

Coronavirus Higher Education Industry Briefing: March 31

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 382,000 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 four days of conversation:
March 27–30 (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).

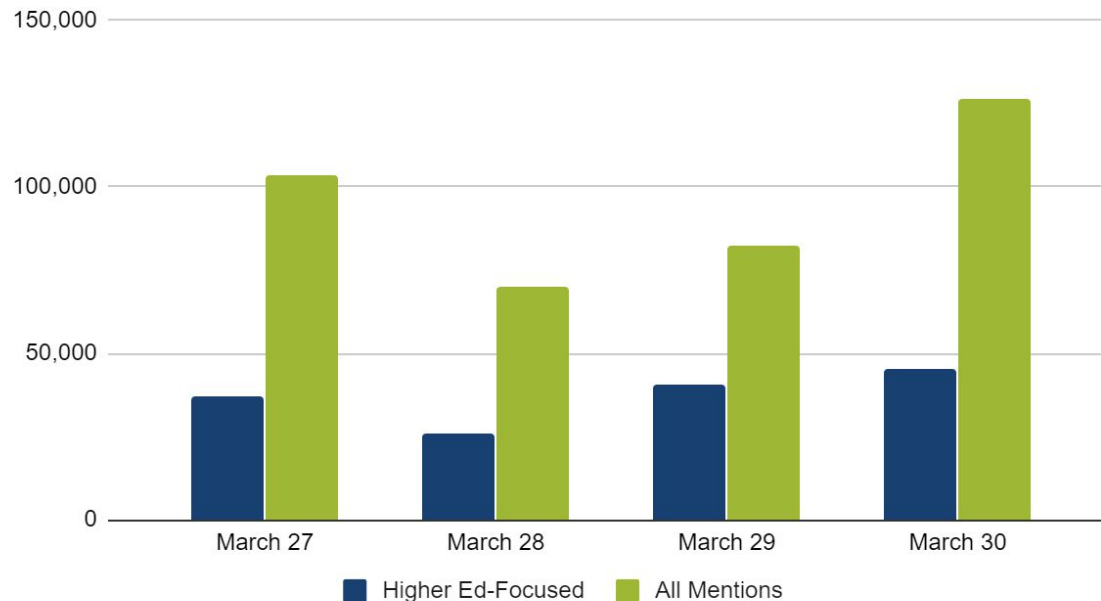
Volume Decreases; Higher Ed Focus Increases

There were ~382,000 mentions during the four-day period of March 27–30.

Conversation decreased 17% compared to the March 20–23 Briefing, one week earlier.

39% of all mentions were higher ed-focused. This is the highest higher ed-focused percentage of any Briefing period.

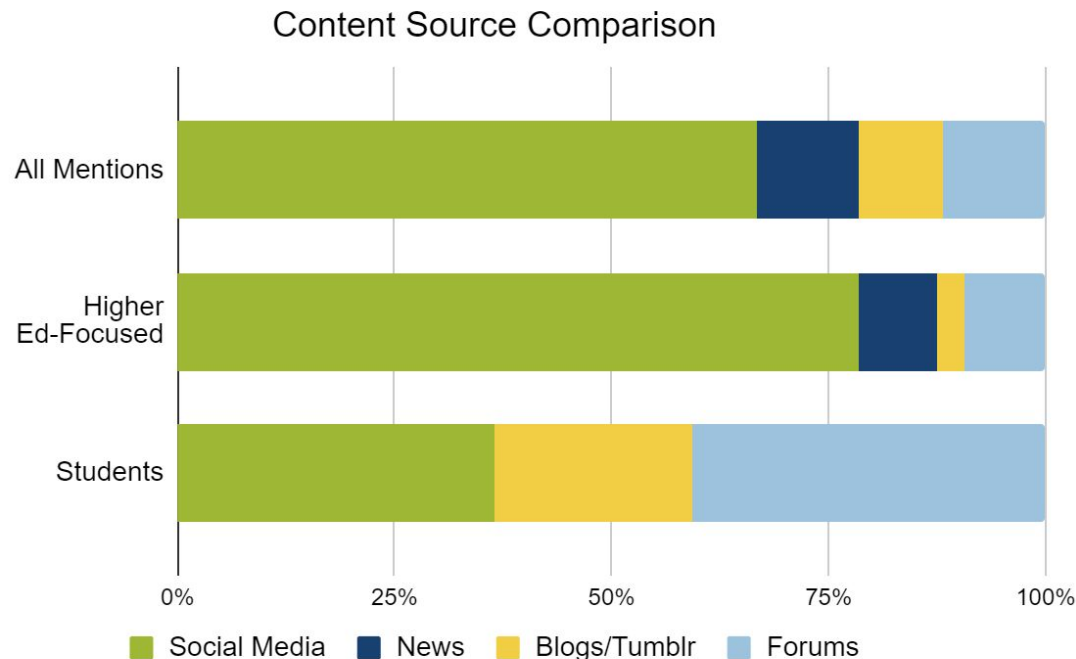
Conversation By Higher Ed Focus



Social Media Rules; Students Use Reddit

Most conversation is still on social media (67% of all mentions and 78% of higher ed-focused mentions).

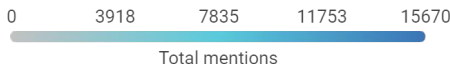
Student patterns are different. When speaking in the first-person about their experience, 41% of posts were on forums (mostly Reddit), 36% on social media, and 23% on Blogs/Tumblr.



*Due to data access restrictions in this analysis, Facebook, Instagram, Snapchat, and TikTok aren't included. Your campus social media manager is the best source of information regarding conversation on those networks.



Top 100 Topics: Excluding All Mentions of Liberty University



A Viral Tweet Influenced Top Topics

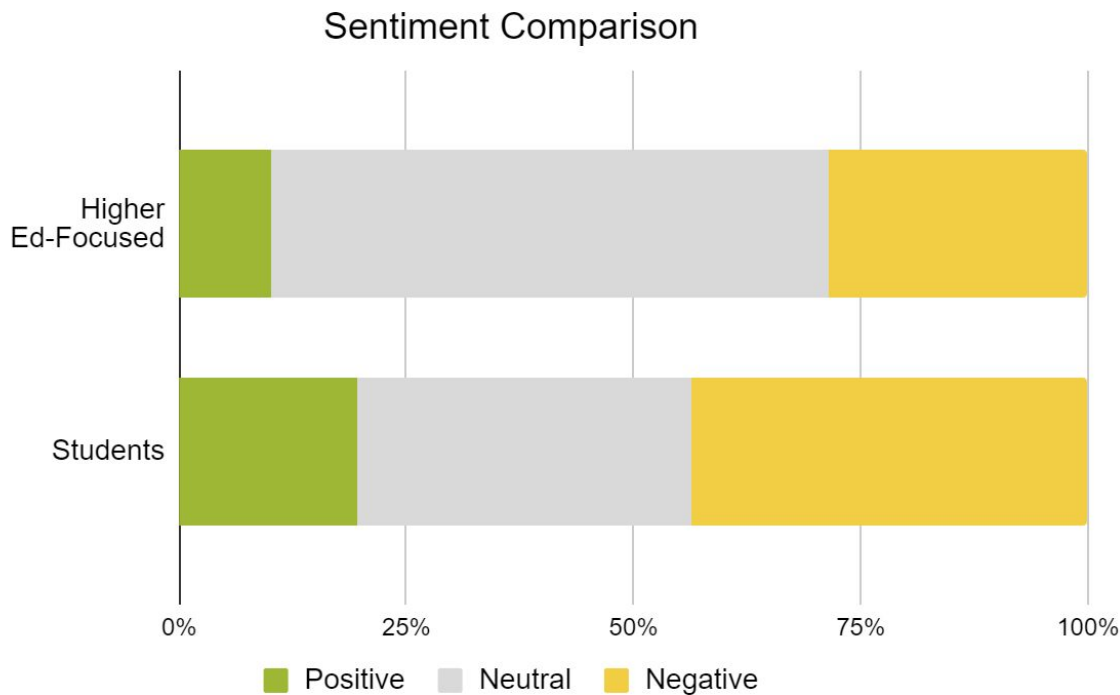
As a college student I have been

- ~ laid off my part time job
- ~ denied unemployment
- ~ left out of the COVID-19 relief package
- ~ left out of my parents relief package
- ~ rejected from multiple jobs bc online class schedule
- ~ gotten 0 refund from my tuition and housing

9:05 PM · Mar 28, 2020 · [Twitter for iPhone](#)

25.1K Retweets **125.3K** Likes

Negative Sentiment Decreases Slightly, Students Still More Negative than General Public



Focus on Student Conversation

What Students Are Saying

Hidden Voices

- A small portion of the online conversation about 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 (2.8% of higher ed-focused conversation March 27-30) 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.

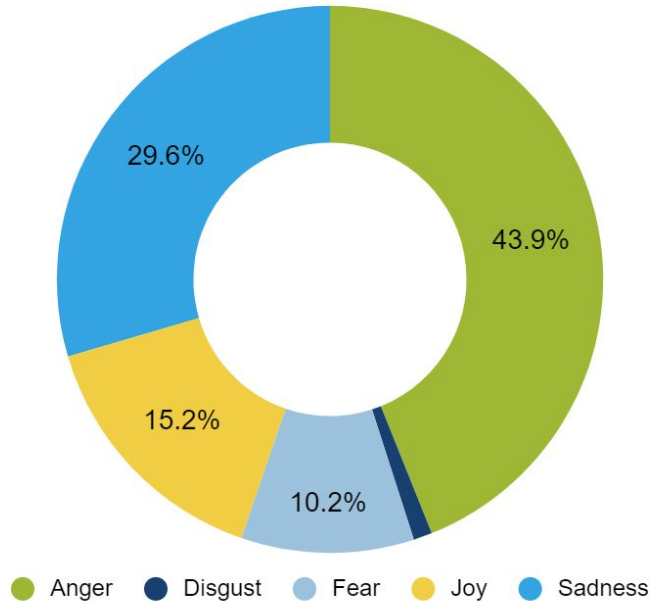
Students Remain Angry and Sad

Sadness mentions included:

- Missing friends
- Lack of family support
- Cancelled/postponed graduations
- Loneliness
- Mental health and counseling needs

n = 3,620

Student Emotions



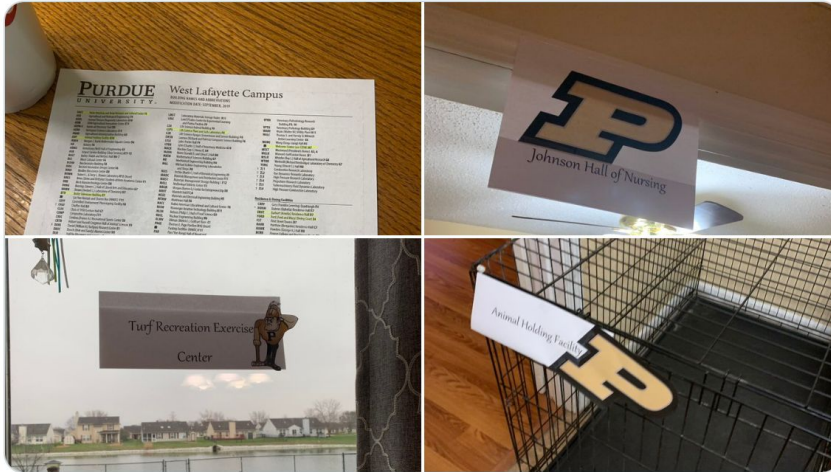
Students Make Direct Pleas for Funding

Quotes [sic] from students requesting funding from online celebrities.

- I could use the help I live with my disabled mother and we are barely paying bills so we have no money for groceries in our house my college closed recently and Ive been applying place nonstop but ppl arent hiring where I live
- my account is overdrawn and i have bills coming in left and right. i'm struggling since they closed my college and i need all the help i can get.
- Still have to pay rent at my college apartment that I'm not able to live at bc of corona
- i am so poor i go to college full time & my job is closed & i pay all my bills myself plz literally like \$5 would be cool
- I'm a broke college student, my school is online now and ldk when it'll stop, my job closed down and idk what my next paycheck is gonna be
- I'm currently left with no income. Can only work on campus due to my visa and my school is closed. Still have to pay for my apartment these months. It's going to be rough. Anything helps
- single mom, laid off work & my college courses went online. what a stressful time

Online Opportunities to Engage Admitted Students

my college visit to purdue was suppose to be today but it got canceled due to corona and i came home and my family had made me a purdue tour in our house 🙄



3:55 PM · Mar 27, 2020 · Twitter for iPhone

23 Retweets 963 Likes



Purdue University
@LifeAtPurdue

Replying to @

We are so sorry that your visit to Purdue was canceled. Purdue has missed seeing students come and visit. But we love this at home Purdue tour! If you want to check out more of Purdue here is the link to our virtual tour: admissions.purdue.edu/visit/virtualt...

Boiler up! ❤️💛🚂

8:01 AM · Mar 29, 2020 · Twitter Web App

25 Likes



Purdue Nursing
@PurdueNurses

Replying to @

Love it. Thinking outside the box, just like a Boilermaker.

1:38 PM · Mar 30, 2020 · Twitter Web App

2 Likes

Summary

- Conversation continued to decrease slightly, but the portion of higher ed-focused mentions was higher than we've previously seen.
- Social media remained the largest conversation source, although students were more likely to share personal experiences on Reddit and Tumblr than the general population.
- Online classes remained a common topic of conversation, along with Liberty University and how students are financially affected.
- Students are angry and sad. Their conversation demonstrates a need for co-curricular student services related to mental health and providing for basic needs.

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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