

Coronavirus Higher Education Industry Briefing: May 5

Provided by Campus Sonar—a higher education social listening agency

Overview

Social Listening Is

The process of finding and analyzing publicly available online conversation. Common sources include social media, forums, blogs, and news sites.

Coronavirus + Higher Education

This analysis draws from 375,000 online conversations in the United States and on Reddit and YouTube (which span beyond the U.S.) about the coronavirus and the higher education industry. We're not searching for conversations about specific campuses.

Analysis Period

We analyzed seven days of conversation:
April 27–May 3 (based on EDT).

This analysis does not include Facebook, LinkedIn, Instagram, or private social profiles.

Online Conversation Summary

How We Categorize Conversation

All Mentions

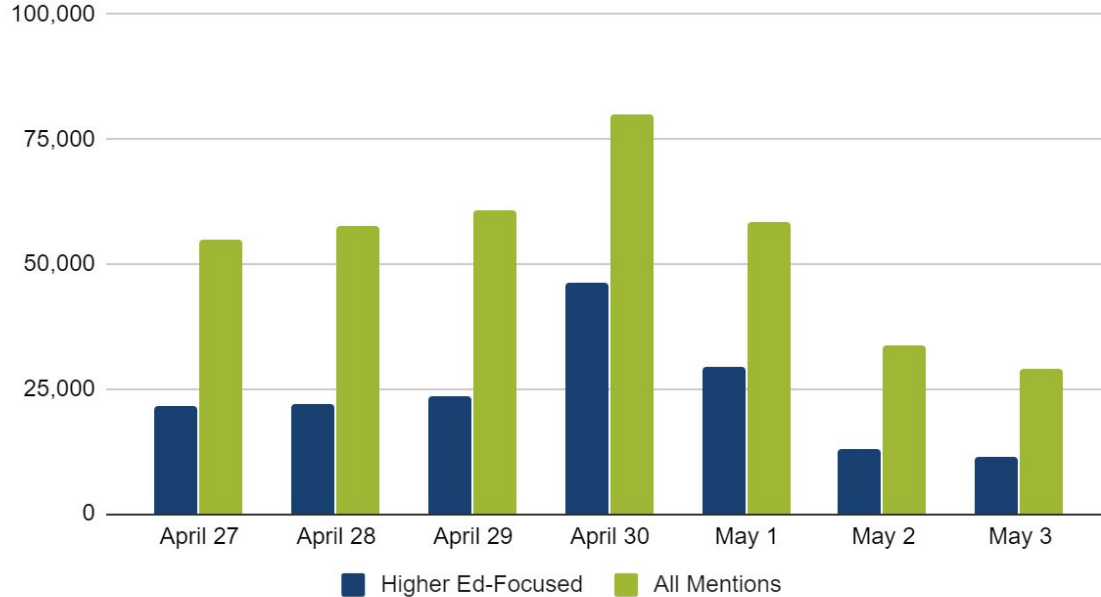
Captures every online mention that includes terms related to coronavirus AND the higher education industry. Higher ed may be just a small part of the mention (e.g., a news story discussing the impact of the coronavirus in a metro area with a mention of campuses that closed).

Higher Ed-Focused Mentions

A subset of All Mentions. It captures when a campus or the industry is the focus of a mention about coronavirus (e.g., a headline of a news article or in a social media post).

Higher Ed in the Spotlight, Despite Volume Decrease

Conversation By Higher Ed Focus



There were ~375,000 mentions during the seven-day period of April 27–May 3.

Volume was about 15% less than one week earlier (April 20–26).

45% of all mentions were higher ed-focused.

16% of all mentions referenced the fall semester or beyond.

Thoughts on decreasing conversation volume

“While we’re seeing fewer mentions week-to-week, I’m not convinced the conversation is actually decreasing. Rather, the way people talk about higher education and the pandemic is changing. As we figure out our new normal, **the pandemic has become an accepted part of the present as well as the future.** It’s not necessary to mention ‘coronavirus,’ ‘COVID-19,’ or even ‘online classes’ when talking about its impact on the industry. Most conversations about fall semester, tuition prices, campus budgets, and college choice—both online and off—have a tie to the pandemic whether or not it’s explicitly referenced.”



Liz Gross
Founder & CEO
Campus Sonar
[@LizGross144](https://www.instagram.com/LizGross144)

More Fall Semester Conversation on Social Media

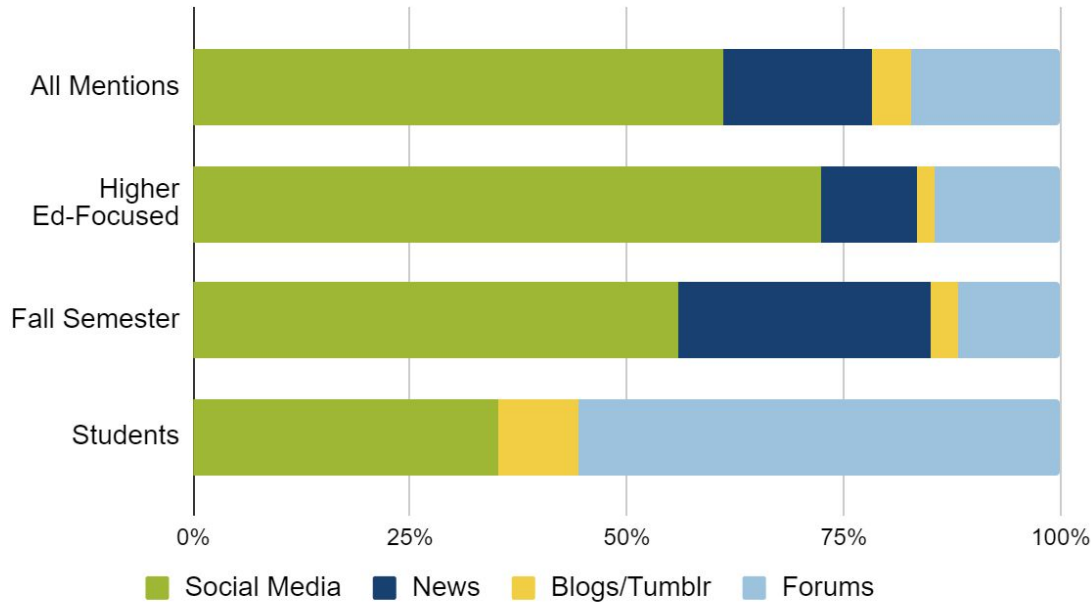
Content source distribution for all mentions and higher ed-focused mentions was similar to last week.

56% of mentions about the fall semester and beyond were on social media, 29% were on news sites, 12% were on social media, and 3% were on forums.

56% of student conversation was on forums.

[@campussonar](#) • 7

Content Source Comparison

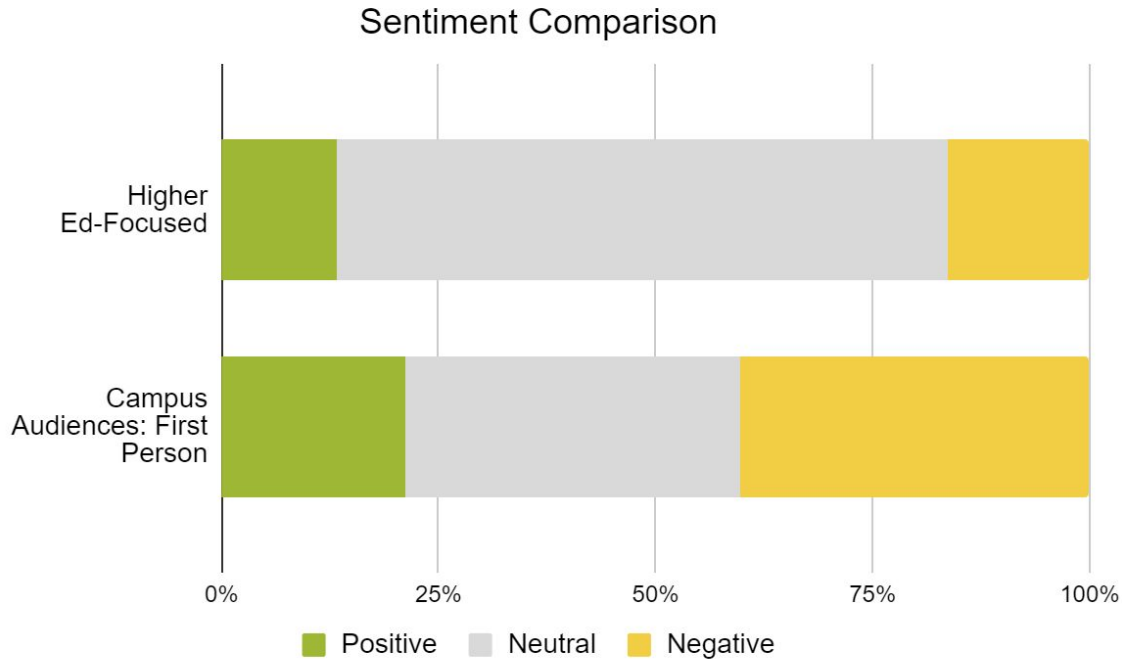


*Due to data access restrictions in this analysis, Facebook, Instagram, Snapchat, and TikTok aren't included. Your campus social media manager is the best source of information regarding conversation on those networks.

Top Topic Details

- #1—Community College: Viral tweets encouraging fall enrollment if four-year institutions are online, National Decision Day, industry news, popular media articles
- #4—Zoom University: SpongeBob meme expressing angst about an online fall semester
- #10—Trump: General political commentary and conservative commentary about a Rutgers University associate professor's tweets
- #13—Black: The role of and impact on HBCUs and the black and brown communities

Higher Ed-Focused Sentiment Improved



Higher Ed-Focused

- 13% Positive
- 70% Neutral
- 16% Negative

Campus Audiences

- 21% Positive
- 39% Neutral
- 40% Negative

Summary

- Conversation volume decreased 15% compared to last week. 16% of mentions referenced the fall semester (twice as much as last week). 45% of all mentions were higher ed-focused—the highest we've ever reported in a Briefing.
- Community college was the top topic of conversation, propelled by viral tweets encouraging students to choose a community college this fall if four-year campuses were holding classes online. Another top topic, Zoom University, was fueled by a SpongeBob meme expressing angst around an online fall semester.
- Higher ed-focused sentiment improved slightly, with less negative conversation and more positive conversation. Sentiment from campus first-person audiences was consistent with last week.

Who is Campus Sonar?

We're a social listening agency
dedicated to higher education.

We find and analyze online
conversation, providing insights

that you can use to better
understand your brand, audience,
or a topic of conversation

So that you can manage your
reputation, build *meaningful*
relationships, and work more
strategically.

Stay Connected

Keep up with every Briefing
info.campussonar.com/covid19

 campussonar.com

 CampusSonar

 @campussonar

 Campus Sonar