

CMU HONORS SENIOR RESEARCH PROJECT:

# The Value of Social Media for Universities in the United States:

*An Analysis of Social Media Use, Its Level of  
Success, and What Could Ideally Come from  
Proper Social Media Practices*

## Presenter

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# Research Foundation

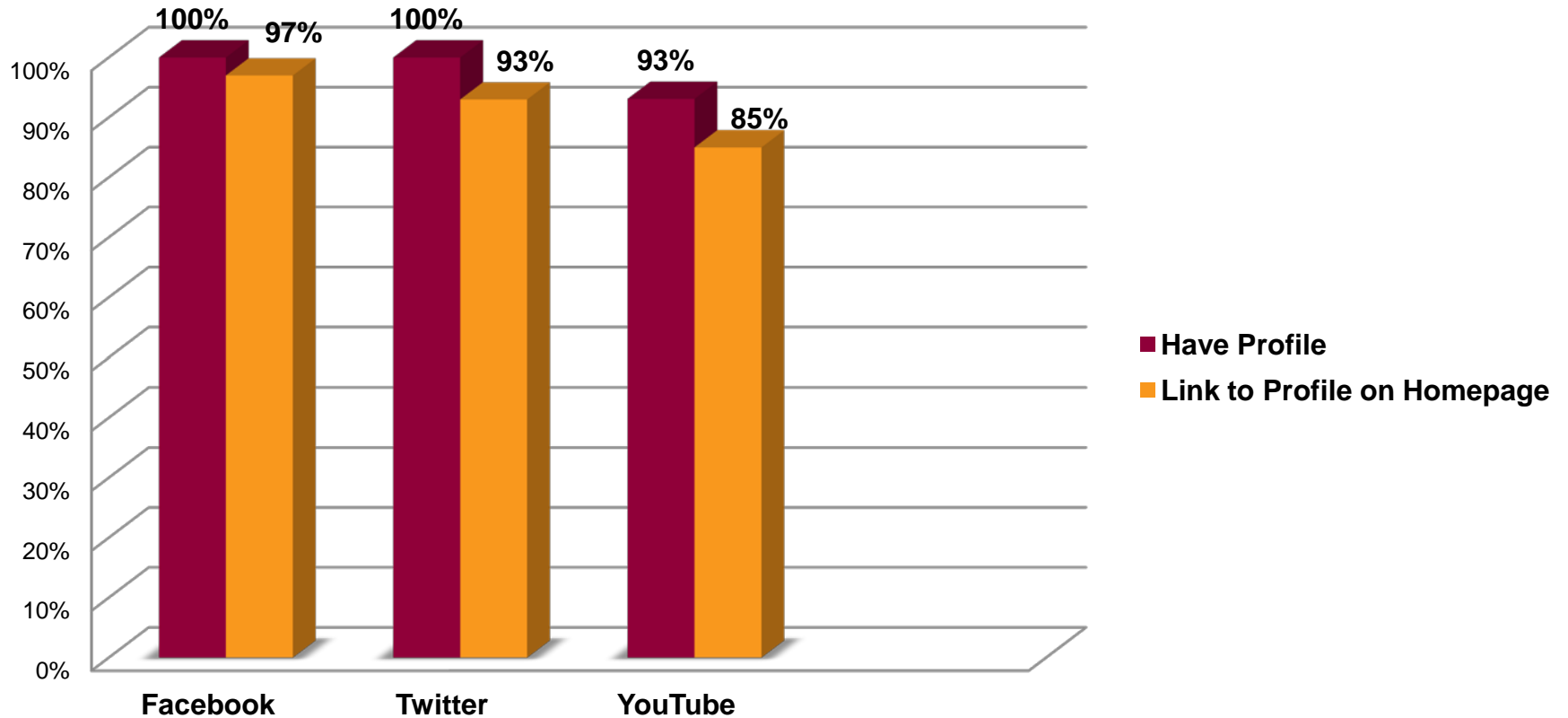
Themes	Studies	
<b>Visibility</b>	<ul style="list-style-type: none"> <li>• Anderson (2011)</li> <li>• Barnes &amp; Lescault (2011)</li> <li>• Dutta (2010)</li> <li>• Kietzmann, Hermkens, McCarthy &amp; Silvestre (2011)</li> </ul>	<ul style="list-style-type: none"> <li>• Klososky (2012)</li> <li>• Li &amp; Bernoff (2008)</li> <li>• Maxwell (2012)</li> <li>• Temin (2012)</li> </ul>
<b>Listening</b>	<ul style="list-style-type: none"> <li>• Dutta (2010)</li> <li>• Barnes &amp; Lescault (2011)</li> <li>• Kietzmann, Hermkens, McCarthy &amp; Silvestre (2011)</li> </ul>	<ul style="list-style-type: none"> <li>• Li &amp; Bernoff (2008)</li> <li>• Maxwell (2012)</li> <li>• Patino, Pitta &amp; Quinones (2012)</li> <li>• Temin (2012)</li> </ul>
<b>Engagement</b>	<ul style="list-style-type: none"> <li>• Anderson (2011)</li> <li>• Barnes &amp; Lescault (2011)</li> <li>• Brenner (2012)</li> <li>• Dutta (2010)</li> <li>• Heiberger &amp; Junco (2011)</li> <li>• Kietzmann, Hermkens, McCarthy &amp; Silvestre (2011)</li> </ul>	<ul style="list-style-type: none"> <li>• Li &amp; Bernoff (2008)</li> <li>• Maxwell (2012)</li> <li>• Patino, Pitta &amp; Quinones (2012)</li> <li>• Porter, Donthu, MacElroy &amp; Wydra (2011)</li> <li>• Thomas &amp; Thomas (2012)</li> </ul>
<b>Relationships</b>	<ul style="list-style-type: none"> <li>• Anderson (2011)</li> <li>• Barnes &amp; Lescault (2011)</li> <li>• Bottles &amp; Sherlock (2011)</li> <li>• Brenner (2012)</li> <li>• Dutta (2010)</li> <li>• Heiberger &amp; Junco (2011)</li> <li>• Kietzmann, Hermkens, McCarthy &amp; Silvestre (2011)</li> </ul>	<ul style="list-style-type: none"> <li>• Klososky (2012)</li> <li>• Li &amp; Bernoff (2008)</li> <li>• Moran, Seaman &amp; Tinti-Kane (2012)</li> <li>• Patino, Pitta &amp; Quinones (2012)</li> <li>• Porter, Donthu, MacElroy &amp; Wydra (2011)</li> <li>• Temin (2012)</li> <li>• Thomas &amp; Thomas (2012)</li> </ul>
<b>Trust</b>	<ul style="list-style-type: none"> <li>• Anderson (2011)</li> <li>• Brenner (2012)</li> <li>• Bottles &amp; Sherlock (2011)</li> <li>• Kietzmann, Hermkens, McCarthy &amp; Silvestre (2011)</li> </ul>	<ul style="list-style-type: none"> <li>• Klososky (2012)</li> <li>• Li &amp; Bernoff (2008)</li> <li>• Patino, Pitta &amp; Quinones (2012)</li> </ul>
<b>Authenticity</b>	<ul style="list-style-type: none"> <li>• Dutta (2010)</li> <li>• Kietzmann, Hermkens, McCarthy &amp; Silvestre (2011)</li> </ul>	<ul style="list-style-type: none"> <li>• Li &amp; Bernoff (2008)</li> <li>• Thomas &amp; Thomas (2012)</li> </ul>
<b>Branding</b>	<ul style="list-style-type: none"> <li>• Anderson (2011)</li> <li>• Bottles &amp; Sherlock (2011)</li> <li>• Dutta (2010)</li> <li>• Kietzmann, Hermkens, McCarthy &amp; Silvestre (2011)</li> </ul>	<ul style="list-style-type: none"> <li>• Li &amp; Bernoff (2008)</li> <li>• Maxwell (2012)</li> <li>• Patino, Pitta &amp; Quinones (2012)</li> <li>• Porter, Donthu, MacElroy &amp; Wydra (2011)</li> <li>• -Solomon (2011)</li> </ul>

# Methodology: Content Analysis

- Conducted on 30 universities
  - ▣ Pulled from US News's ranking lists
- Coding template used by two researchers
  - ▣ Accuracy and Objectivity
- Looked at
  - ▣ Homepage
  - ▣ Facebook
  - ▣ Twitter
  - ▣ YouTube

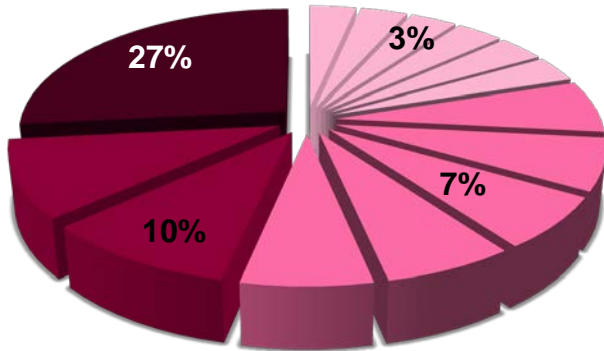
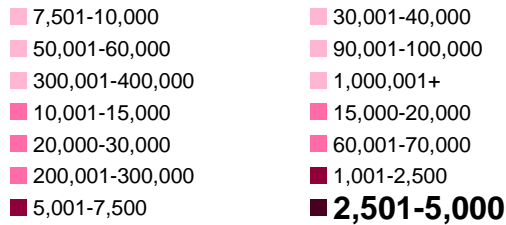
# Results

## Universities that Have and Link To an Account

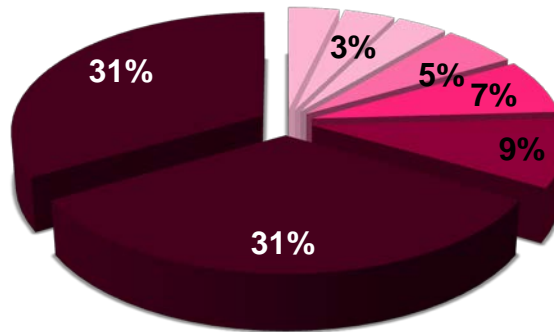
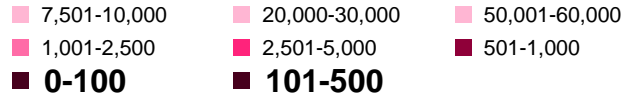


# Followers & Subscribers

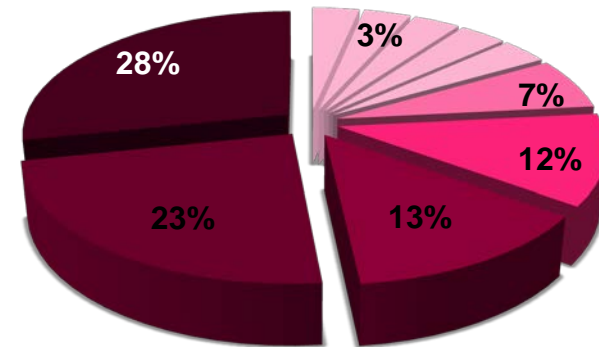
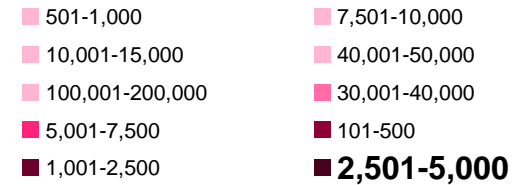
## Facebook



## YouTube



## Twitter



# Frequency of Posts

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- Facebook
  - 54% Multiple/Day
- Twitter
  - 69% Multiple/Day
- YouTube
  - 26% Less than 1/Month
  - 26% 1-2/Month

# Engagement Per Post

## □ Facebook

- 22% 11-20 Likes
- 77% 0-3 Comments
- 72% 0-3 Shares

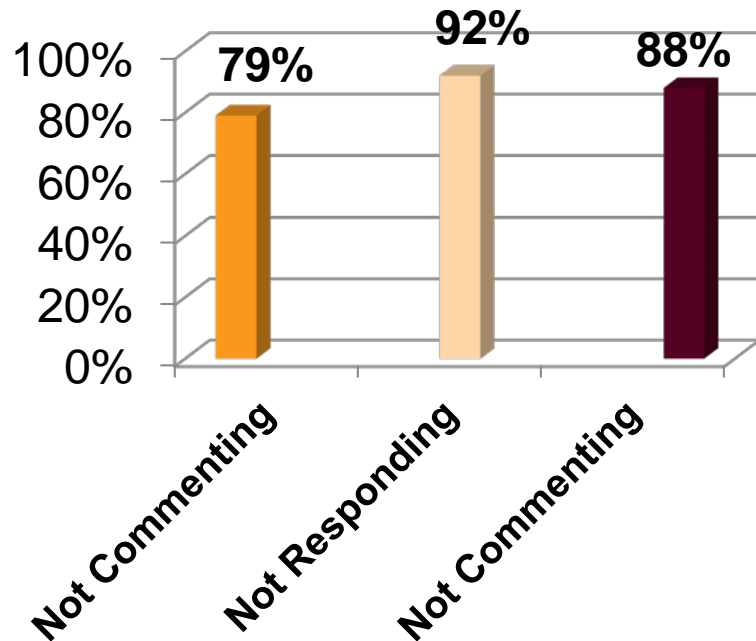
## □ Twitter

- 78% 0 Favorites
- 38% 0 Retweets
- 33% 1-2 Retweets
- 82% 0 Responses

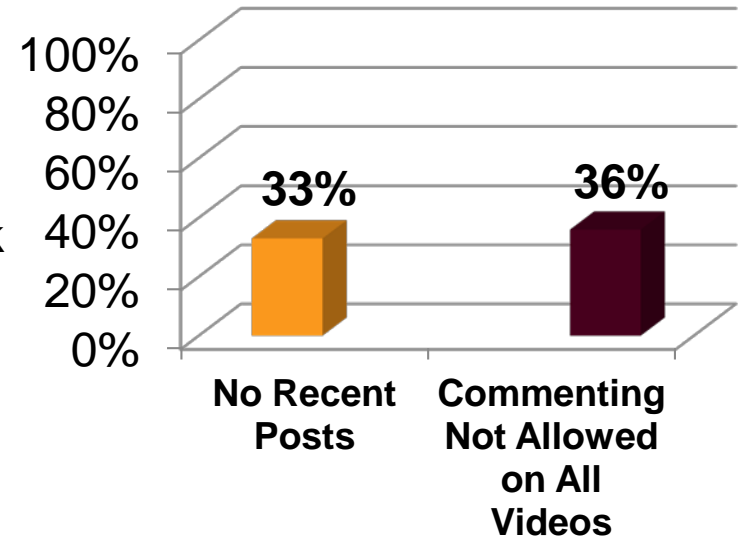
## □ YouTube

- 16% 51-100 Views
- 14% 101-150 Views
- 31% 0 Likes
- 31% 1-2 Likes
- 69% 0 Comments

# Willingness To Listen & Respond



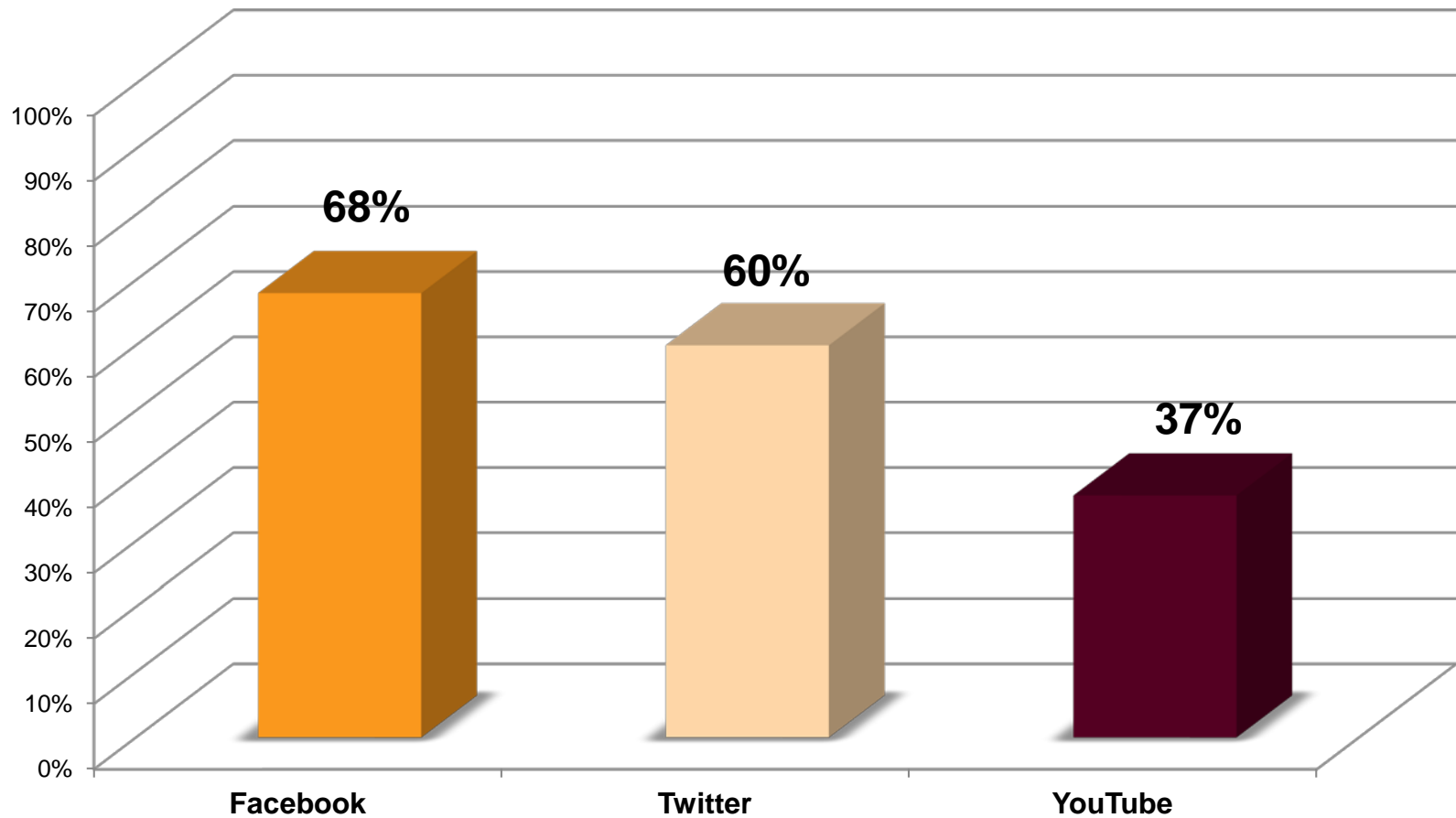
Facebook  
Twitter  
YouTube





# Branding Results

Universities with Good to Great Branding



# Discussion

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- **Authenticity**

- Links on the homepage
- Consequences of not providing them

- **Visibility**

- Nearly every university analyzed had all three sites
- Presence not enough
- Posting often helps increase visibility and relevancy

# Discussion

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## □ Engagement

- Social media is for interaction, not just message dissemination
- Lack of engagement found
  - Shallowest forms

## □ Listening

- Disabling communication tools
  - Opportunity Loss
- Public posts may be useful

# Discussion

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## □ Relationships/Trust

- Not communicating beyond original posts
- Social media is about creating relationships and networks

## □ Branding

- Majority of universities branding well
- YouTube sees the least amount of branding
- Personalization increases branding and authenticity and professionalism

# Conclusion

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- Be where your audience is
- What a well-planned presence can do
- Most institutions are present
  - Not enough
- Engagement is lacking
- Limitations
- Further Research
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