

From Baby Boomers to Gen Z: How to “Click” with Students

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SOUTH DAKOTA
STATE UNIVERSITY

SOUTH DAKOTA STATE UNIVERSITY

- Brookings, SD
- State's largest university
- 1862 Land-grant university
- 10,184 undergraduates
- 1,321 graduates
- 180 + undergraduate majors
- 55 graduate programs



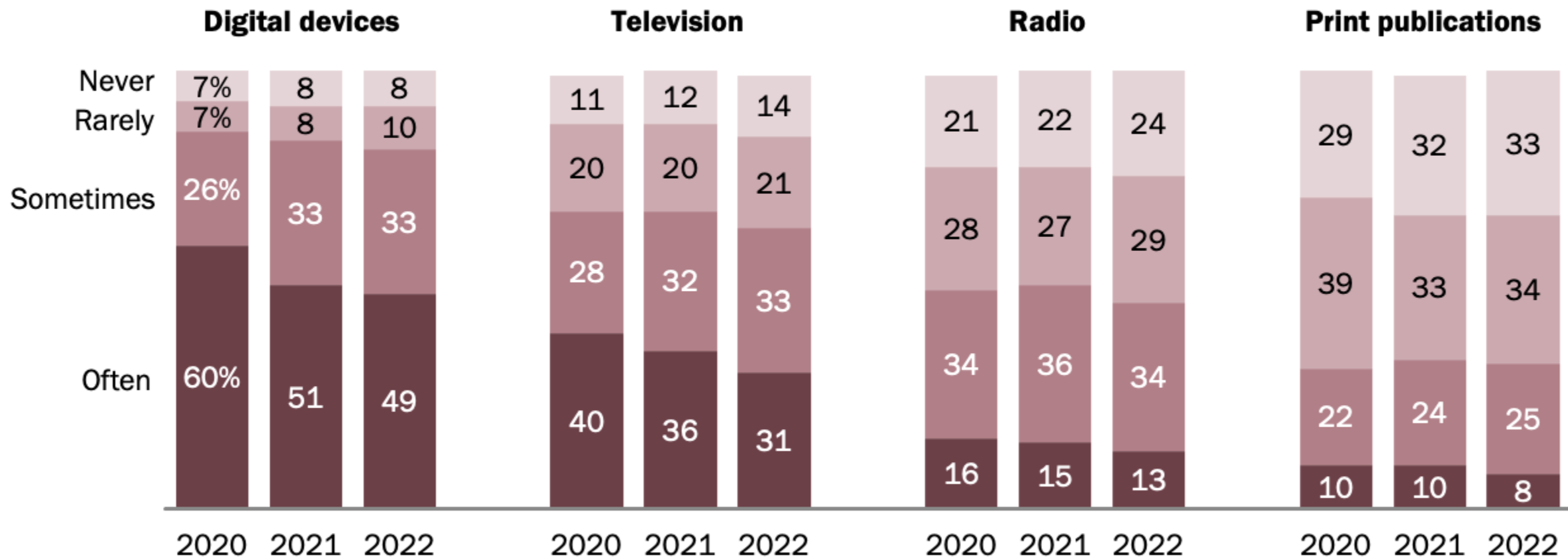
HOW DO YOU GET YOUR INFORMATION?

HOW DO PEOPLE GET THEIR INFORMATION?

- According to a Pew Research study, 52% of American adults prefer to get news on a digital platform
- Younger generations are more likely to get their news from online sources and videos
- Video (visual and audio) consumption edges out text consumption overall, especially among younger adults
- Facebook is still the undisputed leader among social media news sources
 - Predominant usage is by women ages 30-49

News consumption across platforms

% of U.S. adults who ____ get news from ...

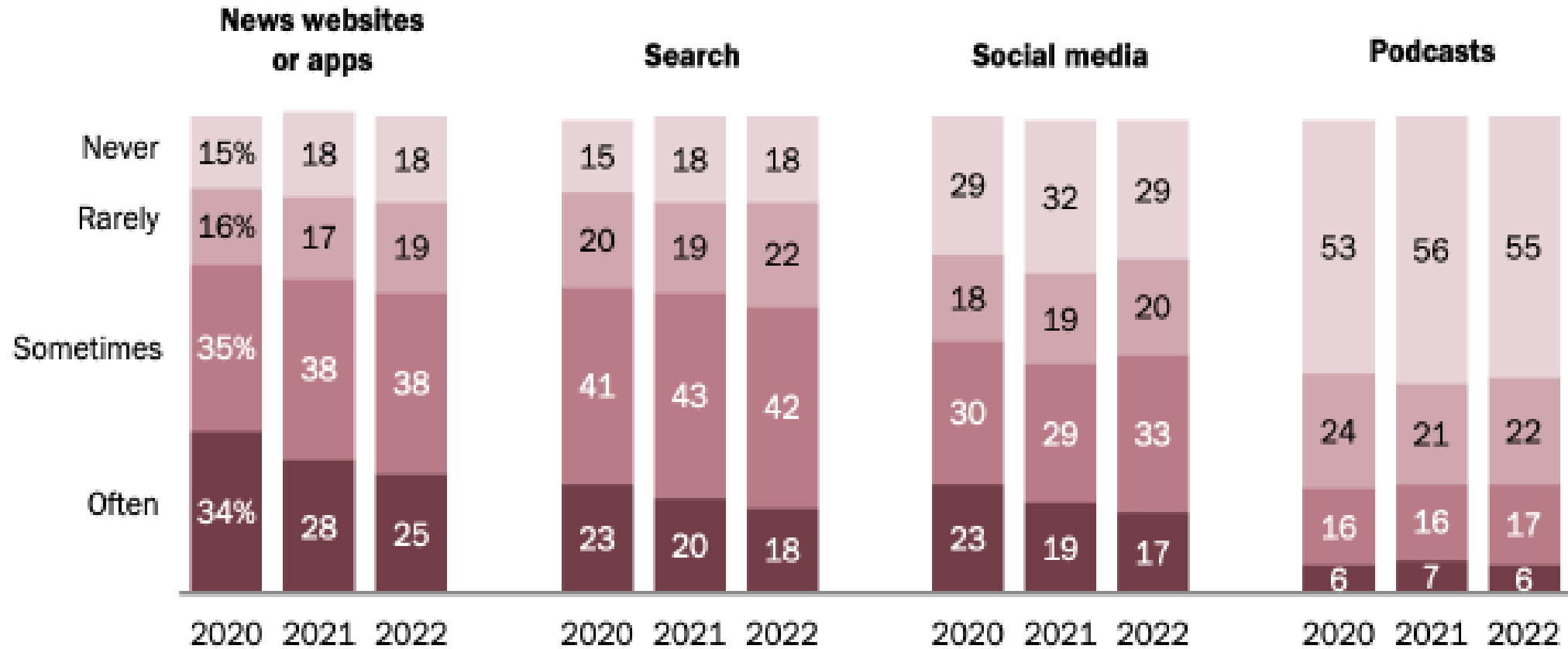


Note: Figures may not add up to 100% due to rounding.

Source: Survey of U.S. adults conducted July 18-Aug. 21, 2022.

News consumption across digital platforms

% of U.S. adults who ___ get news from ...

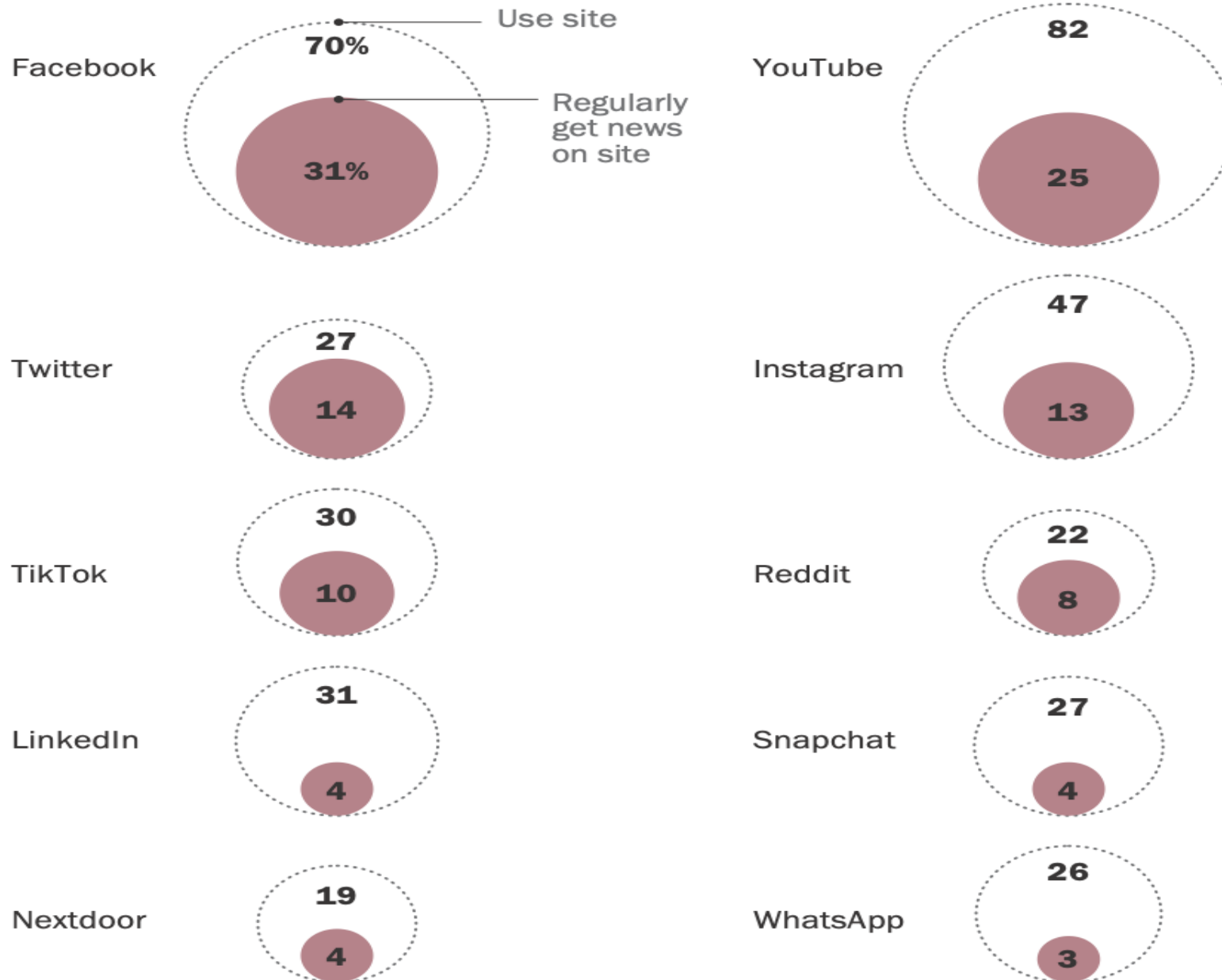


Note: Figures may not add up to 100% due to rounding.

Source: Survey of U.S. adults conducted July 18-31, 2022.

News consumption and use by social media site

% of U.S. adults who ...



SOCIAL MEDIA USE

- Baby Boomers – born between 1946-1964
 - 70% use YouTube regularly
 - 68% use Facebook regularly
 - 23% use Instagram regularly
 - 9% use Snapchat regularly
- Gen X – born between 1965-1980
 - 89% use Facebook at least once a month
 - 45% use Instagram at least once a month
 - 19% use Snapchat at least once a month

**Pew Research Study conducted April 2021*

SOCIAL MEDIA USE (CONT.)

- Millennials – born between 1981-1996
 - 87% use Facebook at least once a week
 - 86% use YouTube at least once a week
 - 71% use Instagram at least once a week
 - 52% use Snapchat at least once a week

- Gen Z – born between 1996-2012
 - 89% use YouTube regularly
 - 71% use Instagram regularly
 - 65% use Snapchat regularly
 - 48% use TikTok regularly
 - 36% use Facebook regularly

HOW COVID-19 HAS IMPACTED MEDIA CONSUMPTION

- Media consumption has seen a massive increase with online videos seeing the greatest increase across all generations
- 80% say they consume more content since the COVID-19 outbreak
- Regardless of content, every generation relies heavily on video for distraction and information creating a huge opportunity to engage a captive audience regardless of age

COMMUNICATION STATISTICS AND TRENDS

- Every Generation checks YouTube at least once a week - even 52% of Baby Boomers!
- Facebook is now the realm of “old people”
 - Millennials and Gen Z have moved on to Instagram, Snapchat, YouTube and TikTok
 - Why?
 - Visual experience is taking over
 - Young people feel pressure to look the part and follow trends
 - Not interested in sifting through content (Facebook, Twitter)
- Video rules the social media landscape!

POPULARITY OF VIDEO

- Richer content
- More versatile
- Ability to watch without volume/listen without watching – more options!
- People watch videos to gain knowledge or learn skills
 - How to fix something, cook, apply makeup, etc.
 - Video accounts for 82% of internet traffic globally and live video has grown 15 times larger
 - 7 in 10 Gen Zs said watching videos helps them feel more connected

VIDEO STATS AND TRENDS

- Data indicates that adding personalized video to emails increases:
 - Open rates by 19%
 - Click through rates by 65%
 - Response rates by 200%
 - 95% of a message is remembered when in video vs. just 10% in plain text

**Covideo LLC 2020*

COVIDEO

- **Personalized** video email platform that allows you to record, send, and track videos for performance, open rate, and follow-up
- Can be used for:
 - Invitations/reminders
 - Screen recording
 - Visual follow ups
 - Instructional
 - Etc.

DO'S AND DON'TS OF CREATING VIDEO

- **DO** personalize videos
- **DO** smile and make eye contact
- **DO** keep it short!
- **DO** use 'video' in the subject line
- **DO** include a salutation and short context in the email or text, but let the video do the work
- **DO** meet your students where they are – use multiple platforms aside from just email
- **DON'T** spend 30 minutes on a 30 second video
- **DON'T** try to be perfect
- **DON'T** say anything you wouldn't put in a typical email or voicemail
- **DON'T** anticipate results without usage

WHAT WE HAVE DONE AT SDSU

- Started using video messaging in 2021
- How have we used it?
 - Personalized videos, bulk messages, communication plans, posted on social media
 - Fundraising campaign
 - Instructional videos (for website)
 - Recruitment

RESULTS

- Targeted video communications - individual or small groups
 - 90-95% open rates
- Large groups – UG and Grad Fairs, Fundraising
 - 55% open rates
- Communication Plans
 - 70% open rates

WHAT WE PLAN TO DO

- Continue utilizing it for what we have done, use it more!
- Updated communication plans
- Current students for events
- Advising
- Instructional videos – how to
- Professional Development program
- Orientation

HOW TO INCORPORATE VIDEO IN YOUR WORK

- Think about what you can do to reach current and prospective students, faculty, alumni, community members, others
- The key is to not take yourself too seriously!!!
- Have fun and be engaging
- Ex: pie in the face, singing, dancing, creative poems, physical challenges, HUMOR!

QUESTIONS?

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