

Oficina de
Cooperación Universitaria



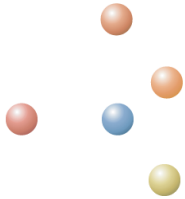
Institutional Use of Web 2.0 in Spanish Universities



AGENDA

1. About OCU
2. Web 2.0 applied to Higher Education institutions
3. Web 2.0 in Spanish Universities
 - Presence
 - Level of activity
 - Leaders
 - Best practices
4. Summary

1. ABOUT OCU



Oficina de
Cooperación Universitaria



Universitas XXI
Sistema Integral de Gestión Universitaria



Roberto Clemente
Senior Consultant



Manuel Rivera
Clients Manager

2. WEB 2.0 APPLIED TO HIGHER EDUCATION INSTITUTIONS

Web 2.0 applied to Higher Education institutions

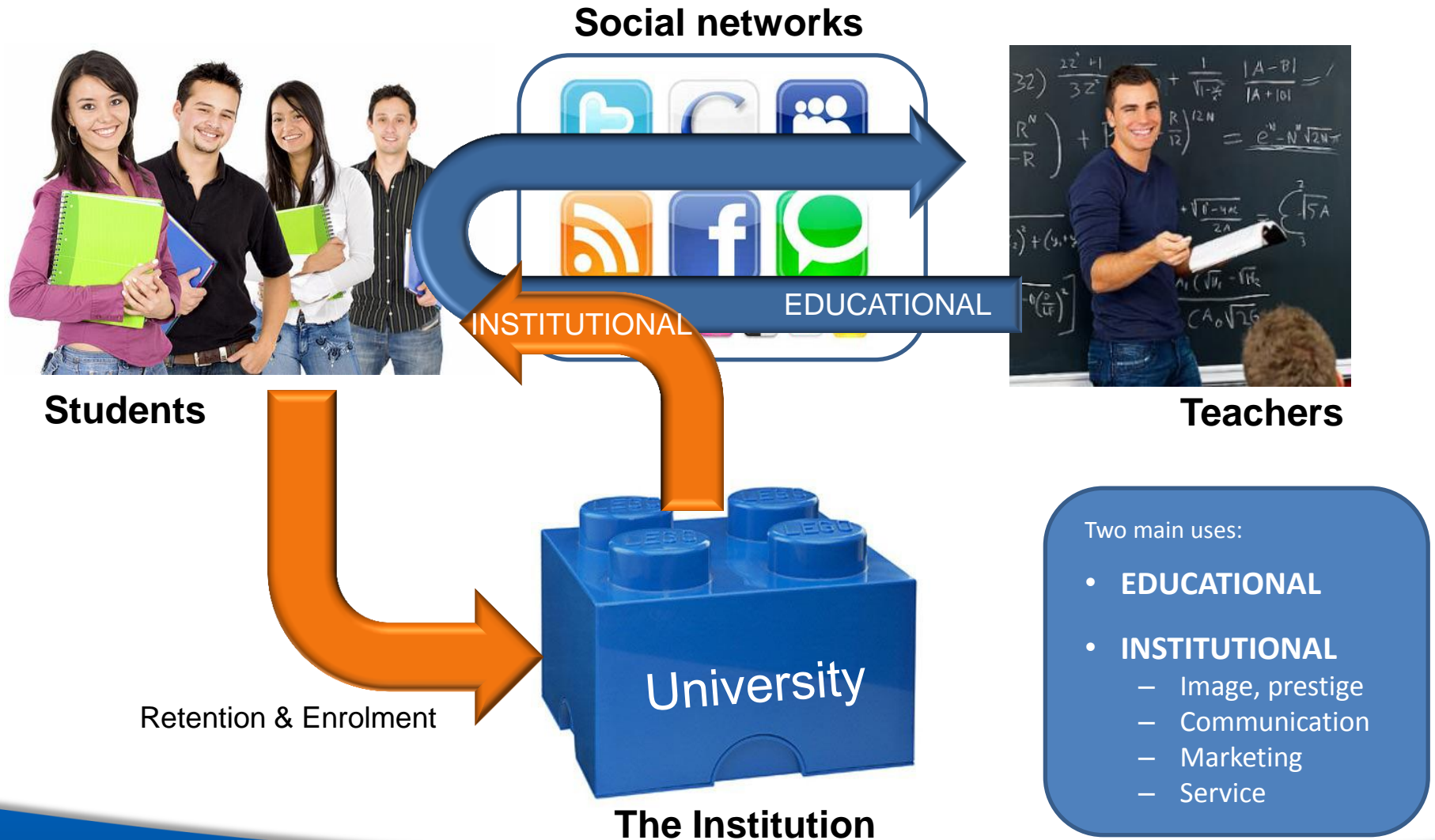
What is Web 2.0?

- User
- Share
- Interact
- Interoperate
- Social
- Service
- Network



Web 2.0 applied to Higher Education institutions

Different uses



Two main uses:

- **EDUCATIONAL**
- **INSTITUTIONAL**
 - Image, prestige
 - Communication
 - Marketing
 - Service

Web 2.0 applied to Higher Education institutions

Institutional communication

- Identity and values
- Be where your customers are
- Be opened and committed

- Information
- Service
- Support

What

- Quality
- Transparency
- Updatedness

How



- Presence
- Level of activity
- Leaders
- Best practices

3. WEB 2.0 IN SPANISH UNIVERSITIES

- **Presence**
- Level of activity
- Leaders
- Best practices

3. WEB 2.0 IN SPANISH UNIVERSITIES

Web 2.0 applied to Higher Education institutions

University presence in Social Media



82% of Spanish Universities are present in Facebook



78% of Spanish Universities are present in Youtube



74% of Spanish Universities are present in Twitter



13% of Spanish Universities have an institutional blog

** Study conducted on 76 Spanish Universities*

- Presence
- **Level of activity**
- Leaders
- Best practices

3. WEB 2.0 IN SPANISH UNIVERSITIES

Web 2.0 in Spanish Universities

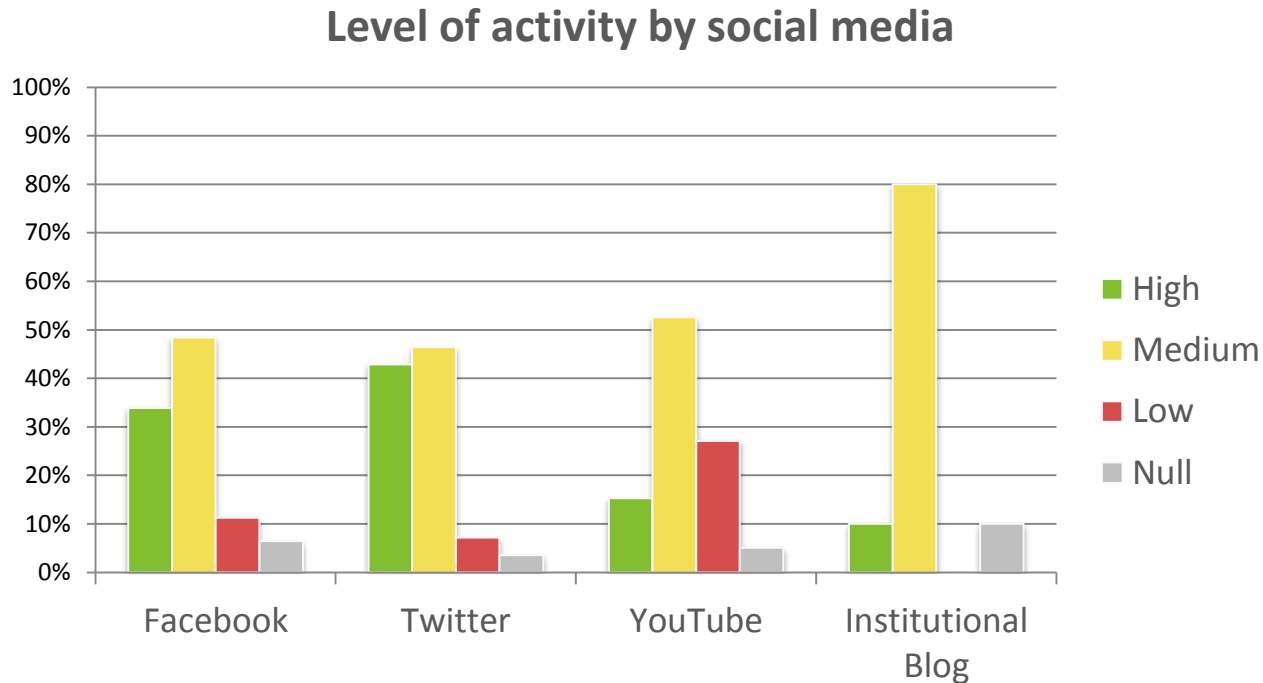
Level of activity: criteria

	HIGH	MEDIUM	LOW	NULL
Frequency of publications	Daily	Weekly	Monthly	Yearly / Never
Interaction with users	Ask: a lot Answer: always	Ask: often Answer: sometimes	Ask: rarely Answer: never	No interaction
Content	Focused on users needs	Related to University	Not a clear focus	“What content?”

Web 2.0 in Spanish Universities

Level of activity: distribution by social media

The graph shows, for each social media, the percentage of Universities using that social media with a high, medium, low or null level of activity.

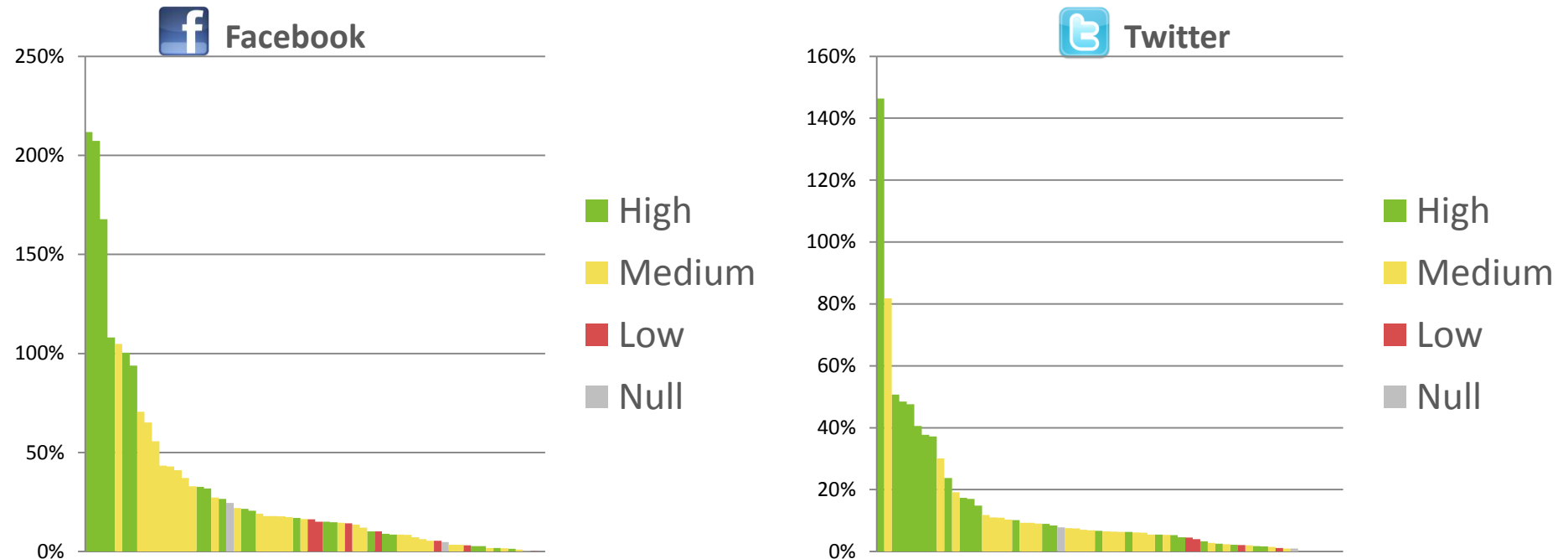


- Universities are **focusing their efforts on Facebook and Twitter**
- **Twitter** has the **highest** level of activity, despite being the last to come into scene.

Web 2.0 in Spanish Universities

Level of activity: impact in engagement (1)

The graph shows, for each university, the percentage of students that are fans/followers of the university on Facebook/Twitter, and marked in color, the level of activity deployed by the university.



- Higher levels of activity imply higher levels of engagement.

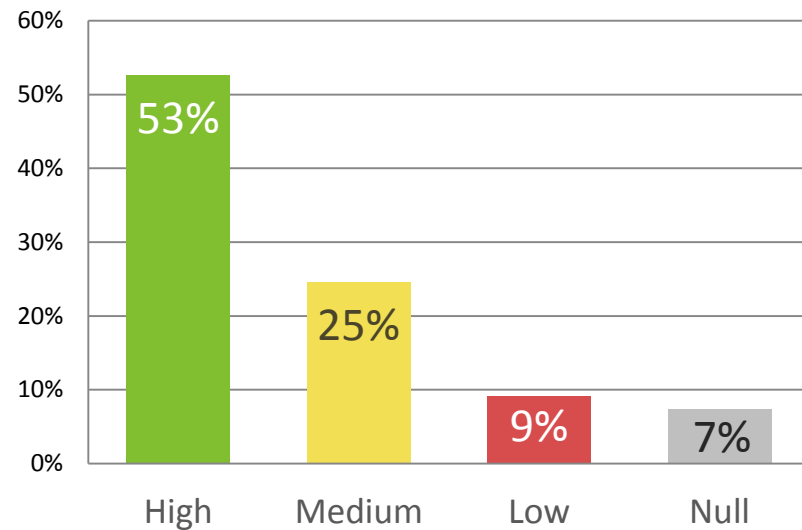
Web 2.0 in Spanish Universities

Level of activity: impact in engagement (2)

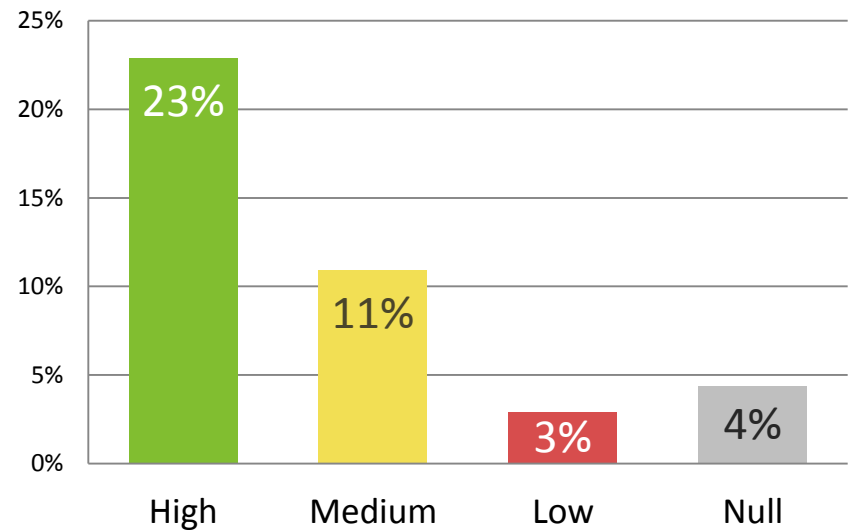
The graph shows, depending on the different levels of activity, the percentage of students that are fans/followers.



Fans vs Students ratio



Followers vs Students ratio



- Again: Higher levels of activity imply higher levels of engagement.
- *“Do, or do not. There is no try.”*
 - Doing poorly and doing nothing leads to the same results



Web 2.0 in Spanish Universities

Level of activity: YouTube

- On average, per university, more than...



100
VIDEO UPLOADS



78000
VIDEO VIEWS



500
CHANNEL
SUBSCRIBERS

- Good amount of video production
- Some videos get all the attention
- **Low level of interaction** between universities and users

13% OF INSTITUTIONAL BLOGS

- Low number of **institutional** blogs **against** large number of **personal** blogs (teachers, researchers, etc.)
- Universities are publishing content about their **events and news**
- **User comments** are rare to be found, although they are allowed
- Twitter emergence is moving many universities from blogging to microblogging
 - Communication is more bidirectional
 - Universities can follow future students activity and help them with their possible concerns with their new studies

- Presence
- Level of activity
- **Leaders**
- Best practices

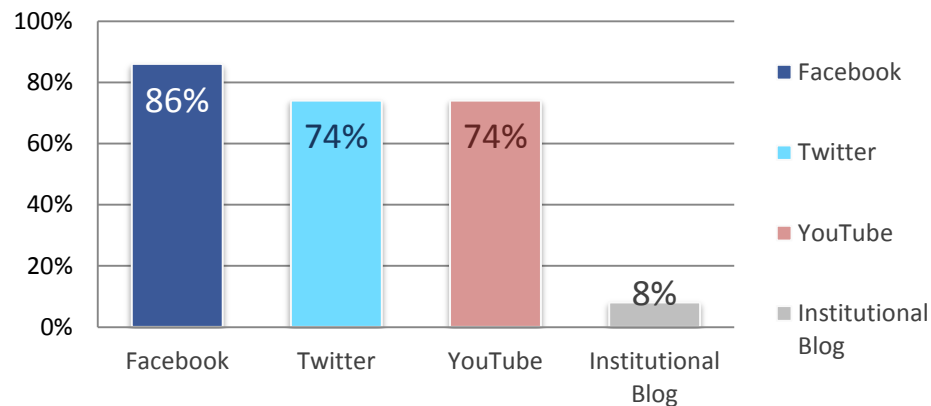
3. WEB 2.0 IN SPANISH UNIVERSITIES

Web 2.0 in Spanish Universities

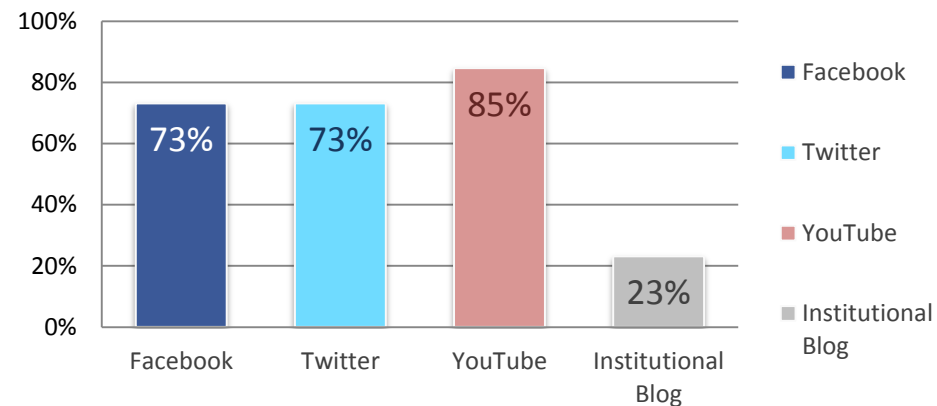
Leaders in social media (1)

- Presence in Facebook, Twitter and YouTube is *equally* important to both public and private universities
- **Private universities** intend to catch the users eye by using **institutional blogs** more than public universities do.

% of **PUBLIC** Universities present in a Social Media



% of **PRIVATE** Universities present in a Social Media

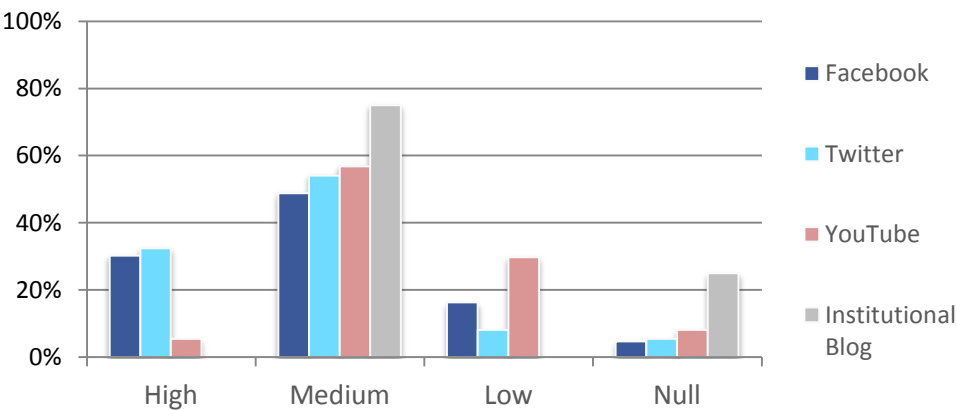


Web 2.0 in Spanish Universities

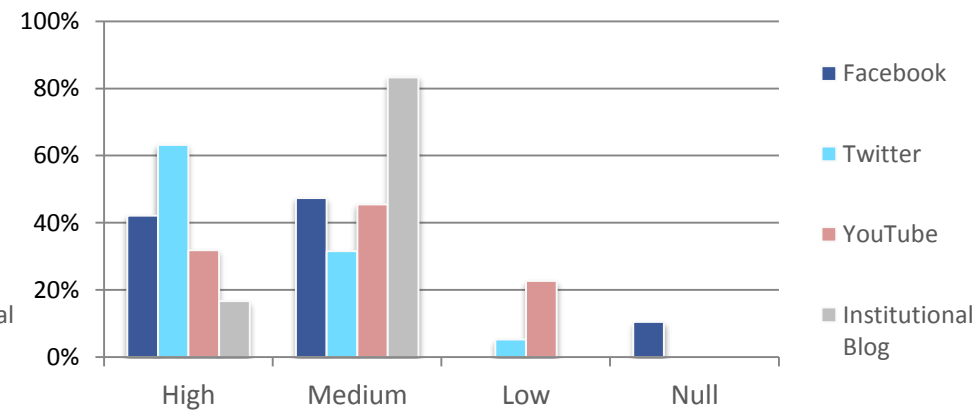
Leaders in social media (2)

- **Private** universities tend to have **higher activity** on all fronts
- **Twitter** is the most active media in private universities
 - Conversations between universities and future students are very frequent
- **YouTube** highest activity levels concentrate on private universities

Activity level in social media
(PUBLIC Universities)



Activity level in social media
(PRIVATE Universities)



- Presence
- Level of activity
- Leaders
- **Best practices**

3. WEB 2.0 IN SPANISH UNIVERSITIES

Web 2.0 in Spanish Universities

Best practices

- Use at least Facebook, Twitter and YouTube
- Update your content as much as possible:
 - Social networks → every day
 - YouTube, Institutional Blog → every week
- Interact with your visitors
 - Propose discussions
 - Reply always to all users questions
 - Show them there is someone on the other side
- Publish content of interest for your public
 - Do not try to sell anything directly
 - Try to think as your public, then offer something really interesting for them

Ideas to Take-Away

4. SUMMARY

Summary

Ideas to Take-Away

2 main uses of Web 2.0 in HE

Educational

Institutional

74%

are present on

Facebook
Twitter

YouTube

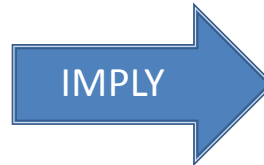
13%

have an

Institutional
Blog



Higher levels of
ACTIVITY



Higher levels of
ENGAGEMENT



“Do, or do not. There is no try.”

Doing **poorly** and doing **nothing** leads to the **same** results.



PRIVATE universities are
the
TRENDSETTERS



NEED to attract more
NEW STUDENTS



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