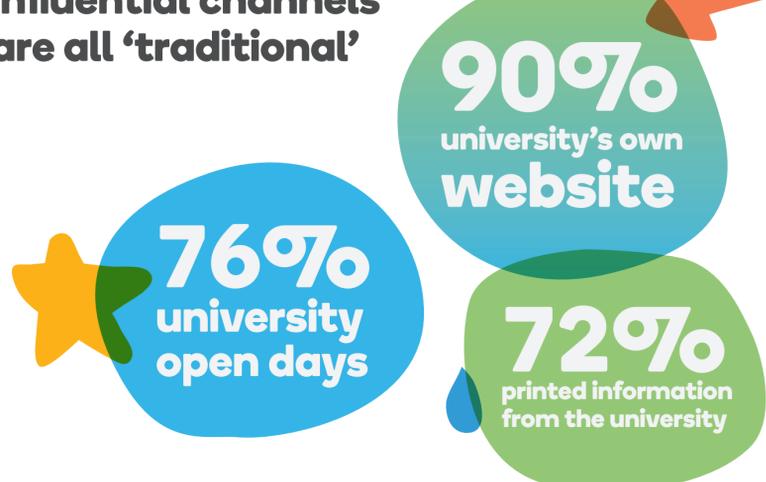


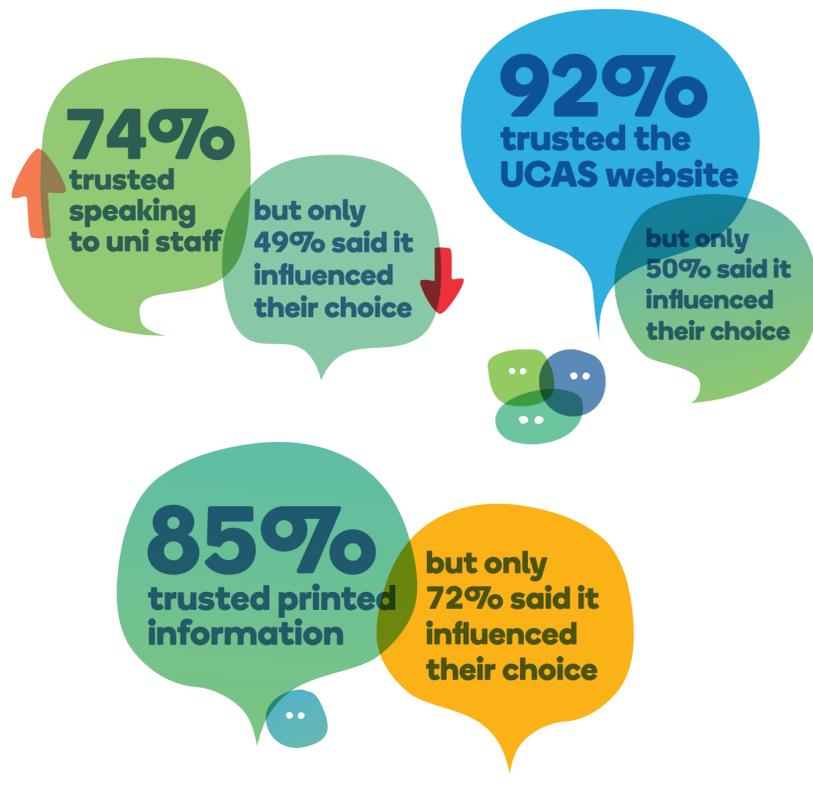
What's the influence of social media on university choice?

We asked those in the process of choosing their university place and new undergraduates whether social media is having an impact on their decisions.

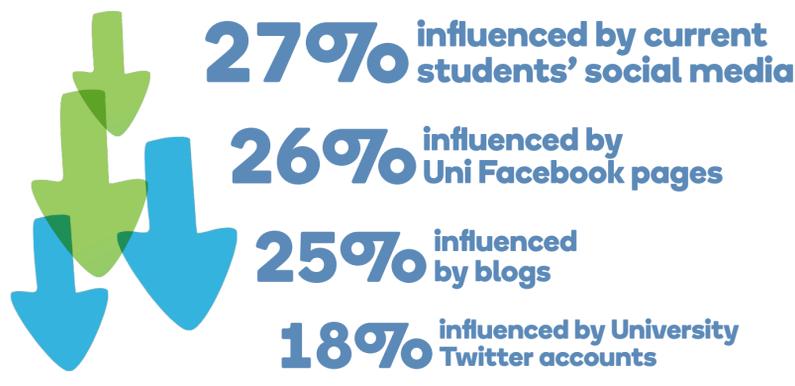
Top three most influential channels are all 'traditional'



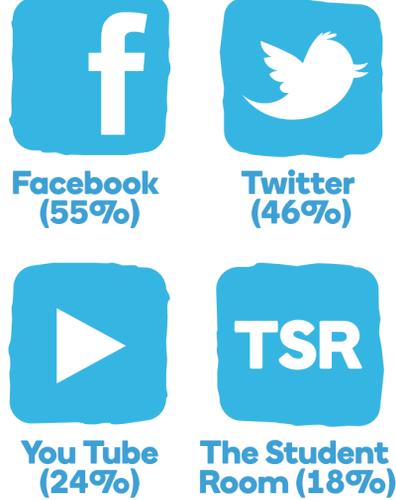
Most trusted information sources not necessarily most influential



'Mainstream' social media channels are the least influential on students' university choice



65% use social media many times a day

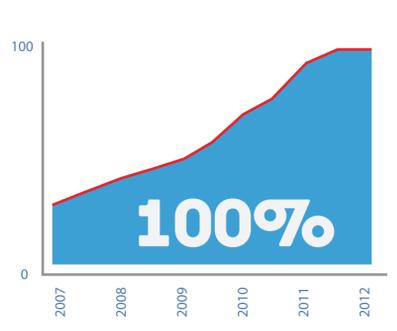


1 in 5 respondents don't think universities make enough use of social media in recruitment

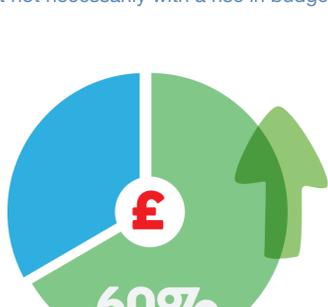
"I didn't ever think about going on social networking sites to find out about which universities to choose."

What use are universities making of social media for student recruitment?

Universities are using traditional and social media channels for student recruitment...



50% universities have **decreased** the amount of time and budget spent on **traditional marketing**.



40% universities said the growth in **social media** had **changed** the way they approached **student recruitment**.