



# Case Study: The University of South Australia

## Becoming Globally Engaged

By adopting social media organization-wide, University of South Australia (UniSA) expands their reach into global markets and provides a glimpse into the marketing potential of higher education institutions. Discover how they have adopted social media across the Communications and Marketing, Admissions, and Student Services departments to support their mission of becoming a globally engaged university.



125%

*Increase in Facebook Likes since strategizing social media efforts*



23%

*Increase in social reach to new markets*



42%

*Increase in global engagement levels*

## The University of South Australia

Founded in 1991, UniSA is South Australia's largest institution and is the youngest Australian institution to be named in the top 50 of 2014 The Times Higher Education's Top 100 global universities aged under 50. It has over 33,000 students with over 90% of graduates employed professionally within four months of graduating.

## What They Did

In 2013, UniSA set a plan in motion to increase its international profile. With social media playing an increasingly important role in higher education, UniSA recognized the need to implement a university-wide social media strategy to connect with prospective students and enhance the whole experience.

Today, UniSA is at the forefront of online communications, using social media as a tool to build the University's profile in the online community. They aim to increase engagement levels with current and prospective students, their global alumni community, as well as international professionals and academic peers.

In an increasingly international and diverse higher education market, UniSA has faced several challenges as it expands social media strategy. These challenges include:

- Collaborating internally among multiple international and domestic teams
- Managing increasing volumes of current, prospective, and alumni student inquiries
- Enabling crisis management for campus safety and communications security
- Developing engagement in diverse communities across multiple platforms

## How They Did It

UniSA uses Hootsuite Enterprise for student outreach, community building, team collaboration, security, media relations, and as a listening and reporting tool for their institution. By coordinating efforts on social media using Hootsuite, UniSA has overcome shared challenges to create a safer, socially aware university.

### How the Communications and Marketing Team Uses Social Media

The Communications and Marketing department relies on various Hootsuite functionalities, including: Teams, Assignments, Permissions, Scheduler, and Streams. With these features, they are able to put security and monitoring capabilities in place, and at the same time empower teams across multiple metropolitan offices to engage with their audiences.

"With the recent release of our strategic action plan to increase global engagement, we are challenged to collaboratively reach prospective, current, and graduate students worldwide. Hootsuite is an essential part of the solution."

*Amy Tran, Digital Marketing Officer,  
University of South Australia*





## How Student Services and Recruitment Teams Use Social Media

With an increasing number of students and prospective students looking for answers and information online, UniSA's social media profiles play an important role in the overall communications strategy. To streamline student inquiries and enhance communications capabilities, UniSA's Student Services and Recruitment teams now have access to the University's main social channels and can be easily assigned inquiries via Hootsuite.

UniSA's Domestic Student Recruitment team responds to all prospective student inquiries. With the similarly named University of South Africa also active on social media, UniSA geo-targets to ensure any mentions of UniSA are meant for them. To stay organized online, the Student Recruitment team tags all messages to get a better sense of volume, sentiment, and type of inquiry. The tags are then added to UniSA's quarterly social media reports to see what topics are most popular - ranging from scholarships, program inquiries, and fees, as well as campus activities and events - and strategize accordingly.

## The Results

UniSA empowers their employees to be their eyes and ears on social media. With every department, region, and team working together in one centralized dashboard, the result is a well-organized social media effort. This social business model is highly scalable and improves UniSA's position in a highly competitive international market with the right tools for success.

*"UniSA has been active on social for several years, but the challenge was to encourage online conversations while supporting our communication objectives. Hootsuite provided the perfect vehicle to manage our broad social media activity and growing audience, which in turn contributes to the overall success of the University's marketing strategy."*

*Tony Coppola, Manager: Digital Marketing, University of South Australia.*

*"Since introducing Hootsuite Enterprise to all of our divisions and units, we've significantly increased our level of customer service and streamlined our inquiry process."*

*Amy Tran, Digital Marketing Officer,  
University of South Australia*