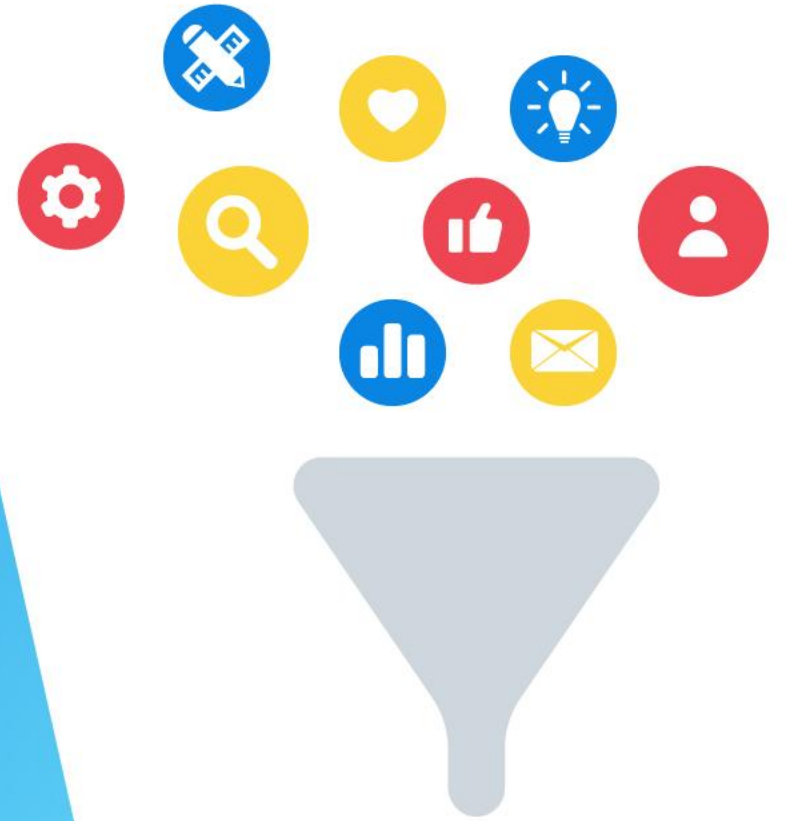# NYP School of Engineering Social Media Audit

April 2021

Objectives

The goal of this audit is to review current practices, strategies and outcomes of NYP SEG to establish and improve its social media presence

In doing so, the management will have a clearer idea on how to go about planning the most effective digital strategy so that the school can recruit more ideal students

Over the last three months, we have thoroughly assessed NYP SEG's social media presences through a few areas:

- How current students perceive NYP SEG

- What are your competitors doing

- Finding and recommendations

- How to move forward from here

Project Overview

Persona Research	Capability Assessment	Competitor Research	Findings & Recommendations	Roadmap
"What are our ideal students' profile like on digital, and how do we reach them?"	"How are we currently doing things and how do we fix it?"	"How are our competitors doing, and what can we learn from them?"	"What have we learned?"	"What needs to be done, and in what order?"

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Questionnaire overview

- A questionnaire was sent to 18 outstanding students to learn how they feel about SEG

- Questionnaire covers the following sections:

  - Sources of information

  - Motivations for choosing engineering

  - Review of NYP SEG

  - Ranking of 5 polytechnic engineering schools

  - Social media preferences

Note: Due to the small sample size, the questionnaire results is not statistically representative of your entire student population.

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Questionnaire results, at a glance

Top 3 sources of information
- Polytechnic website
- Course brochures
- Open house

Top 3 NYP outreach efforts
- Polytechnic website
- Open house
- Course brochures

Top 3 most trusted people for advice
- Secondary school classmates
- Parents 🤔🤔🤔
- Secondary school teachers

Top 3 ways NYP can improve its outreach efforts
- Hold more events like open house or secondary school outreach activities
- Showcase student life experience
- Improve social media presence

Top 3 factors affecting choice of school to apply for
- The school has a good reputation
- Its qualifications will help me get into a good university
- It's qualifications will lead to good jobs

Top 3 contents types most appealing to students
- Student life experience
- Cool engineering contents
- Career development advice

Top 3 social media channels
- Instagram ⭐⭐⭐
- Youtube
- Tik Tok 🤔🤔🤔

Top 3 group-chat apps
- WhatsApp ⭐⭐⭐
- Discord
- Telegram 🤔🤔🤔

Ranking the 5 polytechnics

	Nanyang Polytechnic	Ngee Ann Polytechnic	Republic Polytechnic	Singapore Polytechnic	Temasek Polytechnic
It has a good reputation	3.83	3.67	2.63	4.04	3.79
Its qualifications will lead to good jobs	3.67	3.75	2.88	3.92	3.83
Its qualifications will help me get into a good university	3.88	3.71	3.00	3.92	3.67
It has supportive and caring lecturers	3.54	3.38	3.17	3.54	3.50
It has knowledgeable and professional lecturers	3.79	3.54	3.08	3.58	3.54
It offers good learning programmes including overseas and competitions	3.83	3.50	3.17s	3.58	3.50
It has good industry connections	3.67	3.63	3.08	3.79	3.58
It has good campus facilities	3.92	3.63	3.46	3.67	3.50
It has a vibrant and fun atmosphere	3.38	3.54	3.21	3.46	3.54
It is innovative and enterprising	3.67	3.33	3.04	3.50	3.54
	3.72	3.57	3.07	3.70	3.60

Persona #1: I know what I want

STUDENT STANLEY

Stanley is a self-motivated student who has already made up his mind to study Engineering before receiving his results.

He feels that this is exactly what he wants to study and is excited about learning new technologies like AI and IoT.

While he feels SP has the best reputation among the five polytechnics, he ranks NYP as the best polytechnic.

He thinks a NYP Diploma is the best chance of him getting into a good university, which is his goal in the long run.

He looks forward to a great student life experience, especially with regards to industry exposure, job attachments and overseas competitions.

Source of information
Website
Course Brochures
Open House
Social Media

People he trusts
Parents
Secondary school teachers
Polytechnic lecturers

Contents to engage him
Things only engineers know
New technologies
Motivational quotes
Career development advice
Industry exposure
Alumni success stories

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Persona #2: I know I'm good at this

STUDENT STELLA

Having done well in science and math before joining NYP, Stellicia is excited to study Engineering because she is confident of doing well in this Diploma.

She enjoys applying her science and maths knowledge to solve problems in the real world.

She feels NYP has the best campus facilities among the 5 polytechnics and enjoys the innovative and enterprising spirit in the school.

She thinks highly of NYP's lecturers, who are knowledgeable, caring and supportive at the same time.

She hopes to enjoy her time at NYP and looks forward to a vibrant and fun atmosphere, though she feels more can be done to showcase student life experience.

Source of information
Website
Course Brochures
Open House
Social Media

People she trusts
Parents
Secondary school peers
Secondary school teachers
Polytechnic lecturers

Contents to engage her
Fun with science and math
Get to know your NYP lecturers
Authentic student life experience
Interesting student stories

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Capability Assessment

Overview

To meet the objectives, we conducted an assessment to:

- Determine what is being done now for social media efforts
- Determine which marketing techniques are successfully hitting established goals and which ones need to be revised

Upon evaluating what is currently being done, and how it is done, we can then chart the appropriate roadmap forward. Based on our discussions, there were four key findings:

1. Lack of understanding of digital strategy and trends
2. Difficulties in maintaining social media channels
3. Low engagements on social media

Each of these pointers will be elaborated in the following slides

Key Finding #1

Lack of understanding of digital strategy and trends

- NYP SEG owns a conventional set of social media channels, Facebook, Instagram, LinkedIn, Youtube

    - Facebook used to be the default go-to channel but its algorithm no longer allows efficient reach to your audience

    - Facebook is also associated with an older audience and shunned by younger people

    - LinkedIn is mostly for job search and professional networking and not useful for your audience

    - Youtube is meant for cultivating personalities built around specific topics, not just as a video archive

    - Instagram suits your audience the best and NYP has shown good results so far

- To consider other channels as well, such as WhatsApp, Telegram, Tik Tok (will discuss more later)

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Key Finding #2

Low engagements on social media

- Note: we reviewed your social media contents according to quality and consistency

- In terms of quality, your contents are well-designed and written

- They also cover the range of content needs for your target audience

- However, the rate of posting is not consistent enough

- We observed infrequent postings schedules, coupled with an extremely high number of posts during campaign periods (Open House in Jan)

Key Finding #3

Low engagements on social media

- Note: we evaluate engagements according to reach and responses (likes, shares, comments, etc)

- For reach, we find that Facebook offers limited reach and boosting posts is a pre-requisite

- Your reach on Instagram is much higher, though the level of responses could be much higher

- Your reach and responses on LinkedIn and Youtube are extremely low, though this is due to the mismatch of contents and audience

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Competitor Research

Overall Social Media Presence

	NYP SEG	SP MAE	SP EEE	TP SOE	NP SOE	RP SOE
Facebook Followers	2,402	4,168	5,103	3,396	1,494	890
LinkedIn	226	NA	NA	NA	142	NA
Instagram School | Student Club	2,012 | 417	NA | 1,227	NA | 663	1,982 | NA	NA | 731	366 | NA
YouTube	Unavailable	NA	1,010	801	NA	NA

Summary of All FB Pages

	NYP SEG	SP MAE	SP EEE	TP SOE	NP SOE	RP SOE
Followers	2,345	4,168	5,013	3,396	1,494	890
Post count Last 30 days | Jan 2021	4 | 56	0 | 4	0 | 0	3 | 10	0 | 0	5 | 30
Posting frequency	Once a week	Once a month	No posts since June 2020	Less than once a week	No posts since Oct 2017	Once a week
Average engagements per post	2.4	0.5*	NA	2*	NA	4.25*
Interval between posts	8-10 days	20-30 days	NA	7-14 days	NA	4-12 days
Average engagements per post/followers	0.1%	0.01%	NA	0.06%	NA	0.48%

Stats taken from 01 Jan 2021 to 31 Mar 2021
Note: January is Open House for Polytechnics, with strong online presence due to live event coverage

*Estimated figure

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NYP SEG Facebook Page

	NYP SEG	Competitor average*
Followers	2,345	2,818
Post count Last 30 days | Jan 2021	4 | 56	2.6 | 13.3
Posting frequency	Once a week	Once every 2 weeks
Average engagements per post	2.4	2.25
Interval between posts	8-10 days	10-20 days
Average engagements per post/followers	0.1%	0.18%

Stats taken from 01 Jan 2021 to 31 Mar 2021
* Competitor pages that inactive are not considered

- NYP SEG FB Page is considered on par with its competitors
- This is attributed to the overload of 56 posts during the January Open House period
- However, we observe low average engagements per posts, which reflects badly on FB as an effective/efficient channel

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Summary of All Instagram Accounts

	NYP SEG	NYP SEG student club	SP MAE student club	SP EEE student club	TP SOE	NP SOE student club	RP SOE
Followers	2,010	417	1,227	663	1,981	731	366
Post count Last 30 days | Jan 2021	2 | 7	1 | 4	3 | 5	1 | 1	12 | 42	1 | 1	3 | 24
Posting frequency	Once every 2 weeks	Once every 2 weeks	Once a week	Once a month	Once every 1-2 days	Once a month	Once every 2 weeks
Average likes & comments per post	19.2	66.7	71.6	54.3	71	71	11.6
Average engagements per post/followers	0.96%	16%	5.8%	8.2%	3.6%	9.7%	3.2%
Interval between posts	3-7 days	7-10 days	7-14 days	15-20 days	1-2 days	30-45 days	10-15 days

Stats taken from 01 Jan 2021 to 31 Mar 2021

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NYP SEG Instagram Account

NYP SEG Instagram

- NYP SEG Instagram has the largest follower base among its competitors

- When it comes to engagement, it lags behind top performer, TP (19.2 vs 71, average engagements)

- It also has a low posting frequency of once every 2 weeks

NYP SEG student club Instagram

- NYP SEG student club has the second smallest follower base among other student clubs

- However, it is the most effective channel at 16% for average engagements per posts/followers

- It also have a low posting frequency of once every 2 weeks

- Success can be attributed to **outside-the-box contents**, such as Fashion Week, which engages young students

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Summary of All Youtube Accounts

	NYP SEG	SP EEE	TP SOE
Followers	Not available	1,010	801
Videos posted Last 30 days | Jan 2021	0 | 13	4 | 2	12 | 0
Posting frequency	No visible trends	No visible trends	No visible trends
Average views per video	39.7*	44.6	26.9
Interval between posts	No visible trends	No visible trends	No visible trends

- There is an evident lack of a dedicated strategy when it comes to Youtube for all schools

- Youtube is seen as a video content aggregator site, rather than seen as a channel to engage with viewers

- For Youtube to works well, we need to cultivate an online personality dedicated to exploring specific topics

Stats taken from 01 Jan 2021 to 31 Mar 2021
*Not taking into account boosted video on 04 Jan, with 93K views

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Summary of All LinkedIn Accounts

	NYP SEG	NP SOE
Followers	226	142
Post count Last 30 days | Jan 2021	Last post was 1 year ago	9 | 4
Posting frequency	NA	No visible trends
Average likes & comments per post	NA	2.8
Average engagements per post/followers	NA	No visible trends

- Only NYP SEG and NP SOE have a LinkedIn Page

- NYP SEG is not active on LinkedIn

- LinkedIn is also not the right channel to engage prospective students

Stats taken from 01 Jan 2021 to 31 Mar 2021

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Facebook Page Audit

Follower Growth

01-Apr 2020

2,316

31-Mar 2021

2,402

The Page gained 86 new followers in the last 12 months. That's an average of between 7.2 new follower every month, which is an extremely low figure. Ideally, you should expect at least 60 to 80 new followers everyday.

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Reach and Engagement

Organic reach on Facebook hovers around 80-250 over the last 12 months, which is around 3-10% of your follower base.

Followers by Gender, Age and Country

Women

■ 36% Your followers

Men

■ 63% Your followers

Age	13-17	18-24	25-34	35-44	45-54	55-64	65+
Women	0.0833%	9%	16%	5%	4%	0.999%	0.5%
Men	0.0833%	14%	33%	8%	5%	2%	1%
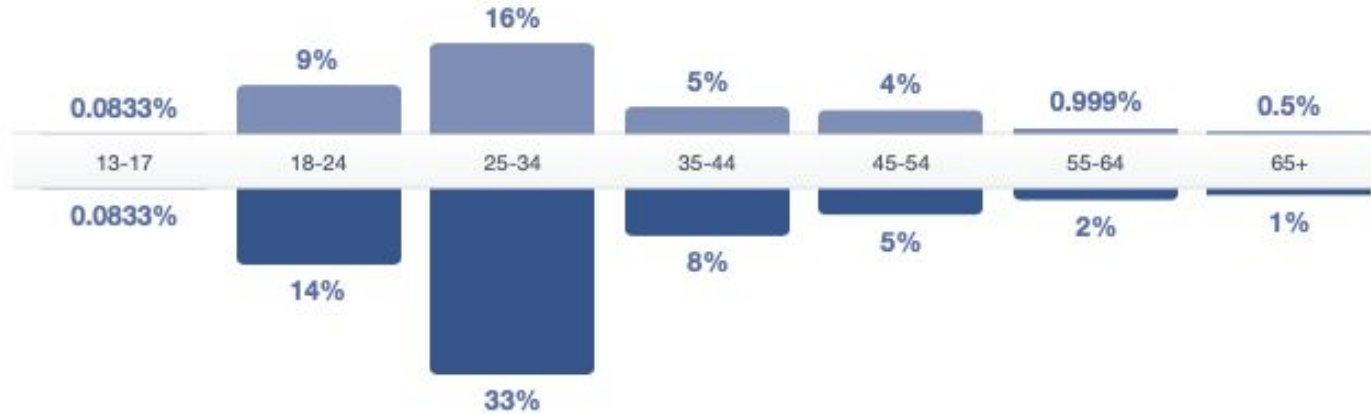
Country	Your followers
Singapore	2,097
Malaysia	94
Burma (Myanmar)	37
Bangladesh	35
India	30
Australia	16
China	12
Philippines	11
United States of America	9
Vietnam	9

Majority of your followers come from the age bands of 18-24 and 25-34 (25% for women, 47% for men).

90% of our followers are local, followed by 4% from Malaysia

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Most Engaged Post in Last 12 Months

This was the most engaged post in the last 12 months.

It reached 1,095 people, with 236 engagements, at a rate was 15%.

This was a great student story in the Straits Times of Pei Qi who did exceptionally well in her O-Levels and chose to study a Diploma.

It was published on 27 April 2020 at 2:47pm.

Second Most Engaged Post in Last 12 Months

This was the second most engaged post in the last 12 months.

It reached 1,749 people, with 199 engagements, at a rate was 7%.

This video was the start of a campaign championing graduates of Class of 2020

The video also garnered 654 3-seconds views and 93 1-minute views.

It was published on 1 June 2020 at 9:00am.

Third Most Engaged Post in the Last 12 Months

Post Details   ✕

NYP School of Engineering
29 May 2020 · 🌐

Calling all NYP School of Engineering class of 2020 graduates! We have kick-started our e-congratulatory events for YOU!

Over the course of the next two weeks, celebrate your new milestone together with your course mates on Zoom.

Graduates from the Diploma in Telematics & Media Technology showed the way today with their exuberance and cheers at their Zoom event....
See more

1,541	171	Boost Unavailable
People reached	Engagements	

👍 Oh Kwangleong, Sock Lip Lim and 17 others   4 shares

👍 Like   💬 Comment   ↪ Share

Performance for your post

1,541 People Reached

26 Likes, Comments & Shares ⓘ

22 Likes	19 On Post	3 On Shares
0 Comments	0 On Post	0 On Shares
4 Shares	4 On Post	0 On Shares

145 Post Clicks

103 Photo views	3 Link clicks ⓘ	39 Other Clicks ⓘ

NEGATIVE FEEDBACK

0 Hide post	1 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

This was the third engaged post in the last 12 months.

It reached 1,541 people, with 171 engagements, at a rate was 8%.

It was published on 29 May 2020 at 5:44pm.

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Summary and Findings

Social Media Audit Overview

Facebook

Your FB performance is on par with competitors. However, the level of growth, reach and engagement is considered extremely low.

As it stands, FB no longer appears to be a favorable channel to reach your target audience.

To persist with FB, it is necessary to boost post to reach a reasonable amount audience size that justifies a good ROI on your outreach efforts.

Note: SP, with a follower base of 5K, has stopped posting on FB since Jun 2020.

Instagram

Your Instagram performance lags behind TP by about 3 times, in terms of average engagements.

By posting engaging contents regularly, TP has managed to attract a high level of engagements.

With sufficient planning and devotion, it is also possible for NYP SEG to improve its Instagram performance. Authentic contents that engages your audience is likely to generate excitement.

Incidentally, Instagram is a more attractive platform to your target audience compared to FB

Youtube

It is evident that Youtube is not a key outreach channel for any engineering school. There is no content strategy driving the channels and it is only used to host videos. You will need a lot of resources and commitment to make Youtube work.

LinkedIn

Not an active channel for most schools. Also not a priority for your target audience. We do not recommend NYP SEG to devote resources to LinkedIn.

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Strategy and Recommendations

The next few slides show a "Big Picture" strategy for NYP SEG to adopt

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SWOT Analysis of NYP SEG

Strengths

- Well-perceived by your target audience, in terms of qualifications, campus facilities and lecturers
- Sound content creation strategy
- High-quality videos

Weaknesses

- Inconsistent posting schedules
- Limited reach on your current social media channels like FB & LinkedIn
- Very low engagements

Opportunities

- New channels to reach out to your target audience, like Tik Tok
- Raise your social media outreach to the next level by profiling lecturers, showcasing student life, AMAs, etc

Threats

- Competitors have built stronger social media following
- Social media platforms are evolving to extract more advertising dollars

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Vital to stay engaged with your community

- Brands who take social media marketing seriously invest in social listening to listen to their community

- Your community includes prospective students, current students, alumni, lecturers, secondary school teachers, parents

- You are most engaged with your community in the school, but what about outside of the school?

- It may be worthwhile to invest in social listening tools to tap into the greater conversation and hear what others are saying about NYP SEG

What's happening in the NYP SEG Community?

Stanley

What are others saying about NYP SEG?
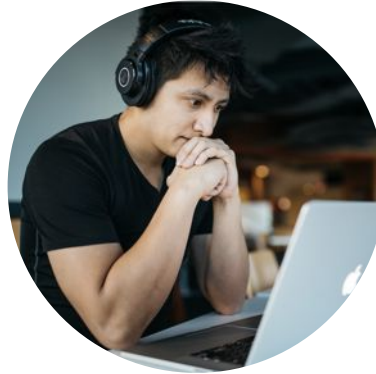
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Overall Areas to Improve

"I want to learn more" moments

Channels:
- Social Media
- Advertising

General action steps
- Designing a social media strategy to engage current and prospective students on social media
- Re-defining how to advertise towards prospective students

"I need to evaluate" moments

Channels:
- Website
- SEO/SEM

General action steps
- Improve the website for a better UI/UX experience so students can get the information they need
- Appear on the first page on Google

"Time to decide" moments

Channels:
- Marketing Automation Website
- Social Media

General action steps
- Outlining a plan for marketing automation
- Publishing content at the right time so the ideal prospective students will pick NYP SEG

Social Media Strategy

Build a social media presence (a clear distinct voice/brand) as a destination of choice to get an engineering Diploma in Singapore, substantiated with social evidence in the following 3 areas:
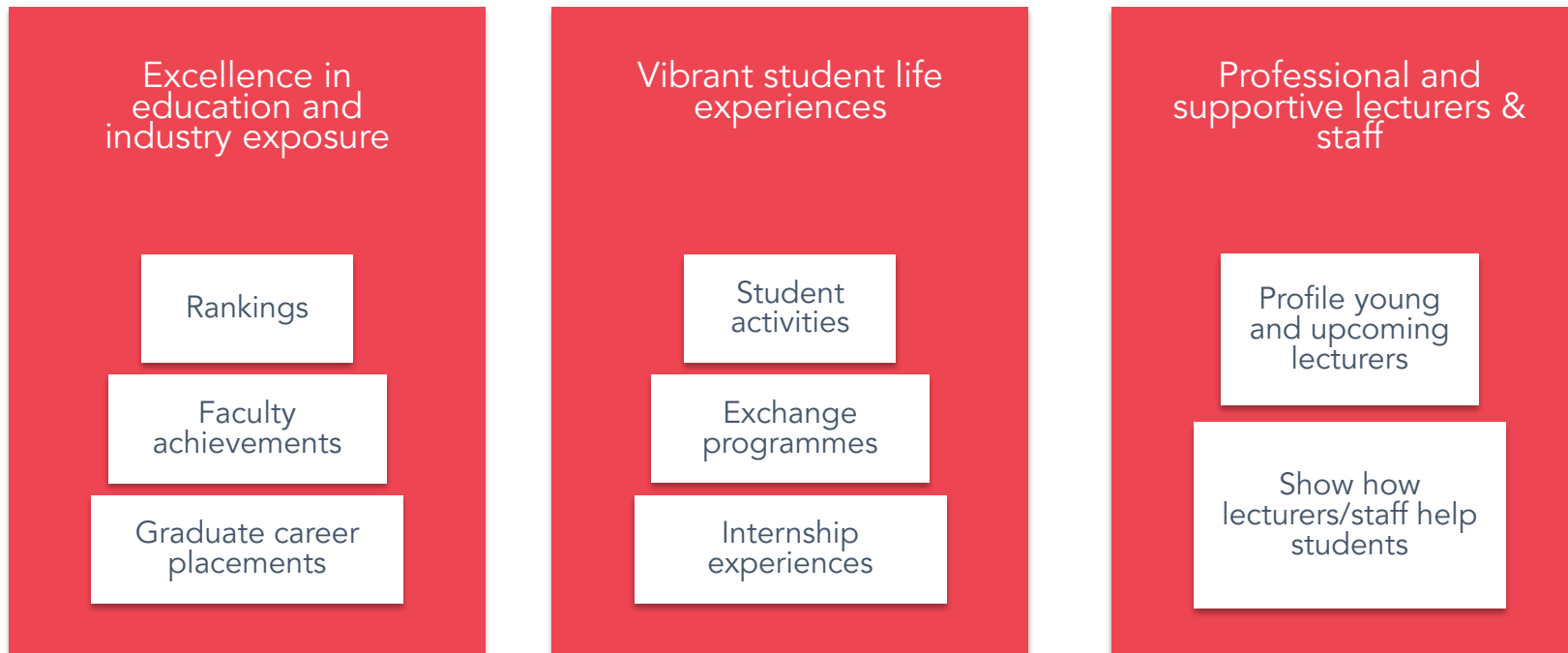
Excellence in education and industry exposure

Vibrant student life experiences

Professional and supportive lecturers & staff

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Content Creation Pillars

To create a social media experience consistent with the School's vision and mission, we recommend to adopt 3 content pillars

Excellence in education and industry exposure

- Rankings
- Faculty achievements
- Graduate career placements

Vibrant student life experiences

- Student activities
- Exchange programmes
- Internship experiences

Professional and supportive lecturers & staff

- Profile young and upcoming lecturers
- Show how lecturers/staff help students

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Improving your content creation strategy

Creating authentic contents is key

- Find more creative ways to showcase student life, for example:
    - "Day in the life of an engineering student"
    - "Fashion Week" was very well-received --> Who says Engineering students cannot look good!

Profiling lecturers/staff on social media

- Look out for young lecturers who look "attractive" or "cool"
- Organise "Ask Me Anything" with lecturers or recruitment officers

Contents for specific audiences

- Make FAQs for parents or secondary school teachers

Top 3 contents types most appealing to students
- Student life experience
- Cool engineering contents
- Career development advice
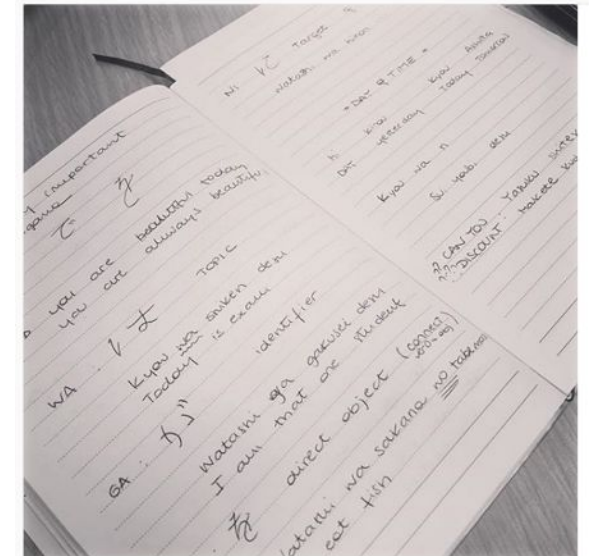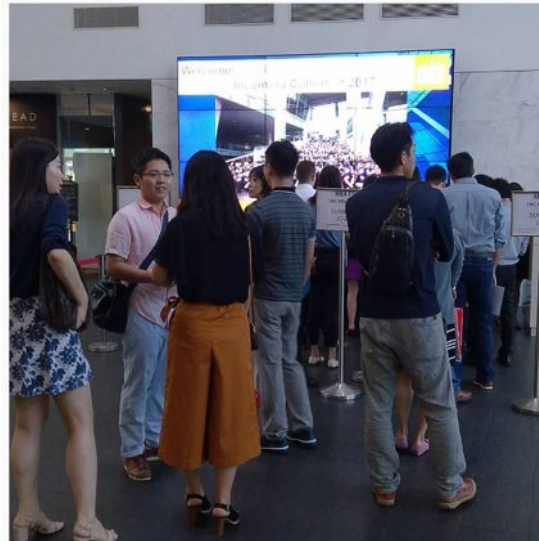
Examples of Great Visual Contents

Moments of action within the NUS Business School community

Sense of movement, focus and excitement

Examples of Not So Great Visual Contents

Static contents with poor lighting and lack of focus

Channel Strategy: Desired Outcome

Current

Facebook   Instagram

Youtube   LinkedIn

Focus

Instagram   Tik Tok

WhatsApp   SEO/SEM

Minimal efforts
(consider retiring)

Facebook   LinkedIn

Youtube

Your target audience is not on Facebook and LinkedIn.

Youtube requires huge commitments to work

WhatsApp is the #1 group-chat app among students

- It offers an intimate way to directly engage with your target audience

- Note: This is not a social media channel, but a direct engagement tool

- Consider setting up a capture mechanism on your website for student phone numbers

- You can also setup group-chats with the students, whereby your recruitment officers can directly respond to student queries

- You can also organise "Ask Me Anything" sessions with lecturers, alumni, seniors via WhatsApp

Telegram is also a great alternative to WhatsApp

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Channel Strategy: TikTok

- TikTok is the world's leading destination for short-form mobile videos, available for iOS and Android.

- TikTok is already gaining popularity with universities, given the amount of higher education institutions that have started on that platform
(Sidenote: Here at Brew, we have also just got NUS Biz to be on TikTok too)

- This platform will allow prospective students to see the vibrancy of student life here at NYP SEG

- NYP is also on TikTok and their reach and engagements have been outstanding, far exceeding Instagram and Facebook

TikTok Users in Singapore

Users in Singapore

MAU
0.8 Million

Monthly video views
700 Million

Average time a user spends on TikTok
27 min

iOS : Android
39 : 61

Average time TikTok be opened
5 times

Male : Female
30 : 70

Age distribution

- 25-34 10%
- 35-44 0%
- 55+ 0%
- 45-54 1%
- 18-24 32%
- 13-17 57%

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Sample Content on TikTok
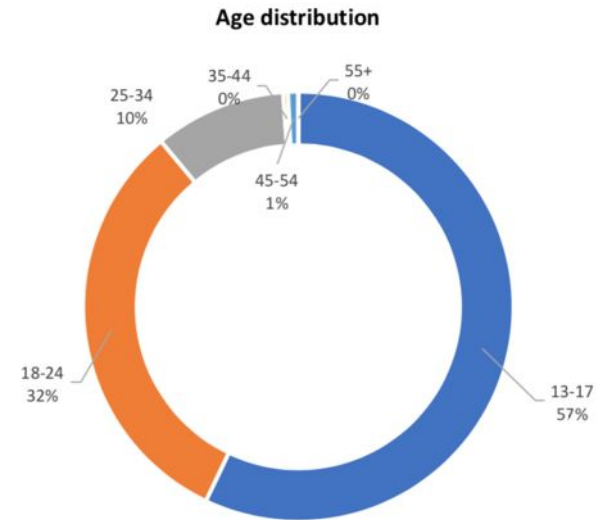
Sample Content on TikTok

Education

link

Sample content

Action Steps

Step 1: Reconsider your social media channels

Focus

We recommend to focus on Instagram and TikTok and consider using WhatsApp as a direct engagement tool.

Efforts on other channels such as Facebook, LinkedIn and Youtube can be divested

Instagram   Tik Tok

WhatsApp   SEO/SEM

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Step 2: Listen to Your Audience

- Build your social listening capabilities

- Find your champions and cultivate them to spread your message

What's happening in the NYP SEG Community?

Stanley

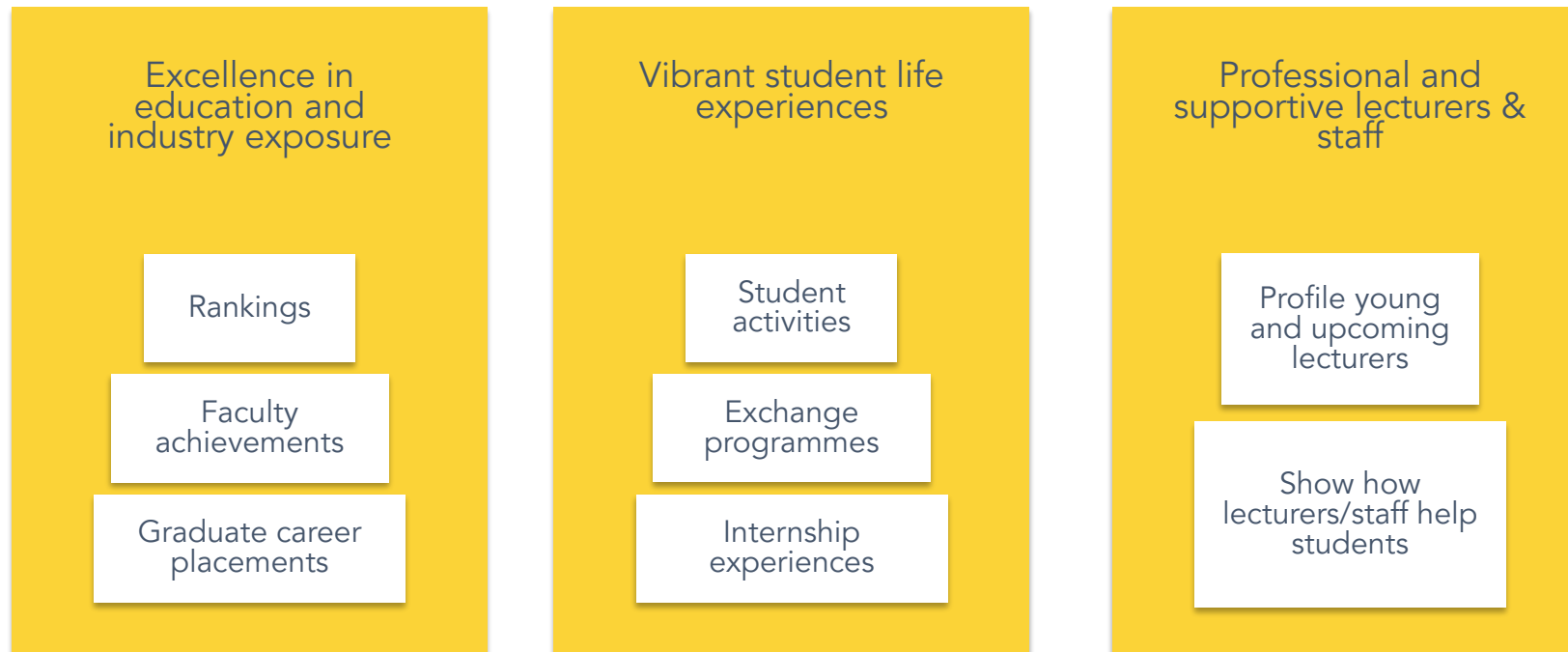What are others saying about NYP SEG?

Step 3: Set Your Digital and Social Goals

- Goals: increase in specific KPIs by the end of the year

- Adopt specific campaigns to reach your goals

- Measure your efforts, refine till optimal results are achieved

Goal	Channel	Suggested Targets
Awareness Building - Target people in "I want to learn more" moments	Social Media Advertising	Fan Count: Engagement Rate:
Traffic Acquisition Target people in "I need to evaluate" moments	Website SEO	Overall website traffic levels Organic traffic levels:
Acquire more applications Target people in "Time to decide" moments	Social media Advertising Website	Enquiries Attribution targets

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Step 4: Strategise Your Contents

- Nail down the experience you want to portray through your content pillars
- Identify how your department can create contents in-line with the pillars

Excellence in education and industry exposure	Vibrant student life experiences	Professional and supportive lecturers & staff
Rankings	Student activities	Profile young and upcoming lecturers
Faculty achievements	Exchange programmes	Show how lecturers/staff help students
Graduate career placements	Internship experiences	

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Step 5 - Consider Other Activities

Below are a list of activities that we would consider to be essential for NYP SEG to have a more effective online presence

- Capture leads via your Website
  Consider adding a leads capturing mechanism, so you can have a list of phone numbers to directly engage with your target audience.

- Digital advertising
  No recruitment campaign can be complete without a well thought out digital advertising strategy and an appropriate amount of budget set aside. Consider allocating a portion of the recruitment budget for this.

- Measure ROI
  With substantial investments in student recruitment, marketing departments need to quantify if their money is well-spent or not. This is an extensive exercise, where we track recruitment activities versus eventual results.

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Thank you