

What's App with Gen Z?

The Importance of Social Media in Higher Ed Recruiting



Social Media can be a huge contributor to your recruitment efforts if used correctly. The entering class of 2016 is Gen Z, and the first of their kind to enter your doors. These students have lived their entire lives in the digital age. They have always had access to computers and cell phones. And they want and need to be communicated to a little differently.

Here are Some Stats About Gen Z and Social Media:

Snapgram

They love **Snapchat** and **Instagram!** More so than Twitter and LinkedIn.



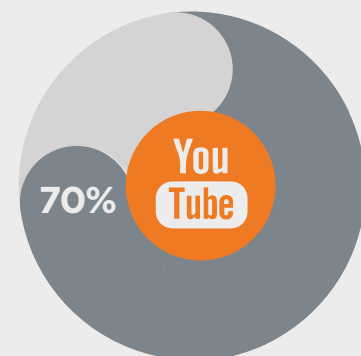
Short and Sweet

Your brand pitch has to be quick and catchy. Gen Z has a super short attention span. You have **8 seconds** to hook them.



Mobility

They're all about mobile! Gen Z'ers receive more than **3000 text messages** every month.



YouTubers

70% watch more than **2 hours** of YouTube a day.



Movies



Allowance



Sports



TV

Internet Fiends

A 2012 study by the U.S.-based marketing company JWT found that **kids between the ages 13 and 17 value their Internet connection** more than going to the movies, getting an allowance from their parents, attending a sporting event or having cable TV.

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Effective Ways Other Institutions Use Social Media to Connect with Gen Z.

University of Pittsburgh

What: Sharing Student Stories

Why It Works: College is a huge change for your prospects, so they want to know there are other students on campus they can relate to.



University of Iowa

What: Let Them Get Involved

Why it Works: Your Gen Z prospects are motivated and engaged. Instead of sitting on the sidelines, they want to jump in and be involved.

Bellarmino University

What: Give Them What They Want

Why it Works: Gen Z has grown up with technology at their fingertips, so they're going to do their research. Social Media is a great place to post videos about campus activities, student life, and all the things that make college great. Why not reach them on a platform they're actively using?



Bethel College

Being accepted is exciting. Tell them to show it off!



Sterling College

No better way to be involved than a little competition.