
Enhancing Student Relationship Management with Social Media Marketing

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Abstract

This paper presents an application of social media marketing of a higher educational institution. Performance of higher educational institutions on social media and social media marketing usage, have as a goal improving their business operations, the credibility and implementation of the student relationship management concept. This paper presents student relationship management model of a higher educational institution on social media. It describes social media marketing implementation, specifically for social networks, as well as a model of social media metrics. The main aim of this paper is to improve the process of student relationship management, and emerging brand of the Laboratory for e-business by applying social media marketing.

Keywords: Social Media, Social Media Marketing, Internet media plan, Student Relationship Management, Social Media Metrics

JEL Code: I21, I23, I29, M30, M31, M37, Z00, Z19.

1. Social media marketing

Social media are presenting as the most commonly used tool for online advertising, as a part of Internet marketing (Kim W., Jeong O.R. & Lee S.W). Internet marketing presents usage of online activities that helps build and manage customer relationships, with a purpose to satisfy the needs of both parties by exchanging products or services (Mohammed, Fisher, Jaworski and Cahill, 2002). Social media is technique of online marketing and a complement to traditional marketing approaches. The idea of 4P in traditional marketing is expanded for social media as 5C: content, collaboration, community, collective intelligence and conversation (Mishra, G., 2012). Social media marketing (hereinafter: SMM) encourages advertisement using social communication channels. An advantage of SMM is to make a larger reach of the target group,

where can be easily monitored their needs, reactions to products or services that are promoted through these channels. Before SMM, getting feedback was a process of intersect several channels to collect the opinions of customers; through surveys, guest book, forums etc. Another advantage is achieving this in a short time and at low costs. Using SMM eases to follow the competition, events that they are planning. Flaw of using social media as a tool for Internet marketing is the frequency of the news that has to be maintained. More precisely, those who advertise this way must be constantly active, more often than with traditional marketing channels. If this applies on all who use social media for their advertising, by sending posts for sometimes a few times a day, leads to overcrowding with information. Social media marketing has changed the marketing from only sending the information to customers, to communication process between the company and the consumer where a company can gain the feedback in a second after posting the news. Now users have the opportunity to comment about their satisfaction or dissatisfaction transparent, through social media. For the purpose of SMM different tools can be used, depending on type of the company. There are tools for brand tracking, such as Hootsuite, SocialMention, Klout, Social Media Custom Reports, Bitly, Buffer and many others. Previously listed tools are free and effective, but of course with limited capabilities compared to a complete paid solution. One of the complete paid solutions is the Oracle solution for Social Relationship Management, which can be used for following a brand and managing social pages. Making customers to come back to the company's news source, on their own initiative, can be an indicator that connection is strong with these users. In order to set up strong relationship takes time and high quality content.

2. Social media application in high educational institutions

Analysing the world's top-ranked universities and their performance on social media sites, leads to data that all social networks are included when it comes to communication with students. As the most effective is Facebook, which was created exactly in Harvard University for the purpose of communication between students. In addition to the Facebook appears LinkedIn, for business purposes. LinkedIn works to cut the age of users, explaining that they want to allow the younger generation, such as future students, to more easily find a college for continuing their education. This shows that universities are highly presented in LinkedIn social network. At the University of North Carolina research showed students prefer discussion over Facebook rather than any other online platforms that are used for learning (Stutzman, 2008). Students said to not wanting their studying to move on

social networks, as they can be distracted with the constant notifications about what do their friends. Instead, notification regarding the obligations and time limits for their courses, duties, would be desirable (Kosik A., 2007). Majority of students on social media are the undergraduate ones and use them to wide up a social network, while Master students usually are employed, and use Facebook less because of working hours, and mostly for business purpose. Research conducted at the University of Cape Town, showed that these students also have Facebook profiles, but they do not log on every day and the list of their friends is lower than for undergraduate students. Students on Facebook are divided into three groups, those who enter daily on their profile, the second group are those that are present on a daily basis, but passive and just watching someone else's profile or activities. The third group consists of those who are active on a daily basis, posting statuses, images, and comments (Tanja E Bosch, 2009). Teaching staff should behave as to show that they belong to the same community as students. This reduces the barriers between professors and students that results in better cooperation. Around the world, the practice of universities is to strive better qualification of students and to teach them efficient practical work. They have an interest in a faster and easier way to get closer to students, and inform them about obligations that they have. A study shows that using social networks, each member of the faculty has ability to reach a 75 percent of the target group (Matthews, 2006). It is important having in mind the privacy of students. To make closer contact with them does not have to initiate a friendship on Facebook, just to send a direct message. How important is usage of social media in education is shown by analysing the leaders' behaviour in that field. Analysis of the leaders includes the study of their performance on social media. As the leaders in the field of education were considered the top ranked universities in the Shanghai list (Shanghai list, 2014): Harvard, Stanford, and Oxford, that was taken as a representative in Europe. The following is a summary of all three universities posts on all social media, important to communicate with students:

- a) Research and studies in progress
- b) Quotes
- c) Awards
- d) Questions on how well are they familiar with University
- e) Pictures of the atmosphere in lectures or environment of University
- f) Lectures by experts
- g) Videos and opinions of students about University
- h) Alumni achievements
- i) Student Competition
- j) Success of students

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- k) Conferences
 - l) Fill in the blank Posts
 - m) Congrats holidays, beginning of the year and successful ending of studies
 - n) Inspirational advice.

Laboratory for e-business (hereinafter: Elab) also uses social media such as social networks and YouTube channel. Choice of using Facebook for a main campaign tool is based on the results of a questionnaire conducted by Elab for students who attempted any of a Moodle LMS courses. The questionnaire showed that 96.43% of students use social networks, but more than half, 55.56% exactly, use Facebook. Other social networks that Elab uses are LinkedIn, Twitter, Google+ and MySpace, and on these go the rest of 44.44%. One of the most important question was why did the students give a Like to some Fan page, 44.64% answered that they want to get notifications about new posts from that specific page. Elab has Fan page and groups for undergraduate and postgraduate studies. In addition, Elab has an edutainment Facebook application that can be used by students who have their enrolment in any Moodle course and have a Facebook account (Labus A., Simic K., Vuluc M., Despotović-Zrakic M., Bogdanovic Z., 2012).

3. SRM model of a higher educational institution on social media

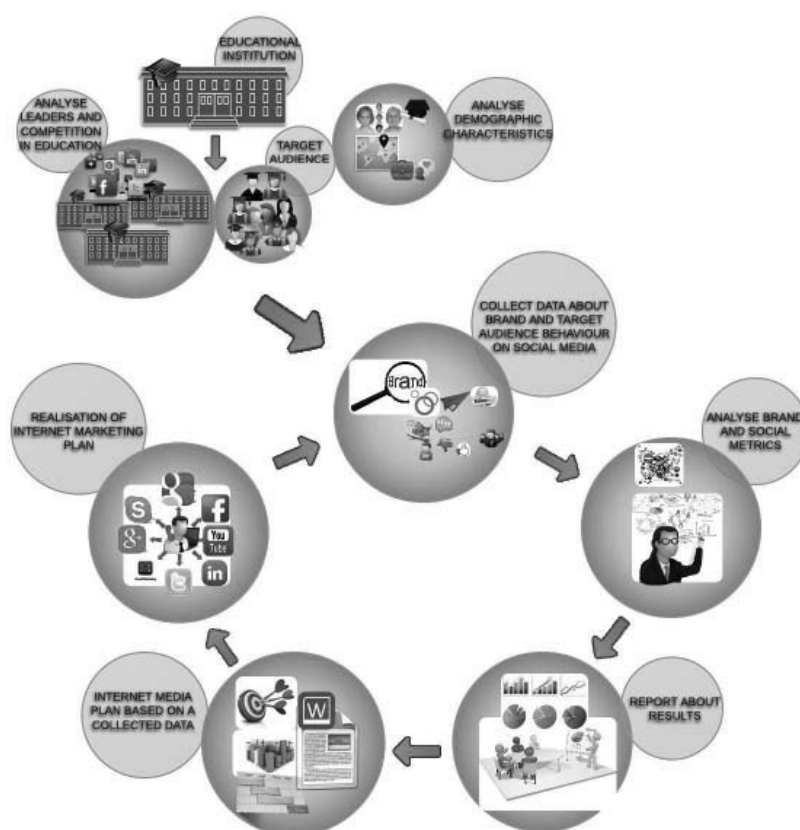
Laboratory for e-business exist in scope of Faculty of Organizational Sciences, University of Belgrade. The main motive is improving scientific, researching and educational work of teaching staff and students of the Faculty of Organizational Sciences in the field of e-business, application of the internet and mobile technology in business, as well as teaching at the undergraduate and postgraduate studies. Elab's work is based on the usage of modern technology and permanent innovations. The Elab organizes the following courses: E-business, Internet technology, Simulations and simulation languages, Internet marketing, Mobile business, Risk management in the development of IS, Internet of things, and many other.

Considering the presence of youth on social media, primarily students, occurred the need to have Elab advertise via them. Focus is on free advertising tools, rather than paid advertisement that is just the small part of the Internet media plan (hereinafter: IMP). All the activities that are presented in this paper are designed within the Elab. Goals pursued in this Internet marketing campaign are improvement of Student Relationship Management and emerging brand of Elab. Student Relationship Management (hereinafter: SRM) is a continuous process, which takes a longer period and involves constantly listening to

students (Vulić M. Marko, Labus B. Aleksandra, Simić M. Konstanstin). Also means to work on attracting and retaining students, by raising the goals from a level to collect likes, to a level where students habituate to return to the pages of the Elab on their own initiative. Further, branding the Elab and increasing traffic on its social media, should lead to an increased number of students in Master and PhD studies. Elab performs on social media as it is designed in the IMP. Its main purpose is planning a social media campaign, defining marketing activities, a flow of realisation and defining metrics for following accomplished effects. SRM model of a higher educational institution on social media is developed and applied in scope of Elab (figure 1).

Student relationship management model of a higher educational institution on social media

Figure no. 1



A model has six phases and after one, full circle it goes to repeat last five phases until the goal is achieved. It is important to target group, what's they like, so in the plan could be designed how to talk to them. First step needed is to do a demographic research of a target group; age, gender, where they live, their interests etc. Competitors have to be well known and analysed, are they better in educational processes; if they are, what parts of education should be improved to reach them. After this, gaining data about leaders, their behaviour on social media, could start. Next phase is exploring how the Internet users see brand and how target group see presentation via social media, until now. Reporting about results includes sharing opinions, observations and having creative ideas about what to do next. That next phase is emerging goals, activities and resources into an IMP as a document that should be a base for conducting the campaign. Sixth phase is an implementation of an IMP on social media as it is planned. Although, it is a last phase of a first cycle, it must not be the last thing to do needed to accomplish SRM. Inasmuch target group and leaders cannot change fast in a short time, it should be continued in the second phase and start analysing data about brand presence on the Internet and opinions of a target group after the campaign is done. After analysing collected data and report meeting, the IMP should be updated with details that reports showing as important. The procedure is further repeated in the same manner in order to eventually get a clear insight into the SRM. In order to create a clearer picture of the model, further is presented model into details.

Target groups for Elab are determined in IMP. It included collecting information about age, gender, job, former or current education, likes, interests, attended groups etc. The target group is between 22 and 45 years, both genders are equally interested in this type of industry for further education, and they belong to:

- a) Students from following faculties: FON, ETF, PMF (IT Department), FIT, Economics, High school dealing with IT, Megatrend, Singidunum, University of Novi Sad, Kragujevac and Nis.
- b) All who are interested in e-business: Banks, IT and marketing companies, the National Bank of Serbia, the Ministry of Local Government.

Their interests are everything that Elab could teach them: Computer Programming, PHP, Android, iOS, Mobile Application, Internet marketing, e-Banking, e-Learning, e-Business, Social Networks, Social Media, Cloud Computing etc. Also should be targeting the ones that liked following pages of students' organisations: FONIS, AIESEC, ESTIEM, FON's career Development Centre.

When analysing the leaders, it is necessary to use relevant sources to set up them initially. In this case is used the Shanghai list, considered a recognized and relevant in the field of education. Analysed are Harvard, Stanford and Oxford University. Their activities were shown earlier in this paper so further explanation about leaders is skipped. An overview of the competition in the area of e-business, shows that Elab does not have competitors in this part of Europe. Bearing this in mind, the goal of emerging the brand in national and international level is possible to maintain.

Move forward to analyse brand and placement of Elab can be proceeded with different social media tools. To analyse previous placement in social media in use are insights and analytics tools. When trying to figure out the brand status on the Internet there are many possible tools, as well as a choice to use free or paid tools. For Elab is used free and simple tool SocialMention. In received results, special attention should be on the negative comments and responses (figure 2).

Social media tool - SocialMention

Figure no. 2



The obtained data analyse professional staff. In case of the Elab all members carried out the work, as they fulfil professional qualifications needed. Report of the results used for making an IMP, and planned and designed

activities are made for the following social media: Facebook, LinkedIn, Google+, YouTube channel, Skype, SlideShare. Twitter is not specifically designed for this campaign because it is connected with Facebook and direct pastes the news that posted to Facebook.

Activities for reaching the goals are displayed in IMP with Gantt charts, calendars and schedules on different levels; weekly, for two campaigns (national and international level) and annually. Every activity is presented with the day, social media that should be used, how often and what is the goal of conducted activity. This plan contains activities that relate not only to the period of the campaigns, but the activities conducted independently, every year; such as presentation of elective courses.

News on a weekly basis on the social network Facebook

Table no. 1

Day	Activity	Time
Monday	Undergraduated studies atmosphere, Master studies promotion	06pm 04pm
Tuesday	Promotion of Monography, Lecture IEEE Chapter Computer Science(CO-16), PhD studies promotion	02pm 11am 02pm
Wednesday	Undergraduated studies atmosphere, Master studies promotion	05pm 04pm
Thursday	PhD studies promotion	02pm
Friday	Promotion of Monography, Master studies promotion	02pm 04pm
Saturday		
Sunday		

Activities of IMP designed to be educational and entertaining at the same time, lead to the principle of edutainment that is the core of all activities conducted by Elab. The way Elab is going to get closer to students is by placing them useful materials about e-business, IT and some important notifications about the courses they study.

Facebook is the main channel for campaign conduction. Some of the posts that are going to be used in a campaign are explained in further part. Activity *The atmosphere in lectures and exercises* is posting pictures with explanations about what have been done that day in courses Internet of things (IoT) or Internet marketing. IoT is one of the areas that grow and it is interesting for future generations to learn about it. It is more interesting because the course conducts in a smart classroom, in the Faculty of Organizational Science. Its aim is to increase the number of students who would choose one

of these courses next year in undergraduate, Master or PhD studies. *Alumni reunion* would be conducted annually. Alumni is going to be interviewed, and video materials or posts with pictures, in English and Serbian languages, are promoting about the quality of the studies, as well, how can it help to get a job or to move forward in career after finishing this particular study programme. Activity *Our students about us* is mini Interviews with current students. Students talk about how they improve knowledge in e-business in courses, what is the most interesting to them, and what practical knowledge they gained. *Fill-in-the-blank Post* is posting sentences about some term in e-business with a blank field that gives the student opportunity to answer with the word they think is right. These posts are posting before exercise starts so the students can answer and gain points for participation in social network activities. Each response is free advertising because their friends see the name of the Elab every time the question is answered. *Seminars, conferences and IT events* are conducted throughout the year. At the beginning of each month is important to make review of conferences in IT field and regularly report on it. When there are no other activities, post *Video material, useful tutorials* to help students learn practical things of e-business. Post with *Inspirational advice from experts* or *Quick Tips in IT field* have a purpose to attract students to follow the page on a daily basis because they will receive useful information. Activity *Get to know the Elab Tim*, gives students an opportunity to see who the teaching staffs is, to feel good atmosphere to study and work with them. The activity includes pictures of members in some daily work at the University, interview about their achievements, motivational speech etc. The tone of activity should be friendly. Activity *Summer/New Years Logo of the Elab* is about making mini competition with the task for students to make new logo for the Elab. Student who has the most likes can be released of exam or can get extra points. Conducts open *Workshops* to the target group that may be outside the Faculty of Organizational Sciences. Workshops include short courses lasting from 1 to 5 days, and could be different levels. Use them to gather impressions of participants in e-form. Gallery from the workshop is necessary to be posted. Workshops are organized in collaboration with student organizations, advertised by their sites, which expands the number of people who see the brand of the Elab. In the second half of March Elab starts posting links, on a weekly basis, with *Descriptions of courses* that inform about Master and PhD study programme. Post *Top Jobs* whose list presents some areas that Elab maintains. The goal is to promote that the most popular and highest paid jobs are those included in the courses of the Elab.

Schedule of Social Media global activities of Elab for May 2014th

Table no. 2

Promotional activities of the Laboratory for e-business, 2014th	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
1. Promotion of Monography "High Performance and Cloud Computing in Scientific Research and Education"																															
1.1 Posting pictures and promotional articles on social media																															
1.1.1 Facebook																															
1.1.2 Twitter																															
1.1.3 LinkedIn																															
1.1.4 YouTube																															
1.2 e-mail and viral activities																															
2. Marketing campaign for master and PhD entrance examination																															
2.1 Promotion on social media																															
2.1.1 Facebook																															
2.1.2 Twitter																															
2.1.3 LinkedIn																															
3. Promotion of lectures and exercises on undergraduate studies																															
3.1 Posting pictures and promotional articles on Facebook social network																															

Since Facebook Fan Page of Elab is in Serbian language, LinkedIn page is in English, so the international students could find the information about courses they needed. This is necessary due to the lack of bilingual social networking sites. Facebook ads are in Serbian, LinkedIn has an only ability to advertise in English, which perfectly fits the planned.

LinkedIn page contains posts about human resources of the Elab, including students' achievements. Staff of the Elab uses the Recommend option to inform followers and their connections about services of the Elab. In order to strengthen the brand Elab needs to be found on LinkedIn profiles of its teaching staff. This can be achieved by tagging Elab in the Experience section. To implement this in the part of Company Name find and tag Elab, and mark the checkbox - I currently work here.

YouTube channel is in use for uploading Alumni videos, Webinars and Tutorials related to Elab, in Serbian and English languages. Uploaded materials should be posted with links to Facebook, LinkedIn and Google+ social networks.

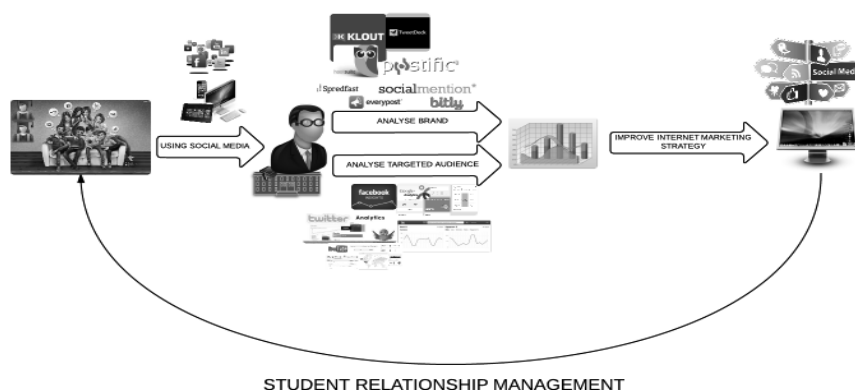
4. A model of Social Media Metrics

After the Internet media campaign is finished, there is a need to analyse metrics to measure the success of conducted activities. The purpose of social media metrics is to collect data about the performance and to be able to improve activities. Sometimes metrics established at the beginning of the campaign are not entirely relevant at the end; it happens if a campaign is running for a longer time and a fast change in social media. Presented model of social media metrics shows the process of building and improving SRM. It is based on continuous monitoring of the students' behaviour, their activities at the pages of Elab and their opinions - expressed on the outside sites that are

not under authority of Elab; forums, groups on Facebook, portals on the study and similar sites.

Model of social media metrics

Figure no. 3



Free tools that offer the possibility of monitoring brand on a global level are: Klout, SocialMention, Everypost, Spredfast, Postific, Bitly, Hootsuite, Tweetcheck etc. As any other free tools, these also have limited capabilities, but with the extra pay, some are able to analyse more detailed.

For tracking the success of social media activities, every social media developed its own tool. It is necessary to summarize the results for conducting campaign, after the first campaign is finished, and later to follow reactions on a monthly basis. The effects of implementation media plans can be seen after three months.

Metrics of a Facebook campaign can be monitored through Facebook Insights tool that provides a complete overview of statistics on a Facebook Fan page. The clearest picture of the fans habits and interests gives an option Posts. Appears that students are equally active on their profiles every day in a week when use their profiles more often in an examination period, for searching materials and communicate with colleagues, and less during the rest of the year, when they are more active on Friday, Saturday and Sunday. The time when most of them are online during one day is a period between 7pm and 11pm, which should be the period for posting. Otherwise, if Elab sends something in the morning, and students are active in the evening, there is a

big possibility post is not going to show to them; other newer news sent in the afternoon hours are priority. Because of frequent changes section posts has to be monitored on a monthly basis. Type of post that attracts students the most is picture, which is why they must be high quality. The option People, gives details about Fans, their location and age. In general, the highest number of Fans is from Serbia, Belgrade and age between 18 and 24, which is exactly students' age. It is not important to have as many likes, Fans, on the page, but to interact with students as a sign that they follow the information and topics that appear on the Fan page. When it comes to Likes, optional is Start-End date and can adjust the dates to follow, which is beneficial if needed data is on a campaign level. Here can be kept track of when it was the highest number of likes or, more important, to review the dates when was the lowest number of likes, or even dislikes on a Page. Based on that to see which posts do not cause enough attention. Post Reach shows the number of people who saw the posts. The result gives an overview of the Organic and Paid. It is necessary to have as much Organic Reach, because it is free. The highest reach Elab had for post thanking about the lecture conducted by one of the alumni of Elab. Post is simple, one picture and brief explanation in one sentence, what was the lecture about. Out of 568 people reached, the post has 292 clicks, which is 51% of the number of people reached. The highest reach is bigger chance to have better engagement. More detailed is part Likes, Comments and Shares, that show sum of 51. That is the most important part to follow, because it shows the actual engagement with Fans (figure 4).

Post details with the highest Reach

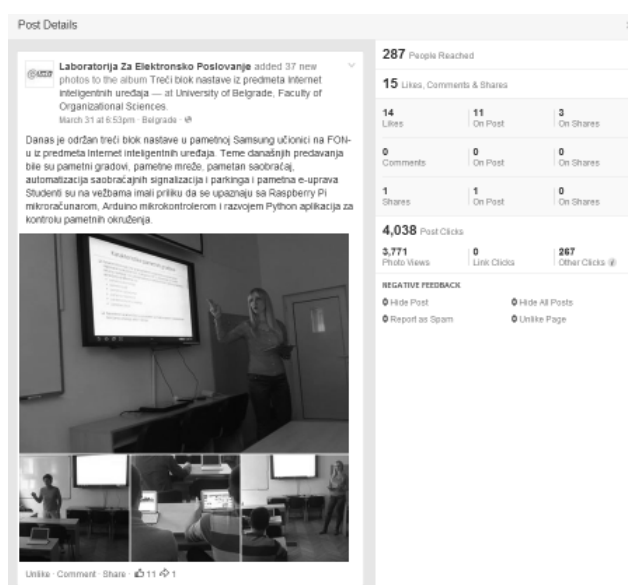
Figure no. 4



The second post is a gallery from the class of Elab's subject IoT where reach is 287 people, post clicks is 4.038, and engagement is 15. The number of Post Clicks is this high because the gallery contains 37 pictures and every click counts as post click. This shows that a high number of post clicks does not mean higher engagement.

Post details with the highest Post Clicks

Figure no. 5



Reach has to be high, so chance of someone new can see posts and like a Fan page. This can be achieved if more people like, leave comment, or share the post to others. If the reach is high, it does not mean all the rest metrics are high. Post has to be visually attractive to students to click on. So, if the Reach is high and Clicks are low, means that the post is not enough interesting to students. After the Reach and the Post Clicks are high, if likes, comments or shares are excluded or are close to zero, then the students did not like what they read or saw. In order to achieve high number of metrics, Elab continuously analyses students on a Fan page, and what it is they find interesting in posts.

LinkedIn has its own tools for monitoring the company site. Can be seen Follower; who is and how many, in case of Elab is 63 connections. Reach can be achieved: organic or paid. Engagement is the most important because

it gives the overall view of engaging percentage. Demographic characteristics of the Follower in case of the Elab are: Seniority: Entry 45,5%; Industry: Information Technology and Services 33,9%; Company Size: 200-500 25%; Function: Information Technology 17,4%; Employee: Non-Employee 100%.

If some student post a negative comment, or there is a misunderstanding, responds immediately, personally, by name. This is a technique used for conversation with each student, whether it is a positive or negative comment. Elab makes personal communication as much as possible to give the effect of a face-to-face conversation. SRM is based precisely on the fact that students feel close to Elab.

If metrics data stay zero, IMP should be reviewed and improved. Promotion of Master and PhD studies is reflected in activities that promote courses of Elab, with an accent on a practical ability and their usage at work. Activity Top Jobs has a motivating effect on application for further studies in this area. Important activities that may lead to an increase the number of applicants to Master and PhD studies are activities related to direct contact with prospective students. Such of these are workshops. These activities should be carried out as often as possible, because they give the largest space to connect with students through personal contact and answering questions.

After extraction of all metrics, approach to analyse and process obtained results. By analysing all the metrics, IMP updates, activities are replaced and students are let to express their reactions again. Quarterly is necessary to do a detailed analysis, according to plan and the model presented in this paper.

5. Conclusion

Social media can be used for entertainment, but equally good as an Internet marketing tool. The paper discusses the concept of social media; how and why educational institutions use this tool for online marketing campaigns. The main advantages of their use are great reach target groups and free usage. This free advertising may be enough in some cases and some period, but it is convenient to pay periodically for advertising on Facebook or LinkedIn to expand the number of fans and connections. In this paper was presented a model that includes a procedure needed to achieve Student Relationship Management. It is necessary to constantly listen and measure the needs and expectations of students, conduct activities accordance the result and continuously improve Internet marketing strategy. The priority for Elab is to provide interesting, reliable and comprehensive information. By fulfilling all these demands, Elab provides a stable and long-term communication with

students on social networks. In addition, the Elab maintains course Internet marketing, and consequently must be presented as a leader in this field and to present properly themselves through activities that are tends to be. Some students do not have a social network profile. Reaching them problem can be solved by developing an Android application that sends notification of all activities. This will be further considered as extension of Student Relationship Management.

Acknowledgement

The authors are thankful to Ministry of Education, Science and Technological Development of Republic of Serbia for financial support grant number 174031.

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