

Coronavirus Higher Education Industry Briefing: April 28

Provided by Campus Sonar— a higher education social listening agency

Overview

Social Listening Is

The process of finding and analyzing publicly available online conversation. Common sources include social media, forums, blogs, and news sites.

Coronavirus + Higher Education

This analysis draws from 442,000 online conversations in the United States and on Reddit and YouTube (which span beyond the U.S.) about the coronavirus and the higher education industry. We're not searching for conversations about specific campuses.

Analysis Period

We analyzed seven days of conversation:
April 20–26 (based on EDT).

This analysis does not include Facebook, LinkedIn, Instagram, or private social profiles.

Online Conversation Summary

How We Categorize Conversation

All Mentions

Captures every online mention that includes terms related to coronavirus AND the higher education industry. Higher ed may be just a small part of the mention (e.g., a news story discussing the impact of the coronavirus in a metro area with a mention of campuses that closed).

Higher Ed-Focused Mentions

A subset of All Mentions. It captures when a campus or the industry is the focus of a mention about coronavirus (e.g., a headline of a news article or in a social media post).

Slightly Less Conversation Than Last Week

There were ~442,000 mentions during the seven-day period of April 20–26.

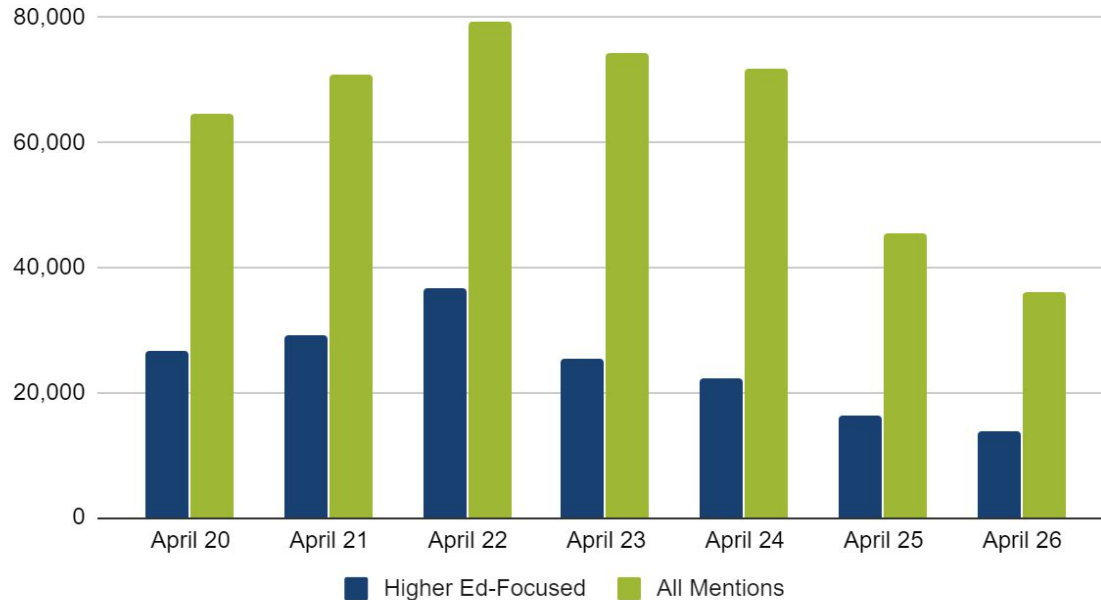
All mention conversation volume was about 7% less than one week earlier (April 13–19).

39% of all mentions were higher ed-focused.

8% of all mentions referenced the fall semester or beyond.

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Conversation By Higher Ed Focus

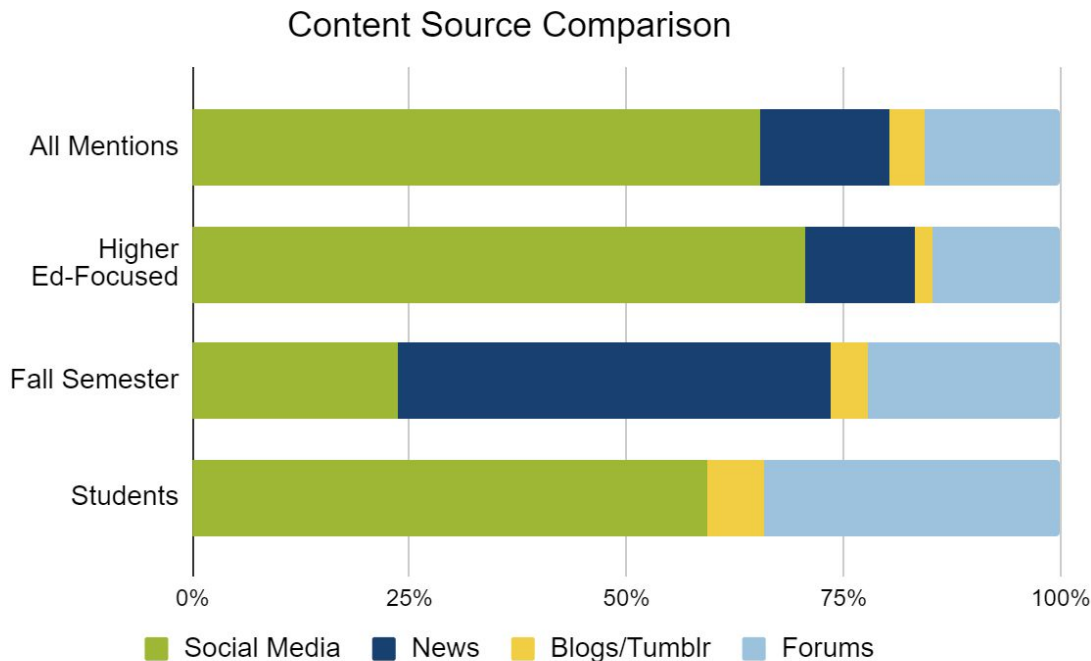


Half of Fall Semester Mentions Were on News Sites

Content source distribution for all mentions and higher ed-focused mentions was similar to last week.

50% of mentions about the fall semester and beyond were on news sites, 24% were on social media, and 22% were on forums.

59% of student conversation was on Twitter, driven by Urbana student athletes.





Tracing the Spread of University of Miami Antibody Testing Conversation on Social Media

Most mentions can be attributed to four individuals with online influence.

- John Solomon: Founder, *Just the News*
- Ellen Carmichael: President, The Lafayette Company
- Trial Lawyer Richard, anonymous Twitter account
- Joe Saladino: Host, *The Raging Patriot* podcast



Sentiment Stayed Steady

Higher Ed-Focused

Within 2-3 percentage points of last week

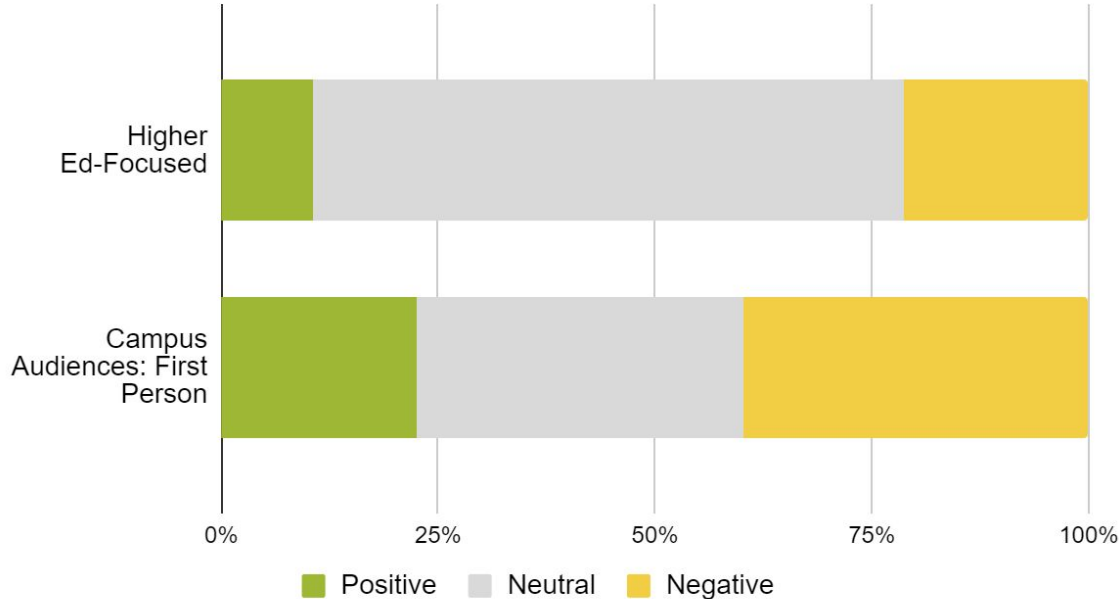
- 11% Positive
- 68% Neutral
- 21% Negative

Students

Within 2-3 percentage points of last week

- 22% Positive
- 38% Neutral
- 40% Negative

Sentiment Comparison



Audience Segmentation

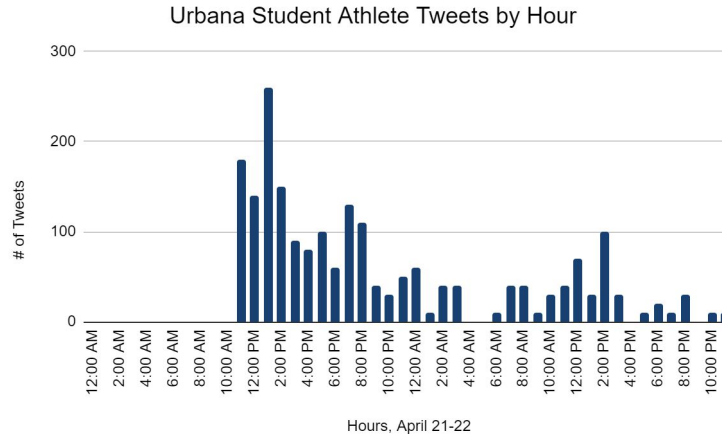
What Students Are Saying

Hidden Voices

- A small portion of the online conversation about the coronavirus and higher education is first-person accounts from individuals who reveal an affiliation with the campus community in their message (students, family/friends, prospects, admits, alumni).
- Without proper segmentation, these lived experiences can be missed amongst news headlines and commentary.
- We analyzed the mentions from students (4% of higher ed-focused conversation April 20–26) to identify themes that provide insight into the thoughts and feelings of campus community members. Use this analysis to inform your communication and service delivery.

Urbana University Student Athletes Seek New Teams

- 30% of student mentions were from displaced Urbana student athletes
- Tweets appeared rapidly even before news of Urbana's closing was announced from the campus Twitter account





Summary

- Conversation volume decreased slightly compared to last week. 8% of mentions referenced the fall semester or beyond, up from 5% last week.
- Conversation sources for all mentions and higher ed-focused mentions were distributed similarly to last week. Half of mentions related to the fall semester appeared on news sites.
- Top topics referenced general pandemic and university terms, and specifically mentioned Urbana University (closing), the University of Chicago, and the University of Miami, whose antibody test news spread via online influencers.
- Sentiment was fairly consistent with last week.

Who is Campus Sonar?

We're a social listening agency dedicated to higher education.

We find and analyze online conversation, providing insights

that you can use to better understand your brand, audience, or a topic of conversation

So that you can manage your reputation, build *meaningful* relationships, and work more strategically.

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