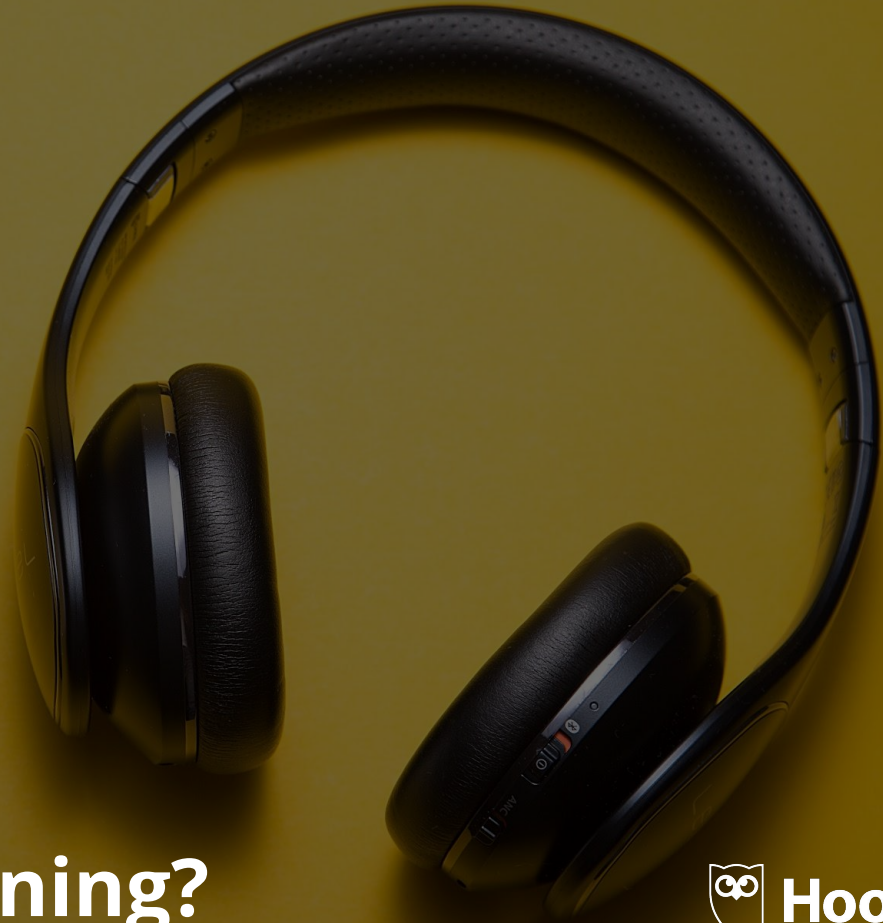


**Are you listening?
Are you really listening?**



Introduction



Rob Armstrong-Haworth

Higher Education Lead (UK and Ireland)

@HootArmstrong



#OneWebFestival



@HootArmstrong



Social Media Handbook - 10 Principles

- User needs first
- Always add value
- Be authentic
- Start a conversation and keep it going
- Be respectful
- One size doesn't fit all
- Good data leads to good decisions
- Use it or lose it
- Always have a failsafe
- Personal data is sacred

Why does social listening exist?



35 years ago

There was no internet

25 years ago

There were only 130 websites in total

15 years ago

Skype, Facebook, YouTube, Reddit, Twitter, Tumblr, Dropbox, and Instagram didn't exist.

10 years ago



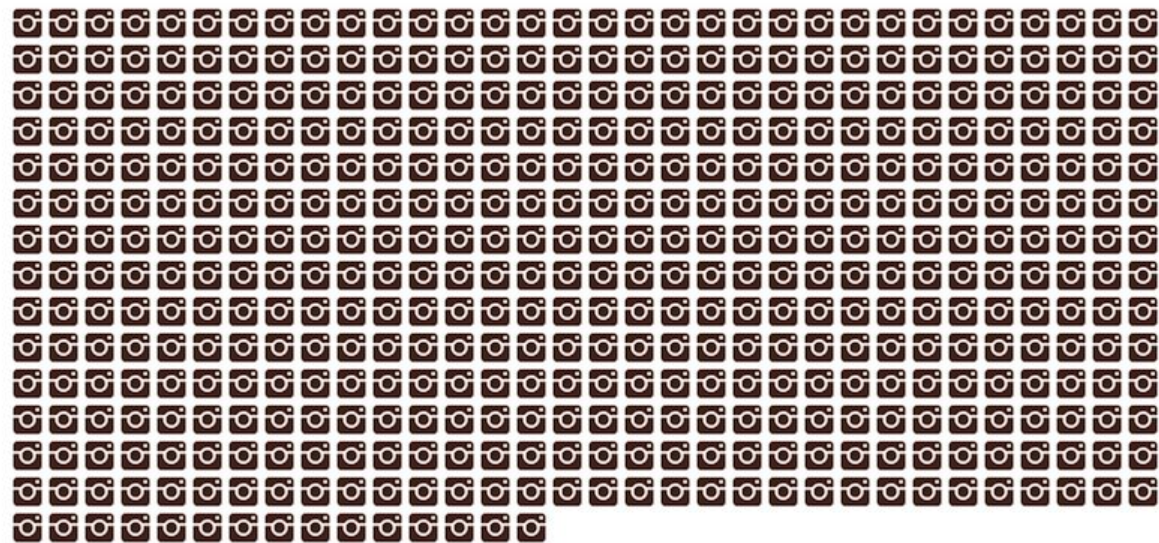
Today

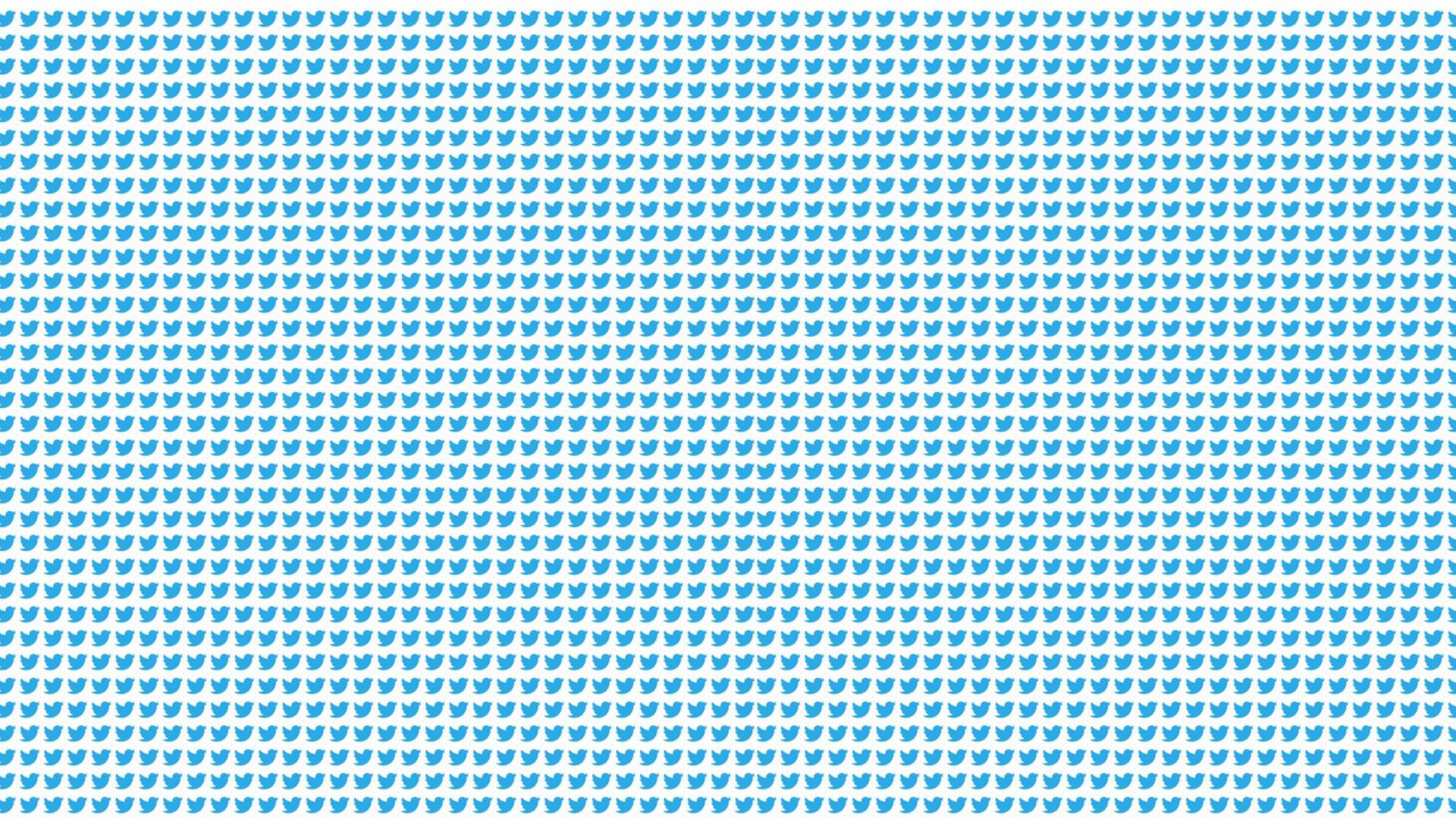


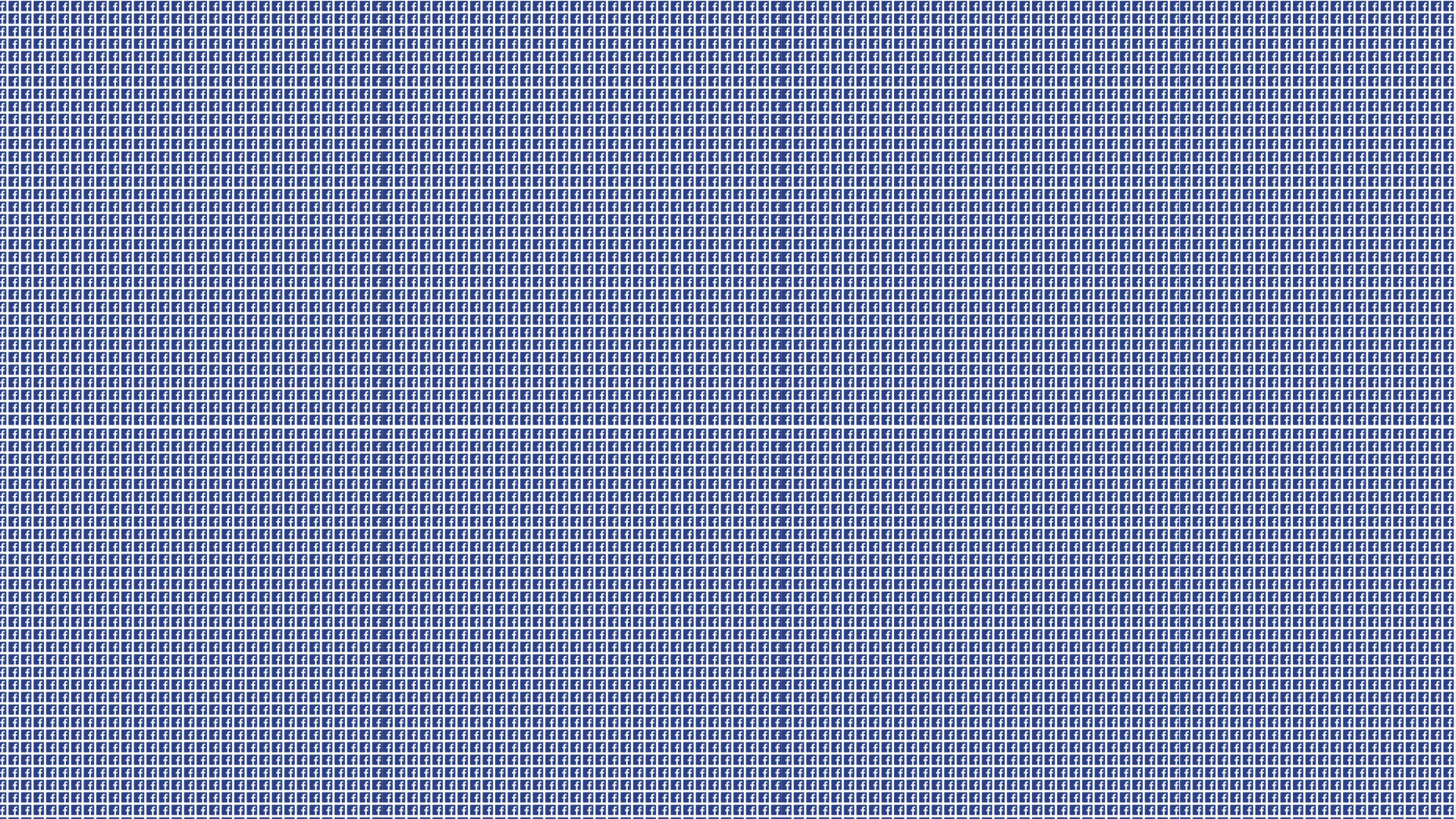
Why do brands need help?







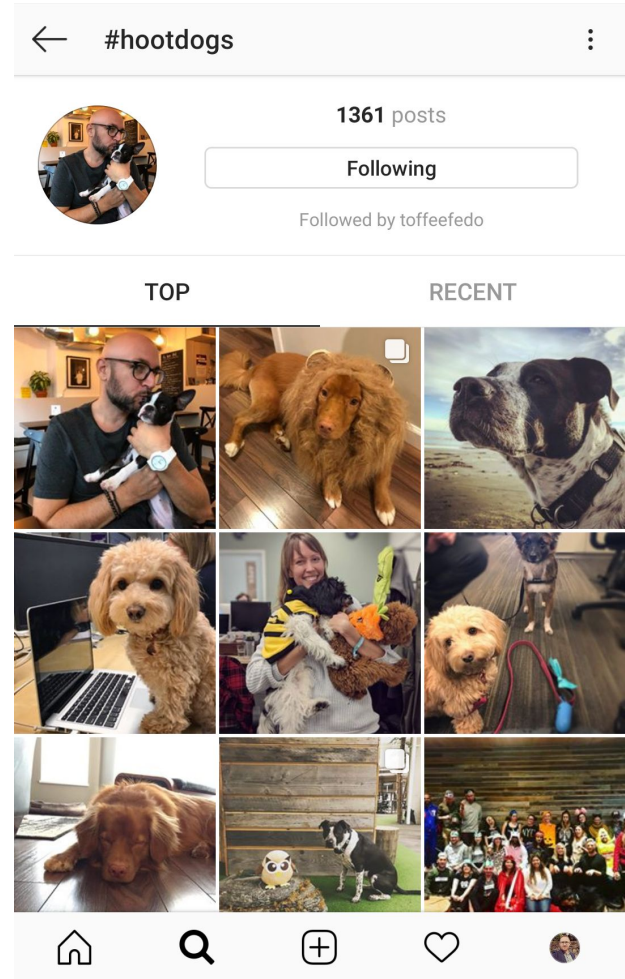




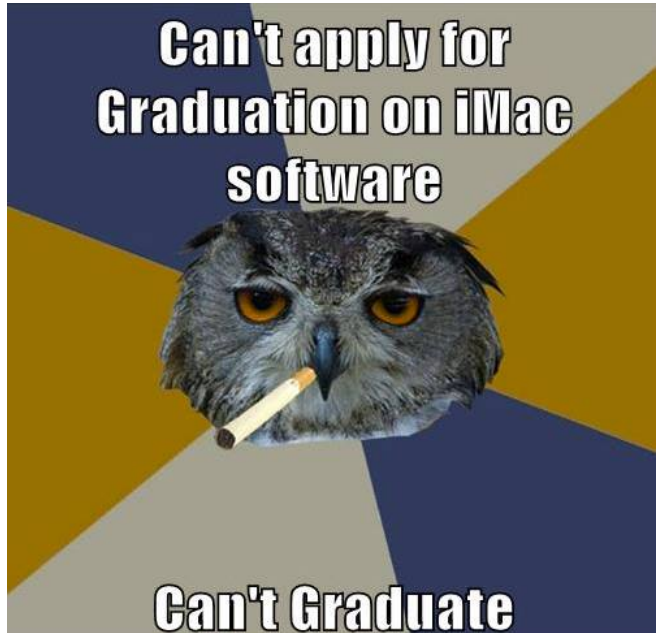
**What can social listening
tell us?**



Instagram Hashtags



Mememes



Beware the Troll:

8 Ways to Deal With Negative Social Media Comments

1. You can't react if you don't know

2. Be quick to acknowledge

3. See it from their point of view

4. Take it out of the spotlight

5. Say sorry when it's your fault

6. Keep track

7. Don't feed the social media trolls

8. Talk the talk and walk the walk

<https://www.salesforce.com/uk/blog/2016/08/8-ways-to-deal-with-negative-social-media-comments.html>



Keyword Searches

 "uni of southampton" Search HootArmstrong 🔍 ⋮

↩️ walesTT retweeted

 **Swansea University Table Tennis Academy** @sutabletennis
3 days ago

Great start to the weekend with all 3 mixed doubles teams winning their opening matches and progressing to the last 32
👊 Marc & Nancy 3-0 vs Uni of St Andrews's, Soffi & Peter 3-1 vs Uni of Southampton and Harriet & Wilson 3-0 vs Uni of York 🏓
@SportSwans

↩️ ↺ 1 ❤️ 3 📎 ⋮

 **Swansea University Table Tennis Academy** @sutabletennis
3 days ago

Great start to the weekend with all 3 mixed doubles teams winning their opening matches and progressing to the last 32
👊 Marc & Nancy 3-0 vs Uni of St Andrews's, Soffi & Peter 3-1 vs Uni of Southampton and Harriet & Wilson 3-0 vs Uni of York 🏓
@SportSwans

↩️ ↺ 1 ❤️ 3 📎 ⋮

 **Hen & Dim** @sotonlegends

 #UoSlectures Search HootArmstrong 🔍 ⋮

↩️ geogsouthampton retweeted

 **University of Southampton** @unisouthampton
5 days ago

The last event in our Public Lecture Series takes place on 4 December, focusing on population mapping in low- and middle-income countries. Register and join the discussion with Prof @AndyTatem (@geogsouthampton) and Prof Rachel Snow (@UNFPA): ow.ly/beCS30mlm6r #UoSlectures



↩️ ↺ 6 ❤️ 5 📎 ⋮

 "A Levels" geocode:50.9056,-1.4154,25k... 🔍 ⋮

 **charli** @charlottewarham
13 hours ago

wish more than anything i did beauty at college instead of wasting 2 years doing a levels i hated to try & please my parents 😞


↩️ ↺ 16 📎 ⋮

↩️ xgeorgehallx retweeted

 **Hamza** @H4mza01_
5 days ago

I just clocked I revised more for my SATs than I'm doing for A levels 😞

↩️ ↺ 1 ❤️ 6 📎 ⋮

 **Hamza** @H4mza01_
5 days ago

I just clocked I revised more for my SATs than I'm doing for A levels 😞



Keyword Searches

 **Clearing AND Uni*** Search HootArmstrong 🔍 ⋮

 **em** @EmilieOverend
2 days ago

Feel disgusted that I've just found a thong, bra and sports bra of SoMeOnE eLsEs in my uni room. Fab cleaning/clearing out team we have here in Leeds 🤔🤔

🔄 6 📷 ⋮

🔄 **Blick_Oyinbo** retweeted

 **Do YOU pay THIS bill??** @Blick_Oyinbo
Aug 10

I locked off the relationship because I was excited to go uni and suck on new breast. She knew my password, so she went into my UCAS and declined all my uni offers.

Man had to go through clearing to a dead uni 🤔🤔

K. Baba @Unkle_K

Fellas what's a spiteful thing a woman has done to you?
(Please this is supposed to be a humorous thread before you accuse me of tryna demonise women...

[Read More](#)

 **results AND uni :(** Search HootArmstrong 🔍 ⋮

In reply to xiurista96

 **Idee** ✨ **T E M P O** @minmyeons
4 days ago

But I need to :(
If I get low exam results I won't be able to enter the uni 🤔

🔄 📷 ⋮

 Show Conversation

 **a-levels** Search HootArmstrong 🔍 ⋮

🔄 **GillJThompson** retweeted

 **Craig Oliver** @CraigOliver100
1 day ago

Of all the bad arguments about #Brexit, "Vote for this and stop arguing, because people are bored" has got to be the worst. It's the equivalent of, "I agree with you son, studying for A-levels is boring. Don't bother. I mean it's only your future."

🔄 316 📷 1.2K ⋮

🔄 **suem1951** retweeted

 **Craig Oliver** @CraigOliver100
1 day ago

Of all the bad arguments about #Brexit, "Vote for this and stop arguing, because people are bored" has got to be the worst. It's the equivalent of, "I agree with you son, studying for A-levels is boring. Don't bother. I mean it's only your future."

🔄 316 📷 1.2K ⋮

🔄 **MandieStravino** retweeted

✓ **Derby College** @derbycollege



Keyword Searches



Allison Stratford
@UoSCommsAllison

Following



@unisouthampton #HartleyBear on tour
mingling with @hootsuite #lifeofowly at the
social media advocacy talk #ceac18
Staff comms champions help to build a
trusted consistent voice
Listen/Build/Engage/Share



Emotion

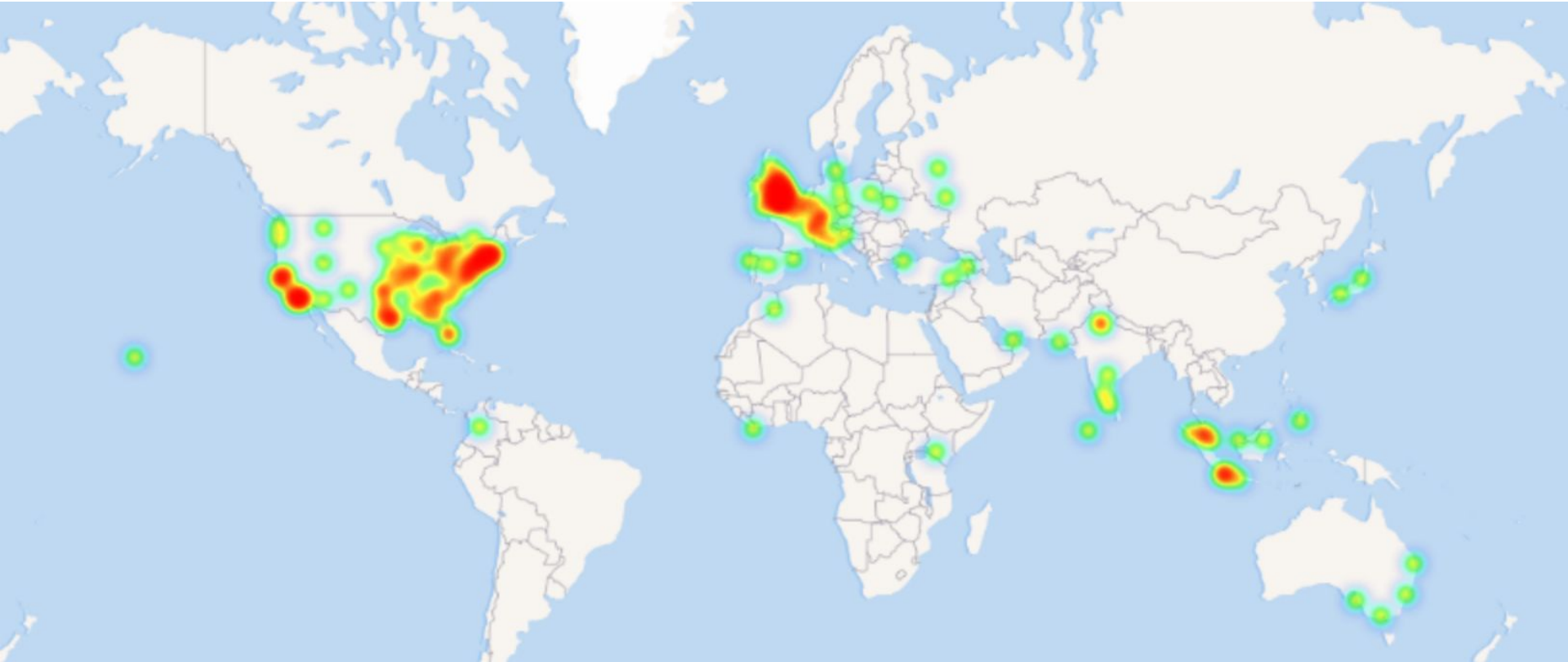


Popular Hashtags

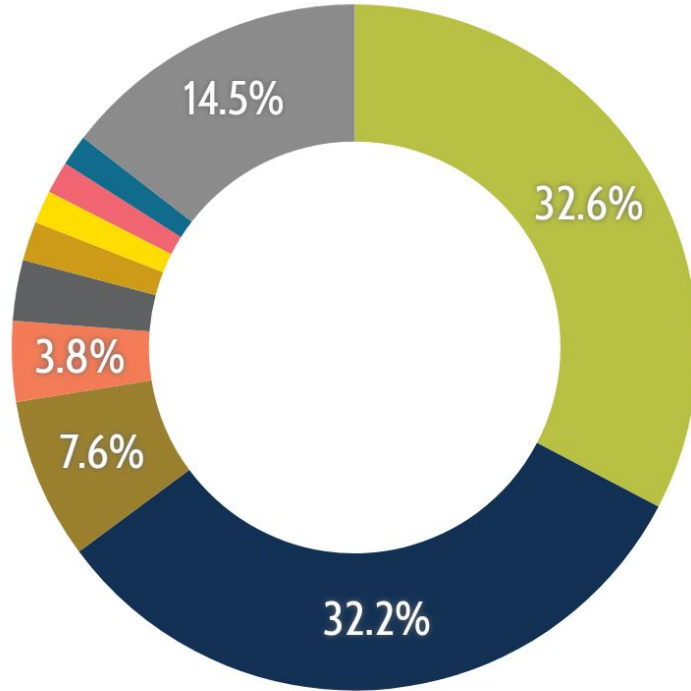
#intled #OTpledge #54Tie #ประเทศไทย #46Tie #58Tie
#UK #optometry #punkstate #EmilyDawes #FionaHarvey #18Tie
#HigherEd #ArcherFamily #MorrisDancing #Sustainability #broadmag
#GATPAT #opportunity #Southampton #workwithus #WeGotThis #90Tie
#recruitment #sciencephotography #writerscommunity #ตุ๊กตัจฉริยะ #dek63
#EvieReilly #จับพิรุณชานแบบ #LearningOpportunity #International #sciencephotos #66Tie
#71Tie #studentlife #BeingHuman18 #studyabroad #ReplayYourMemories #VOIsaturday #writingtips
#job #OTWeek2018 #AMD #fisheyelemag #education #contemporaryphotography #printmaking #43Tie
#eyedisease #publicengagement #universityofsouthampton #MotivationMonday #eyehealth
#96Tie #university #entrepreneurship #outreachadventures #TurnOnToElectronics #jobsacuk
#62Tie #lensculture #dazedandexpose #ourGreatestTeam #employthebest #Sciencephoto #phasemag
#92Tie #99Tie #students #พรหมไม่ได้ลิขิต #WinningWednesday #Playwrights #พอมดเจ้าสเนห์
#88Tie #letterpress #haftakeover #GreenandGold #foammagazine #UpTheMet #86Tie
#spinouts #writerslife #SotonAstroArt #rentalmag #research #32Tie #study
#81Tie #medical #startups #campus #Nov27 #MoCo #51Tie #health



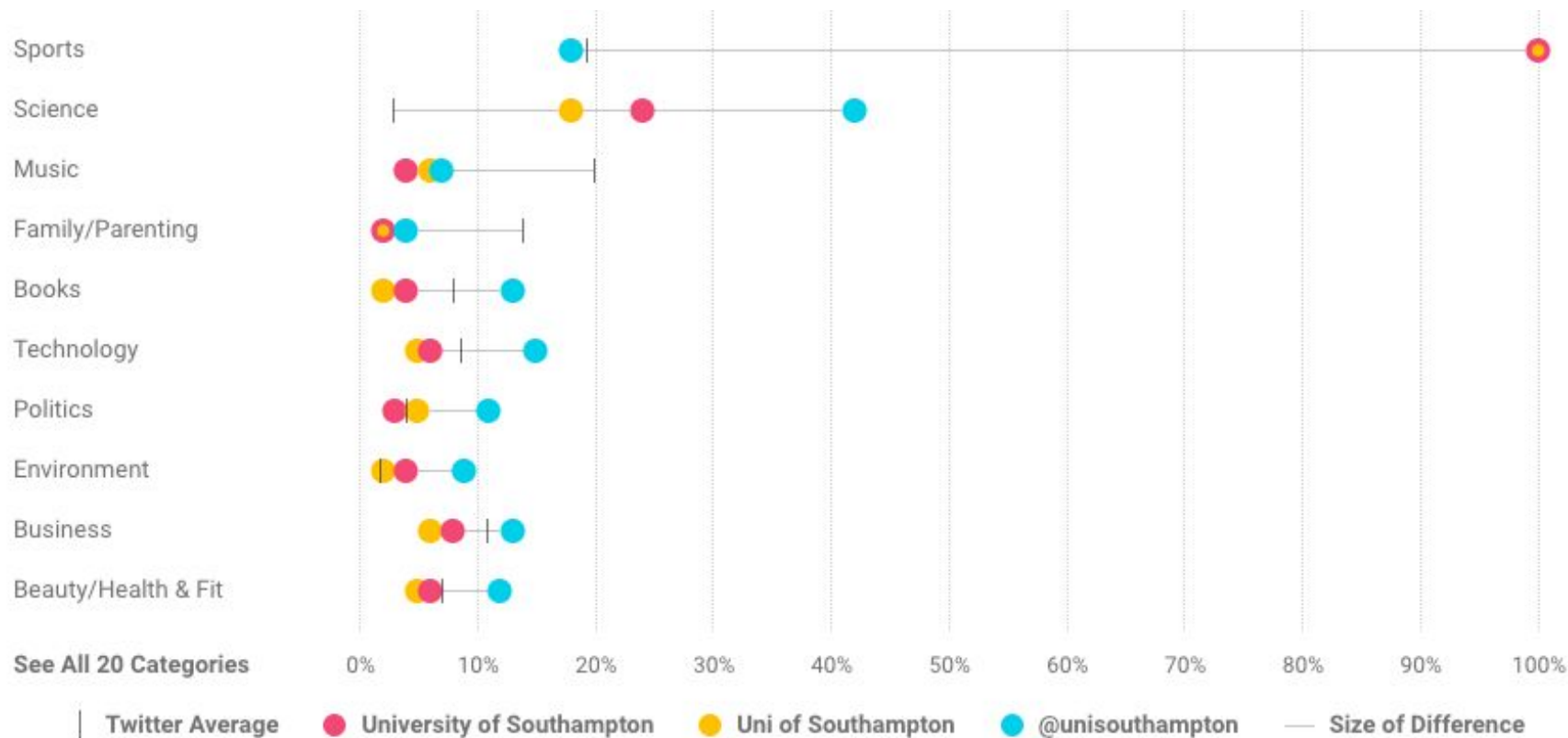
Global Conversations



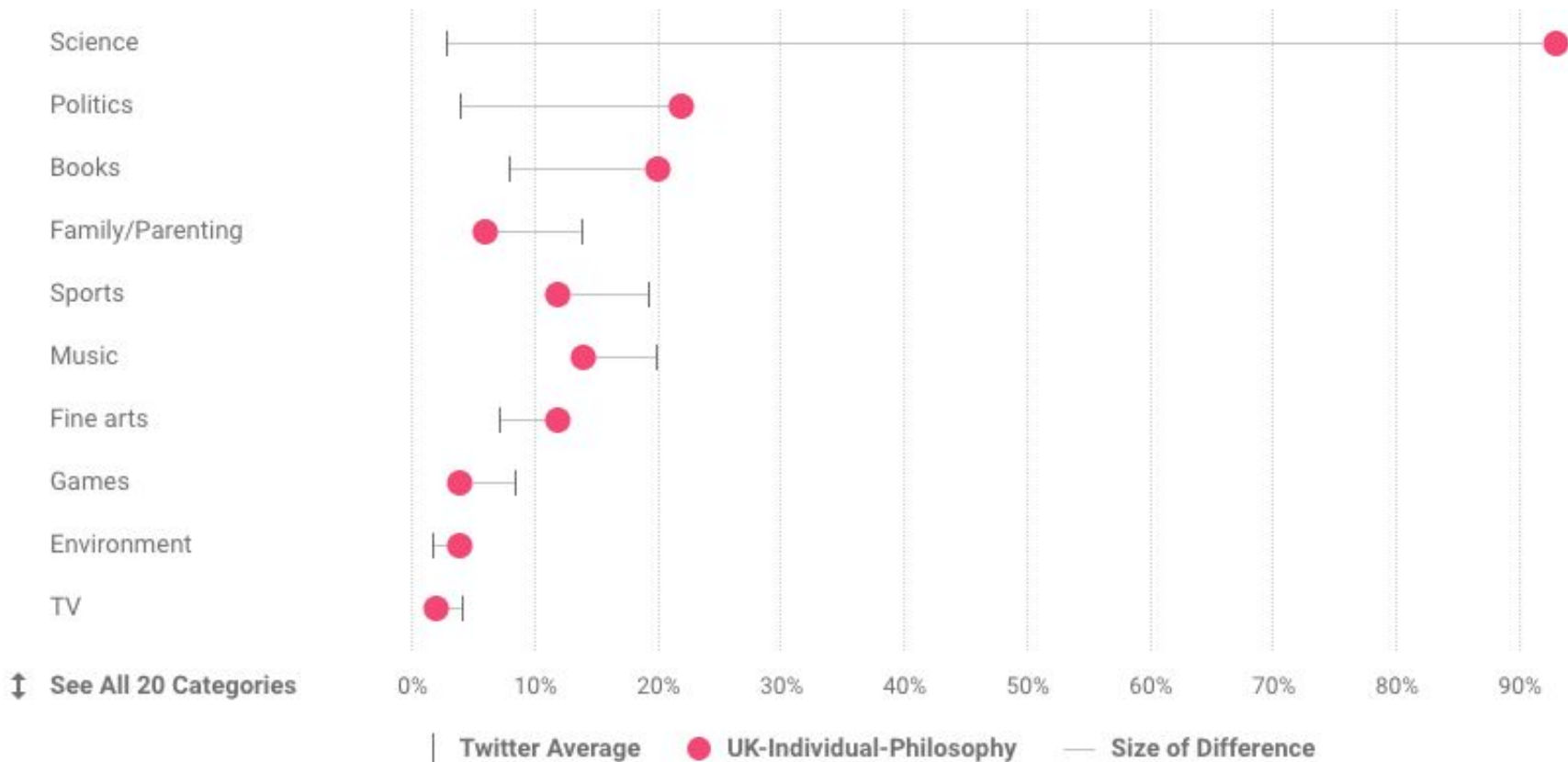
Global Conversations



Interests



Philosophy - UK - Individuals



**What can we achieve with
social listening insights?**







priscila
@newhopepriscila

Follow



I really want a Ben & Jerry's cookie dough ice cream 🥺

11:08 PM - 19 Mar 2018



j.elizabxth
@elizabxth_j

Follow



I really just want a pizza and some nexflix and sum Ben n Jerry's

12:44 AM - 17 Mar 2018



B
@__xBella

Follow



I just want a pint of Ben & Jerry's strawberry cheesecake ice cream 🥺🥺

9:52 PM - 18 Mar 2018



Jessica
@_jessicanash

Follow



Just want a big tub of Ben and Jerry's ice cream

6:37 PM - 7 Mar 2018



Natalia Gallik
@natalia_gallik

Follow



Just want a good movie with ben and jerry's ice cream

3:35 AM - 15 Mar 2018



Morgiee
@morgie_orgie_g

Follow



All I want is a pepperoni pizza with Ben & Jerry's ice cream 🥺

8:52 PM - 6 Mar 2018



priscila
@newhopepriscila

Follow



I really want a Ben & Jerry's cookie dough ice cream 😞

11:08 PM - 19 Mar 2018

USA - TX



j.elizabxth
@elizabxth_j

Follow



I really just want a pizza and some nexflix and sum Ben n Jerry's

12:44 AM - 17 Mar 2018

USA - NV



B
@__xBella

Follow



I just want a pint of Ben & Jerry's strawberry cheesecake ice cream 😞😞

9:52 PM - 18 Mar 2018

USA - MO



Jessica
@_jessicanash

Follow



Just want a big tub of Ben and Jerry's ice cream

6:37 PM - 7 Mar 2018

ESP - BARCA



Natalia Gallik
@natalia_gallik

Follow



Just want a good movie with ben and jerry's ice cream

3:35 AM - 15 Mar 2018

UK - LDN



Morgiee
@morgie_orgie_g

Follow



All I want is a pepperoni pizza with Ben & Jerry's ice cream 😞

8:52 PM - 6 Mar 2018

CANADA - TOR



priscila
@newhopepriscila

Follow



I really want a Ben & Jerry's cookie dough ice cream 🙄

11:08 PM - 19 Mar 2018

USA - TX



j.elizabxth
@elizabxth_j

Follow



I really just want a pizza and some nexflix and sum Ben n Jerry's

12:44 AM - 17 Mar 2018

USA - NV



B
@__xBella

Follow



I just want a pint of Ben & Jerry's strawberry cheesecake ice cream 🙄🙄

9:52 PM - 18 Mar 2018

USA - MO



Jessica
@_jessicanash

Follow



Just want a big tub of Ben and Jerry's ice cream

6:37 PM - 7 Mar 2018

ESP - BARCA



Natalia Gallik
@natalia_gallik

Follow



Just want a good movie with ben and jerry's ice cream

3:35 AM - 15 Mar 2018

UK - LDN



Morgiee
@morgie_orgie_g

Follow



All I want is a pepperoni pizza with Ben & Jerry's ice cream 🙄

8:52 PM - 6 Mar 2018

CANADA - TOR



25% more
clicks



priscila
@newhopepriscila

Follow

I really want a Ben & Jerry's cookie
ice cream 🙄

11:08 PM - 19 Mar 2018



j.elizabxth
@elizabxth_j

I really just want a pizza and some
and sum Ben n Jerry's

12:44 AM - 17 Mar 2018



B
@__xBella

I just want a pint of Ben & Jerry's
cheesecake ice cream 🙄🙄

9:52 PM - 18 Mar 2018



USA - MO



Jessica
@_jessicanash

Follow

a big tub of Ben and Jerry's ice

ESP - BARCA

allik
allik

Follow

a good movie with ben and jerry's

UK - LDN

gle_g

Follow

I want a pepperoni pizza with Ben &
Jerry's ice cream 🙄

8:52 PM - 6 Mar 2018



CANADA - TOR

Recruitment: University of Salford



University of
Salford
MANCHESTER

"A few years ago in higher education, social media used to be a 'nice to have' extra. Today, it's essential to thrive and survive in this globally competitive market."

Justin Clark, Senior Press Officer, University of Salford

Key goals:

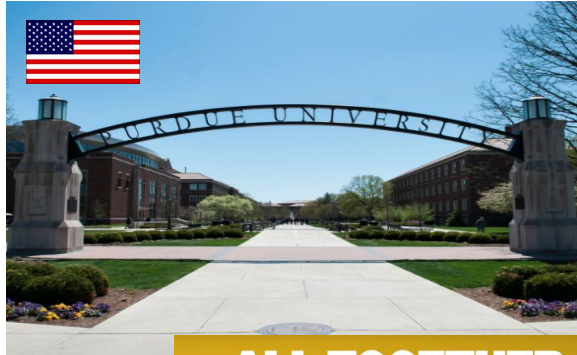
More precisely target prospective students through listening and increase their ability to handle incoming requests from prospects via assignments and teams.

Results:

They **tripled the number of incoming inquiries** over social and **more than doubled the speed** with which they could handle incoming messages.



Advocacy: Purdue University



ALL TOGETHER
PURDUE DAY OF GIVING

\$28,176,244	15,181
<small>RAISED</small>	<small>TOTAL GIFTS</small>

THANK YOU!

Key goals:

Meet Alumni donation goals using a coordinated series of social campaigns with engaging content targeted at advocates to drive smaller donations .

Result:

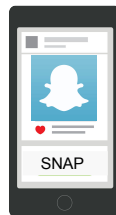
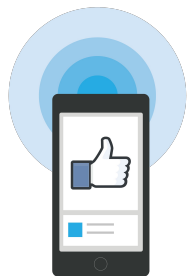
They shattered their goals by using targeted social campaigns, with over 15,000 donations totalling **28.3+ million in under 24 hours in 2017.**



The challenge...



The Social Student Journey.



Research

75% of students research schools on social

Enrollment

35% of admission officers use social to vet applicants

Student Life

98% of students engage social for school activities

Academics

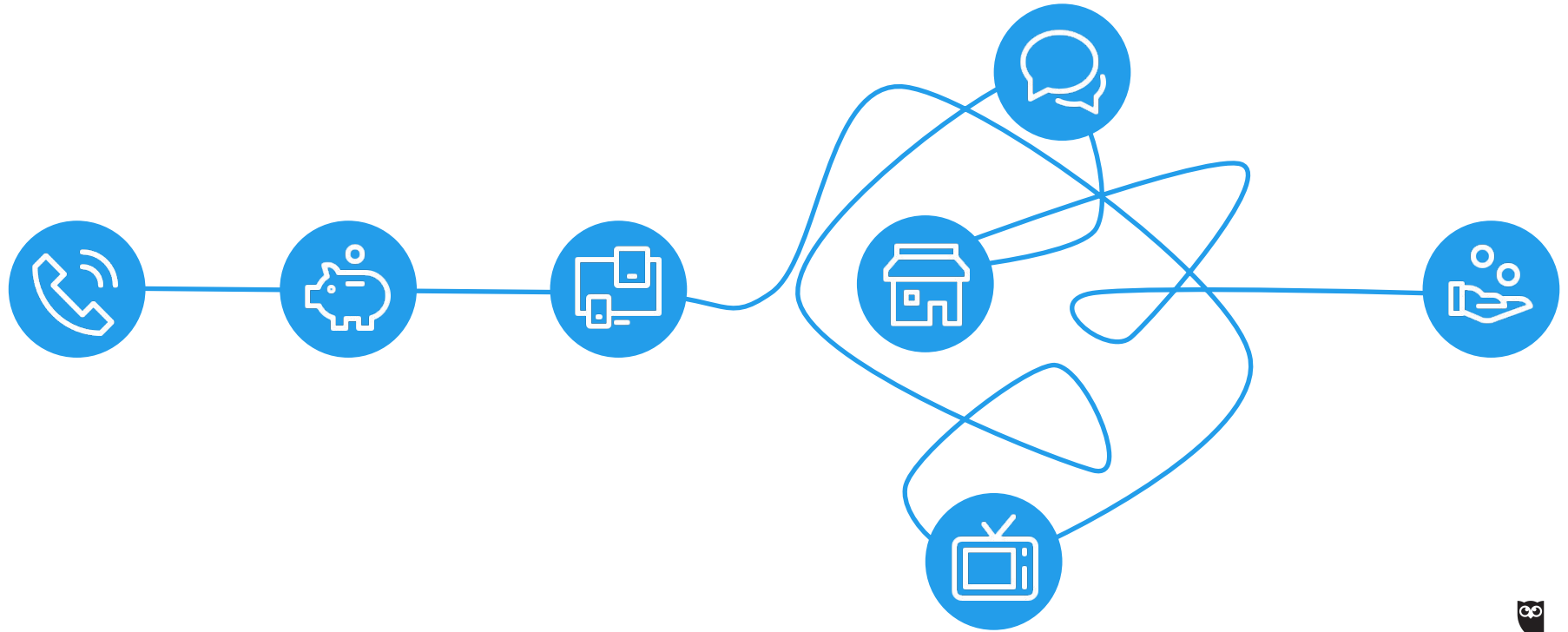
75% of Faculty say social is being used by students for classroom work

Alumni

80% of alumni orgs report that social is a top 3 engagement & development tool



Today's fragmented customer journey





VANITY METRICS

Objective:

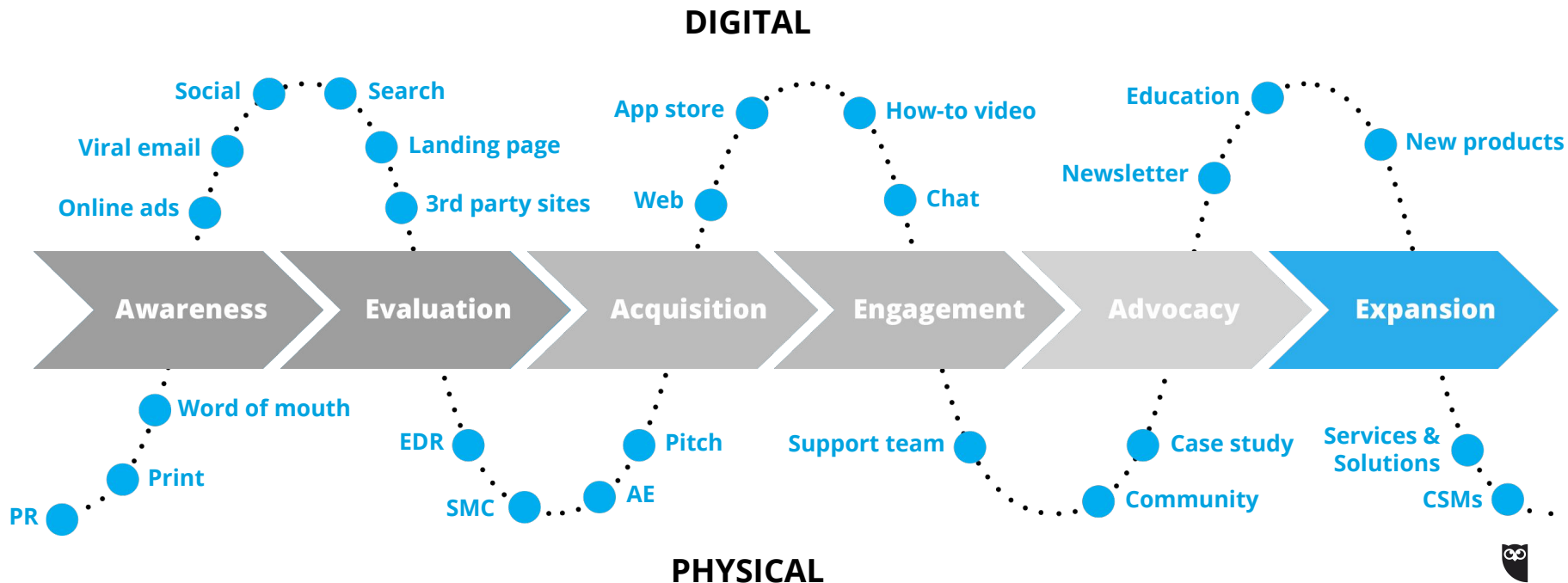
Understand your company's business objectives and map your social KPIs to support them.

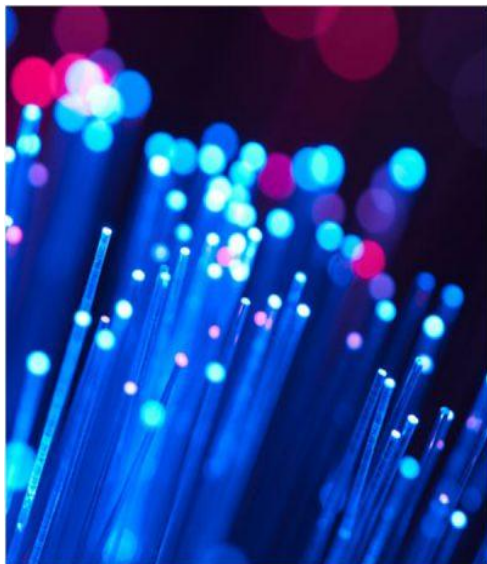
Result:

A Strategic Measurement Framework for your social program



New customer journey enables a lot of potential for CX





Telco

- Subscriptions
- Purchases
- CSAT
- Sponsorships



Retail & CPG

- Sales revenue
- Newsletter signups
- Sentiment
- Repeat purchasing
- Brand Awareness



Finserv

- Signups
- Downloaded Research
- Event registration

“We want to increase positive brand mentions next quarter by 15%”

“150 MQLs at <€40 each this FQ”

“Recruit three new account executives by March at <£200 per interviewee”

Traditional Marketing Funnel

Number of times your brand is seen

Awareness

Number of times brand content is liked or audience growth

Affinity

Number of times brand is interacted with

Consumption

Number of times brand is discussed

Conversation

Number of online store visits or link clicks

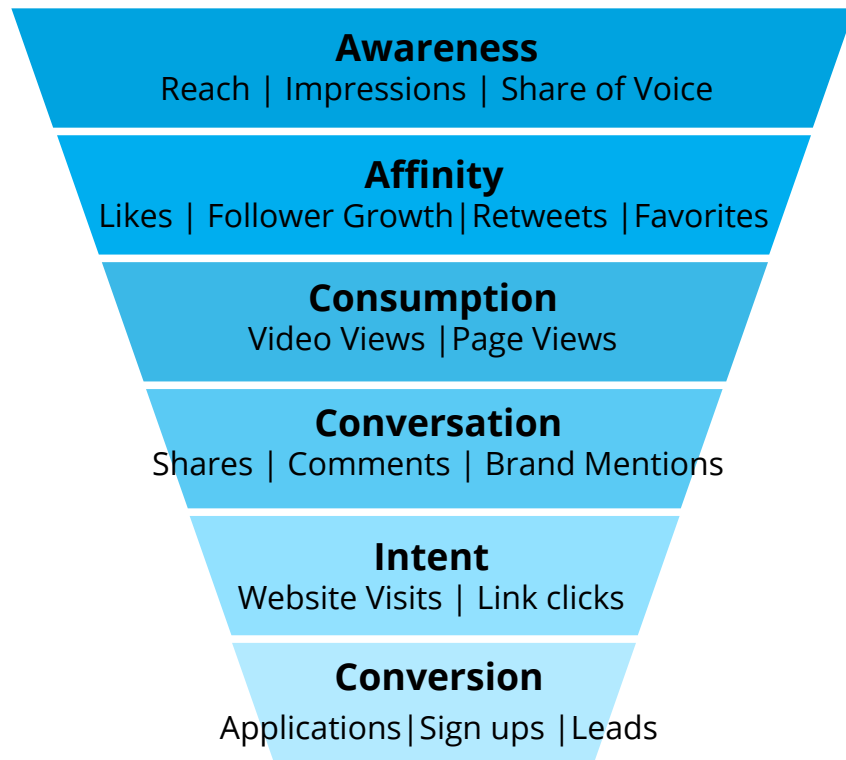
Intent

Number of times a purchase is made or registrations

Conversion



Adding Social Media KPIs



Primary social marcomms metrics

Your Company's Business Goals	Increase awareness amongst applicants	Grow interest from new students	Build a positive reputation amongst students and/or applicants	Drive website traffic	Drive attendance to recruitment events	Improve rankings
Goals & Targets	"By A%"	"By B%"	"Improve NPS by C%"	"X% increase via social"	"Y% increase"	"Z improvement"
Social marcomms KPIs	Awareness	Intent	Affinity	Intent	Conversion	Affinity
Primary social marcomms metrics	Share of voice	Brand mentions	Views, mentions, comments	Traffic from social Bounce + new vs returning*	Link clicks Applications	Survey completions



Recap



Social Media Handbook - 10 Principles

- User needs first
- Always add value
- Start a conversation and keep it going
- Be authentic
- Be respectful
- One size doesn't fit all
- Good data leads to good decisions
- Use it or lose it
- Always have a failsafe
- Personal data is sacred

Questions?



Thank you

Rob Armstrong-Haworth

Higher Education Lead (UK and Ireland)

@HootArmstrong

