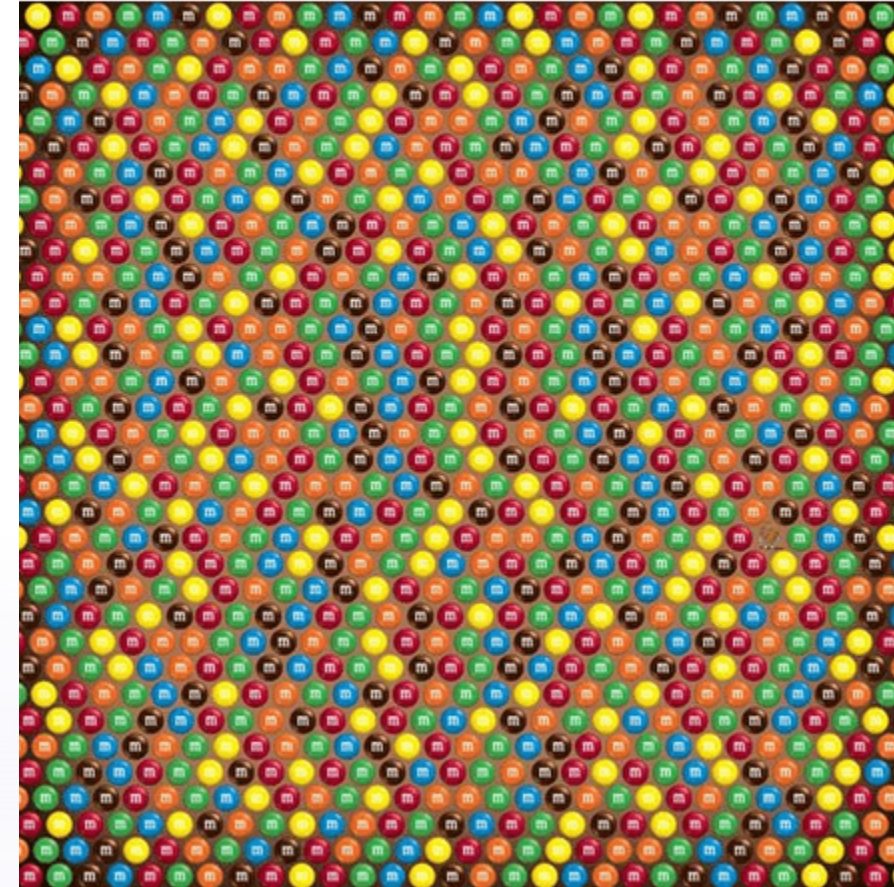


# Examples



M&M's U.S.A.  
20 February

Oh no! I've lost pretzel guy! Can you help me spot him? – Orange



Like · Comment · Share

👍 26,783 💬 11,459 📄 6,302



# Summarize

- Goal
- Audience
- Channels
- Strategy, style
- KPI, Analytics

**Experience is a key!**



# Thank you!

Created by Anastasia Pushkar



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