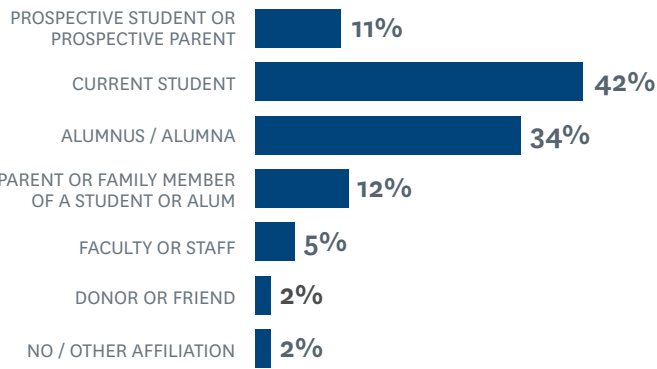


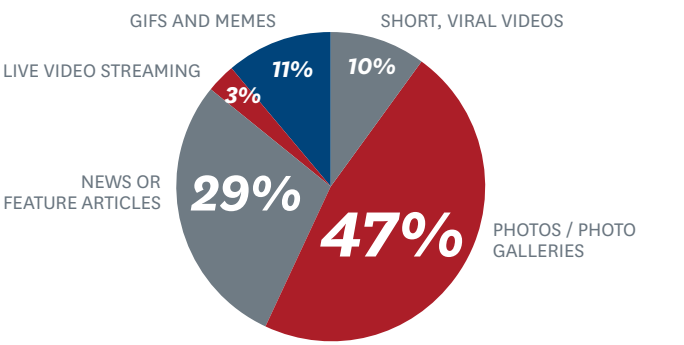
Social Media Habits of the LMU Community

Loyola Marymount University recently surveyed over 700 constituents to gain insight into their social media use, primarily as it relates to engaging with LMU’s main social media channels. Respondents were sourced—fittingly—from calls to action within social media posts, and incentivized to complete the roughly five-minute survey with a pair of \$100 gift cards that were awarded randomly.

What is your affiliation with LMU?



Which of the following social media content types is most important to you?



Do you like the official LMU...

Facebook page?

yes 92%
no 8%

Twitter account?

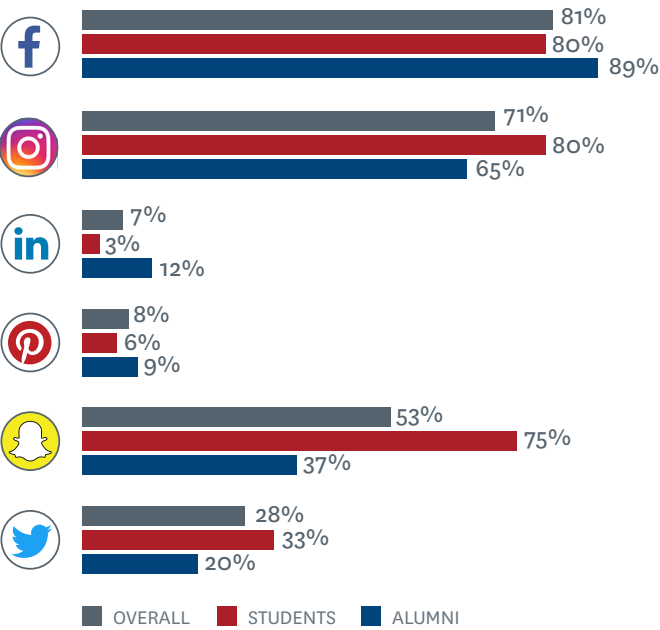
yes 33%
no 67%

Instagram account?

yes 64%
no 36%

- Despite the overwhelming following of the LMU Facebook page, only 23% of respondents see posts from the school daily, suggesting Facebook’s limit on organic reach is very real.
- 85% of respondents reported that LMU posts to Facebook and Instagram with the proper frequency, but some would like to see more activity on Twitter—only 75% said LMU tweets often enough.

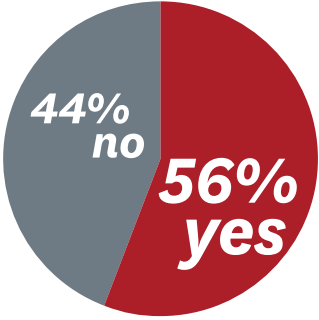
What social media platforms do you use daily?



Which types of posts are most important to you?

- 70% STUDENT ACHIEVEMENTS
- 64% ACTIVITIES AND EVENTS FOR STUDENTS
- 39% LMU’S AWARDS AND ACCOLADES
- 32% ALUMNI ACHIEVEMENTS
- 30% ACTIVITIES AND EVENTS FOR ALUMNI
- 29% LMU ATHLETICS TEAMS
- 29% FACULTY ACHIEVEMENTS AND RESEARCH
- 26% LMU’S JESUIT AND MARYMOUNT IDENTITY

Would you follow an official LMU Snapchat account?



71% of student respondents indicated they would follow LMU on Snapchat. Based partially on these results, the university joined the app in late August 2016 at [snapchat.com/add/loyolamarymount](https://www.snapchat.com/add/loyolamarymount).

Finally, respondents were provided a free-form feedback section. The most frequently-used words were:

important follow faculty information community official content
posts well love being more alumni photos feed always campus
see snapchat social accomplishments excited involved presence thank
great account LMU’s fun LMU doing media work events
increase really example seeing high time share Lion different YouTube university
good videos alum students Twitter activities articles Jesuit awesome nice pride
school achievements Instagram think Facebook job