



Online Sites

What can we control?

Strategic Marketing & Communications

Sheri Lehman

Interactive Marketing Specialist

The Inevitability of Social Media

- Inside Higher Ed survey
 - 40% of students don't last 10 mins without digital devices
- 3M mentions on Twitter about education
- 2.7M Twitter users search education
- “You don't control things. You can only hope to steer them in certain directions” – Rick Wion (dir. of social media, McDonalds)

Current trends

- “There are a lot of people who are trying to make a name for themselves by trying to be funny on Twitter” – Rick Wion, McDonalds
 - Yelp
 - College Confidential
 - Unigo.com
 - The Chronicle of Higher Education
 - Memes – Chapman Memes
 - 1st World Problems – Chapman Problems

Examples

COLLEGE CONFIDENTIAL "A wealth of information!" - The New York Times® SITE SEARCH

COLLEGE DISCUSSION COLLEGE SEARCH COLLEGE ADMISSIONS PAYING FOR COLLEGE

SuperMatch™ College Search More Search Tools: Graduate School Search International Student University

College Search (4,129 schools available)

MY SEARCH OPTIONS
Start Over Save My Searches

Share your search: ☐ [f](#) [t](#)

FIND & PIN A SCHOOL BY NAME

FIND YOUR BEST FIT

- Location
- Majors
- My Scores
- Tuition and Fees
- Ethnicity
- School Type
- School Size
- Campus Setting
- Public or Private

My Choices (drag and drop to change importance level)
Kinda Very

Results: 20 Expand Results Collapse Results Show Map

MY PINNED SCHOOLS

Pinned

Chapman University
Orange, California
[Hide Info](#)

[Request Information](#) [Web Tour](#) [Apply Online](#)

[Visit Web Site](#)

Additional Resources

yelp Search for (e.g. taco, cheap dinner, Max's) Near (Address, City, State) Orange, CA

Real people. Real reviews.®

Welcome About Me Write a Review Find Reviews Find Friends Messaging Talk Events

Los Angeles 06 Places.06 Miles.

Chapman University
★★★★★ 27 reviews [Rating Details](#)

Category: Colleges & Universities (Edit)

1 University Dr
Orange, CA 92866

(714) 997-6815
<http://www.chapman.edu/>

[Add Photos](#)

[Edit Business Info](#) [First to Review](#) [Brian S.](#)

[Send to Friend](#) [Bookmark](#) [Send to Phone](#) [Write a Review](#)

Southwest Airlines® Visa
Earn 1 Free SWA Flight. Sept 11th Security Fee Applies.
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CHASECreditCards.com/Southwest

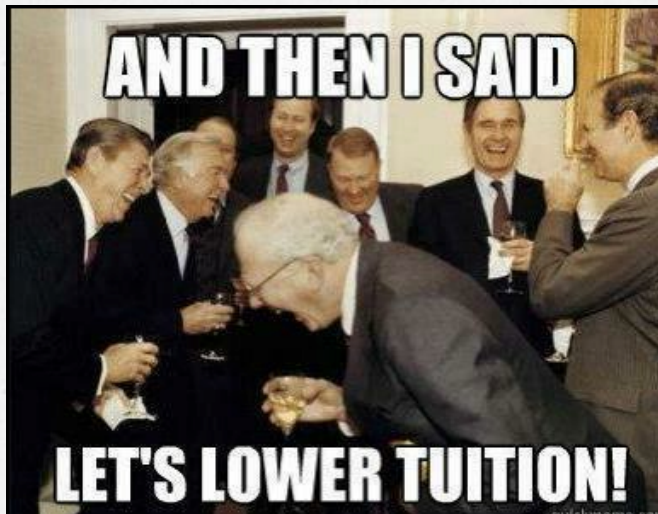
Get a Degree in Education
Earn More With an Education Degree! 85+ Years
Experience. Start Soon.
ChooseRedlands.com/Credential

Ads by Google

27 reviews for Chapman University [Search Reviews](#)

Sort by: **Yelp Sort** | [Date](#) | [Rating](#) | [Elites](#) | [Facebook Friends](#)

Examples



Our Role

- Monitor
 - Take note of recurring themes
 - Pass information on to the correct department
- Work with sites/bloggers to boost brand
 - Provide them with content material
 - Invite them to an event, send them online articles by other 3rd parties about Chapman University
 - Do not insist they write your word
- Keep sites, bloggers, and students informed
 - Supply them with factual information (true statistics, # of students, tuition cost, program rankings)

Chapman Transparency

- Chapman should strive for transparency in online relationships
 - Insist online users be authentic in opinions
 - Opinions help us:
 1. Identify problems, concerns for the future
 2. Lend sympathy and give validation (when appropriate)
 3. Simply let them know the message was received

Unigo Case Study

- College review website
 - Hire current students to provide candid answers to “questions”
- Problem: Inaccurate information
 - Posted Chapman as a liberal arts school; \$35,000/year
- Objective: Update the information, not the reviews
 - We emailed them links to accurate institutional information (www.chapman.edu)
- Our relationship with Unigo: resource
 - Acted as a resource – giving them honest, helpful information
 - Do not write it for them. Share what’s already written (link).