

Social Listening Analysis Provides Loyola Marymount University with Strategic Insights

The Team

Campus Sonar

Campus Sonar helps higher education leverage social media intelligence (data) to inform their strategies and campaigns to better recruit and retain students, evolve program offerings, earn sustainable donations, and demonstrate societal value. We use social listening, a market research tool, to [capture insights and data from the internet](#) in a way that's reliable, fast, and cost-effective compared to traditional market research methods.

As an extension of your on-campus team, the [humans behind Campus Sonar](#) ensure that the social media intelligence we capture is categorized in ways that make sense, analyzed in the appropriate context, and investigated thoroughly to identify opportunities for your campus to take meaningful action and inform on-campus strategy. Our team works closely with you to understand your current environment (strengths, weaknesses, opportunities) and short- and long-term goals to design and execute customized social listening research to support and inform your needs.



Loyola Marymount University

[Loyola Marymount University](#) (LMU) is located in the heart of Los Angeles and offers undergraduate, graduate, and professional programs to academically ambitious students committed to lives of meaning and purpose. With an undergraduate enrollment of just over 6,000, LMU's Catholic identity and religious heritage distinguishes it from other Southern California universities, providing touchstones for understanding the university's mission.

Goal:

- Connect and engage with current and prospective students who are active on social media (to support admissions and retention).
- Identify and engage with influencers who have a meaningful connection to LMU (to support development activities).
- Obtain a greater national and global presence and further manage their reputation (to support the president's broader priority for the entire institution).

LMU wanted to set a new direction and take the next step as a university. Engagement with prospective students and alumni, branding, and a greater national and global presence were their priorities. Reputation management was also a key goal, and LMU took it a step further by defining that same goal for social media.

Partnership

LMU partnered with Campus Sonar to help them build a stronger presence. LMU was active on multiple channels and growing across all platforms, but they wanted to expand on the high priority goal of greater recognition.

Throughout their social listening data analysis, Campus Sonar uncovered new engagement opportunities with prospective students, created a list of influencers, and monitored a crisis. This new analysis provided strong insights into each of LMU's goals and helped them develop strategic efforts.

Throughout their partnership, Campus Sonar provided LMU with "white-glove treatment," which was a key differentiator for the university. The social team's frequent discussions with analyst Emily and her weekly conversation analysis were invaluable to achieving their goals and informing their crisis response.



Insights

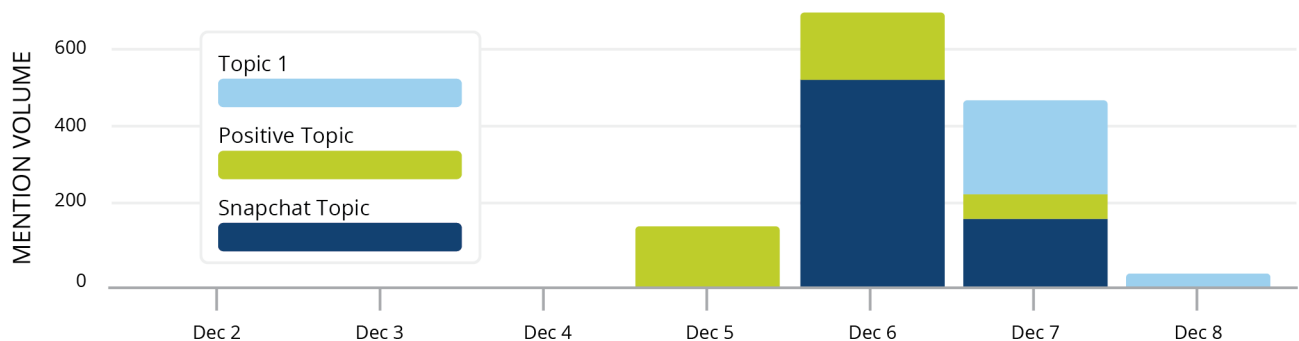
Prospective students talking about—not to—LMU could be cultivated with real-time, authentic engagement. Campus Sonar’s online conversation analysis helped LMU connect with students who are active on social. Emily uncovered some of the “I’m thinking about applying to LMU” comments the LMU social team usually only found when an LMU account was tagged. The thorough searching enabled the social team to engage with more prospective students—welcoming them to LMU or congratulating alumni on accomplishments. Emily also used the new mentions to build an audience of prospective and current students so she could analyze them like a focus group. This uncovered interesting insights showing the difference between prospective/current/alumni conversation.

Influential individuals with real connections to LMU could be activated to amplify Day of Giving messages through trusted peer-to-peer networks. Another way to raise LMU’s national presence was to leverage its connections with influencers. LMU wanted to find more individuals who had meaningful connections and a larger following. Emily developed a list of 25 influential individuals with more than 50,000 followers who had significant social media mentions of LMU. The university plans to use the list in more peer-to-peer influencer campaigns—such as their annual day of giving—allowing them to leverage the belief that [60% of people view “a person like yourself” as a credible technical or academic expert.](#)

“The level of service Campus Sonar provides is a differentiator. They offer the white-glove treatment.”

—Associate Director of Marketing, Loyola Marymount University

When compared to other topics, a Snapchat controversy had minimal reputation impact. LMU also worked with Campus Sonar on a reputation management issue. The university learned of a private, student-to-student direct message that became public, creating a stir among students that spilled into other social media channels. Emily captured the conversation and sentiment and kept the LMU team updated through a customized client dashboard. In the same time period, there were two other big topics of conversation. Emily categorized the three topics and provided a comparison chart to show that the Snapchat incident was smaller than another, positive conversation. In the end, the university issued a statement reinforcing its values, while student government organized several open forums.



Campus Outcomes

LMU saw the value of Campus Sonar in their ability to dive deeply into university-specific conversations and provide insight and analysis into multiple strategic efforts. The dashboard Campus Sonar created and the queries Emily wrote allowed LMU to segment the conversation in ways well beyond their internal resources—discovering a lot that LMU was missing by performing their own analysis. The depth of Campus Sonar's analysis combined with the strategy and insight the analysts provide contributed to the white-glove service—specifically enhancing LMU's ability to monitor the crisis and enabling the social team to share quantitative data about conversations involving the incident with the VP of Marketing and Communications and the wider university cabinet members.

Learn More

Read more about Loyola Marymount University's partnership with Campus Sonar in [The Social Listening Handbook](#).

Find out how Campus Sonar can help you achieve your institution's goals, develop strategic insights, and identify opportunities for meaningful action. Contact us at info@campussonar.com.

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