

Engaging students and parents in the region – social media, communication, local counselor networks



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East Asia, Southeast Asia,
and Oceania 2024

Meet the Presenters



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Agenda

- Introduction
- Effective Communication with Students and Parents
- Leveraging Local Counsellor Networks
- Understanding Cultural Contexts
- Conclusions and Key Takeaways



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Survey the audience to find out how many of their institutions use social media platforms, and how many platforms they use (1, 2, 3, or more)

Game PIN: 210 835

Kahoot!

Join at www.kahoot.it
Or with the **Kahoot! app**

Bridging the Gap: Connecting with Students and Parents

- **Importance of student and parent engagement:**

Students: Primary decision-makers: admissions, aspirations, interests, and all study concerns

Parents: Influential advisors: academic quality, safety, affordability, career prospects.

- **Challenges and opportunities in reaching families (key influencers) in the region:**

Diverse demographics

Information overload

- Overview of the presentation's key areas: social media, communication strategies, and counsellor networks.

Social Media Engagement

Asia is geographically and culturally diverse. We will discuss students' social media habits in this section.

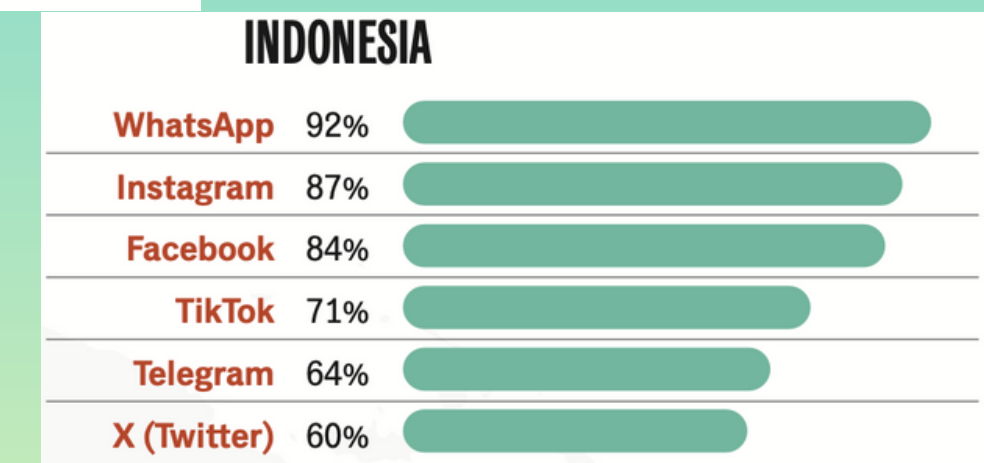
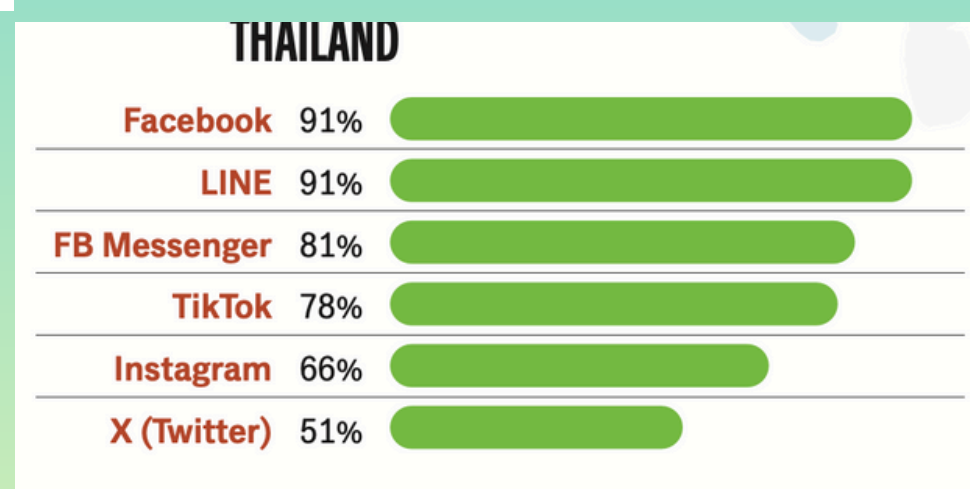
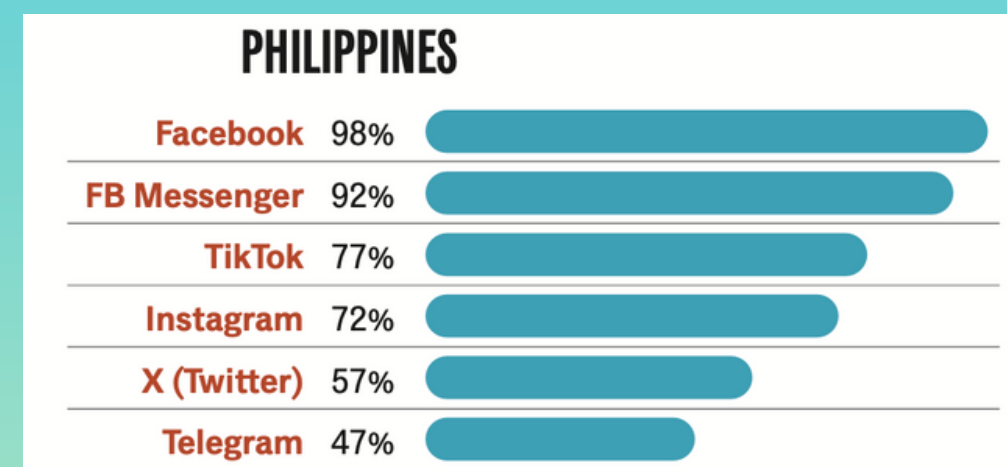
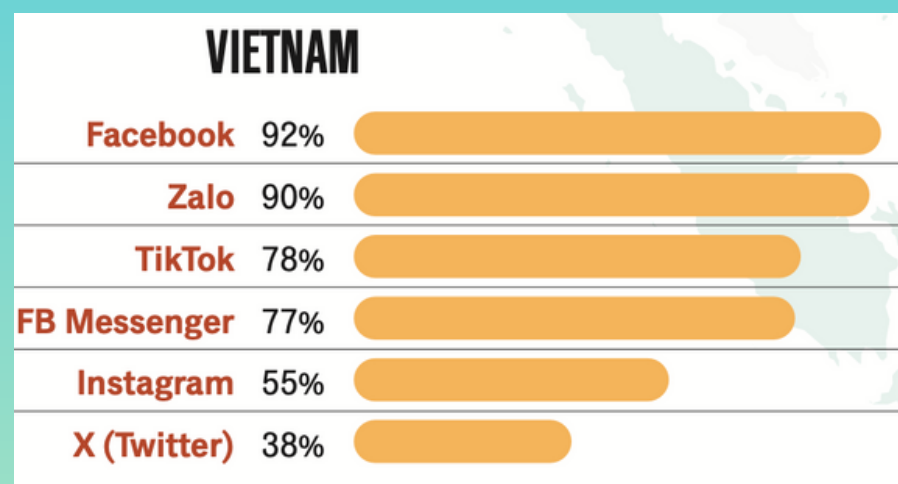
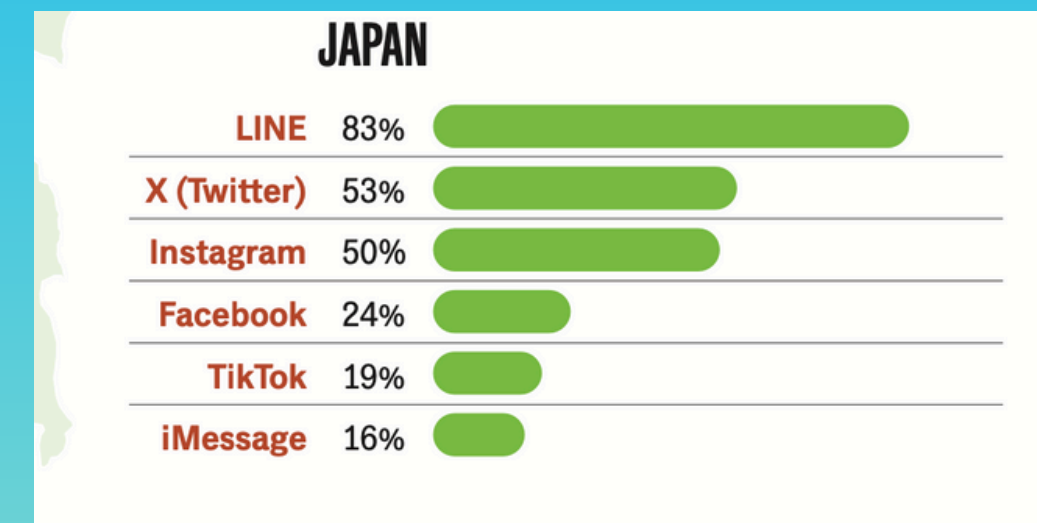
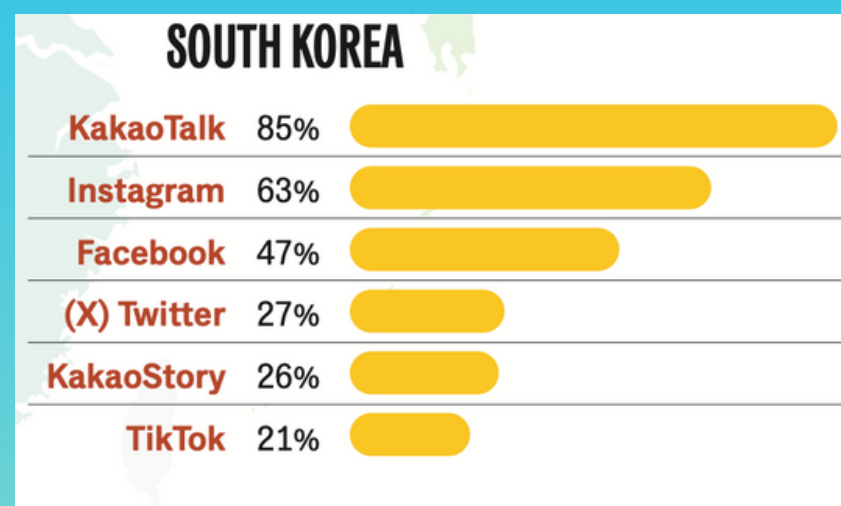
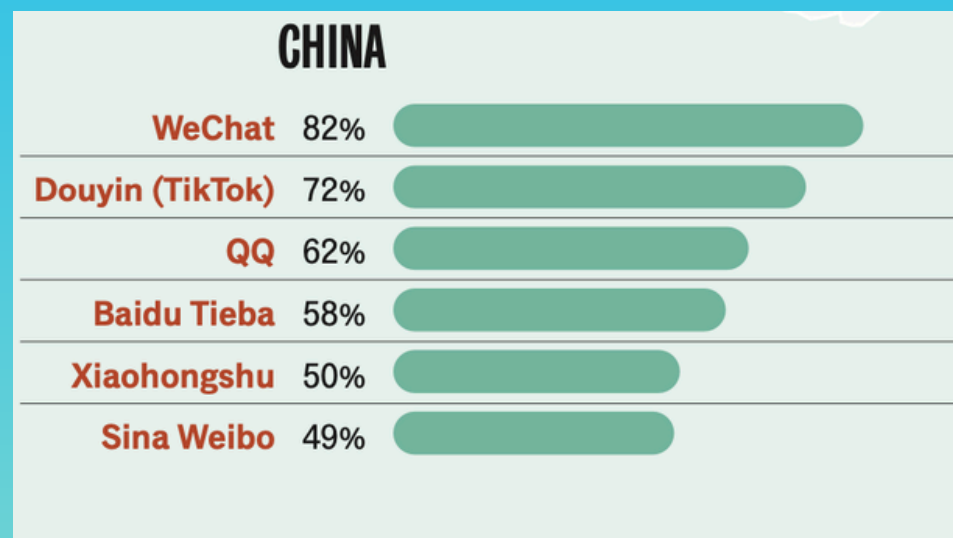
- Promoting content is more important than creating content.
- Remind international students to follow the existed social media platforms while talking to them: Instagram, Tik Tok, Facebook, YouTube are still commonly popular in the majority of Asian regions.



- Due to the Great Firewall, China is truly a special region for social media engagement, but some practices still are worth trying at an affordable cost.
 - Register WeChat and then use browser to [create WeChat Official Account](#) via your work email
 - Overseas universities can create and verify their WeChat Official Account (The account type must be Service Account) via the detailed instructions provided by WeChat, and it should be around 99 USD. Importantly, all communication in the verification process can be done via email in English: should be a process easier than you think!
 - Parents are happy to know that a vast amount of info can be found on your verified WeChat Official Account! They can literally use it as an alternative website if well-built.

Social media and messaging giants in East Asia, Southeast Asia and Oceania

Fine-tune your digital outreach by knowing the most popular apps in target markets



Unique social media habits across regions

Social media environments are as wide-ranging as countries and cultures

China: Lifestyle platform Xiaohongshu (aka RED) has a massive following among affluent urban and overseas Chinese. Users share short videos or posts of their experiences of using products and services in sectors including beauty, fashion, travel, food, and education. Some Chinese tourists and students use RED more than Google to search for experiences to pursue.

South Korea: South Koreans' attention is focused on a handful of platforms (they use 4.5 on average; the world average is about 7), especially Kakao's messaging app KakaoTalk and social networking service KakaoStory. Together, these channels include photo sharing, shopping, email, and wallet features and they are on almost every young Korean's phone.

Japan: Social media and messaging platform LINE was launched in Japan as a disaster response app during the 2011 Tohoku earthquake and tsunami. Its trademark stickers secured its lasting popularity in a country that loves anime and emojis. LINE is also big in Taiwan and Thailand.



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Unique social media habits across regions

Vietnam: WhatsApp is ubiquitous in many emerging markets, but not in Vietnam. Homegrown messaging app Zalo is the place to be, followed by FB Messenger. On social media, Vietnamese love funny posts and videos and they share the best ones with their friends — ask current Vietnamese students what's trending back home. Vietnamese students love peer review: interestingly, **Reddit is commonly mentioned** when asking how do they know about certain universities.

Thailand: Thai's love Facebook for social media, but they prefer LINE over FB Messenger for chatting. LINE provides users with newsfeeds, a cashless payment system, a games library, TV streaming, digital comics, and e-commerce. TikTok is huge in this country: 49% of Thais regularly access the platform, putting Thailand at the top of TikTok's global market penetration rankings.

Indonesia: Indonesia has the world's fourth highest number of active social media users (behind China, India, and the US). Indonesians spend about 3.3 hours a day on their favourite platforms — and they have a lot of those: 8.4 platforms on average!

Philippines: Meta, the parent company of Facebook, Instagram, Messenger, and WhatsApp, has a huge presence in the Philippines. Together, Facebook and Messenger dominate in a way we don't see elsewhere in the world.

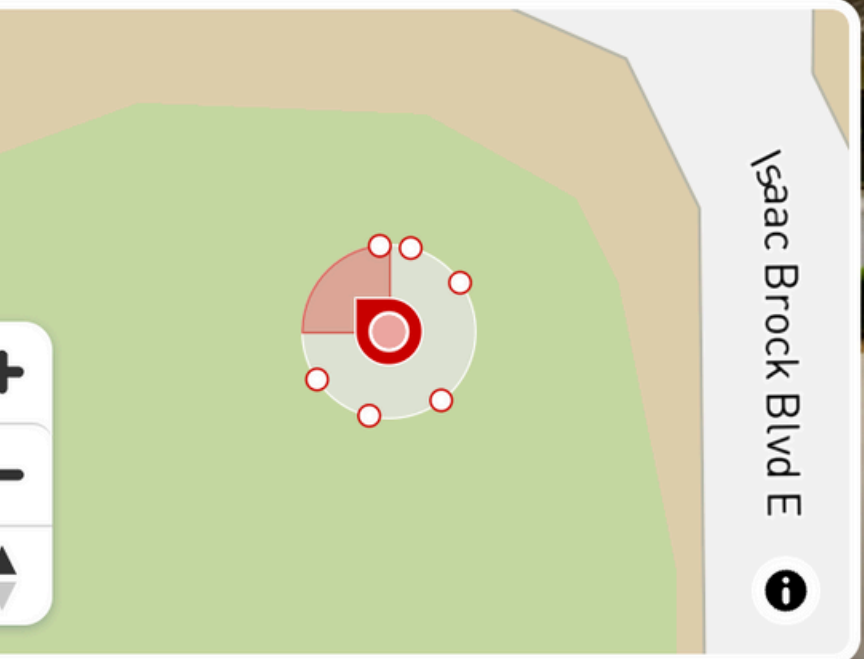
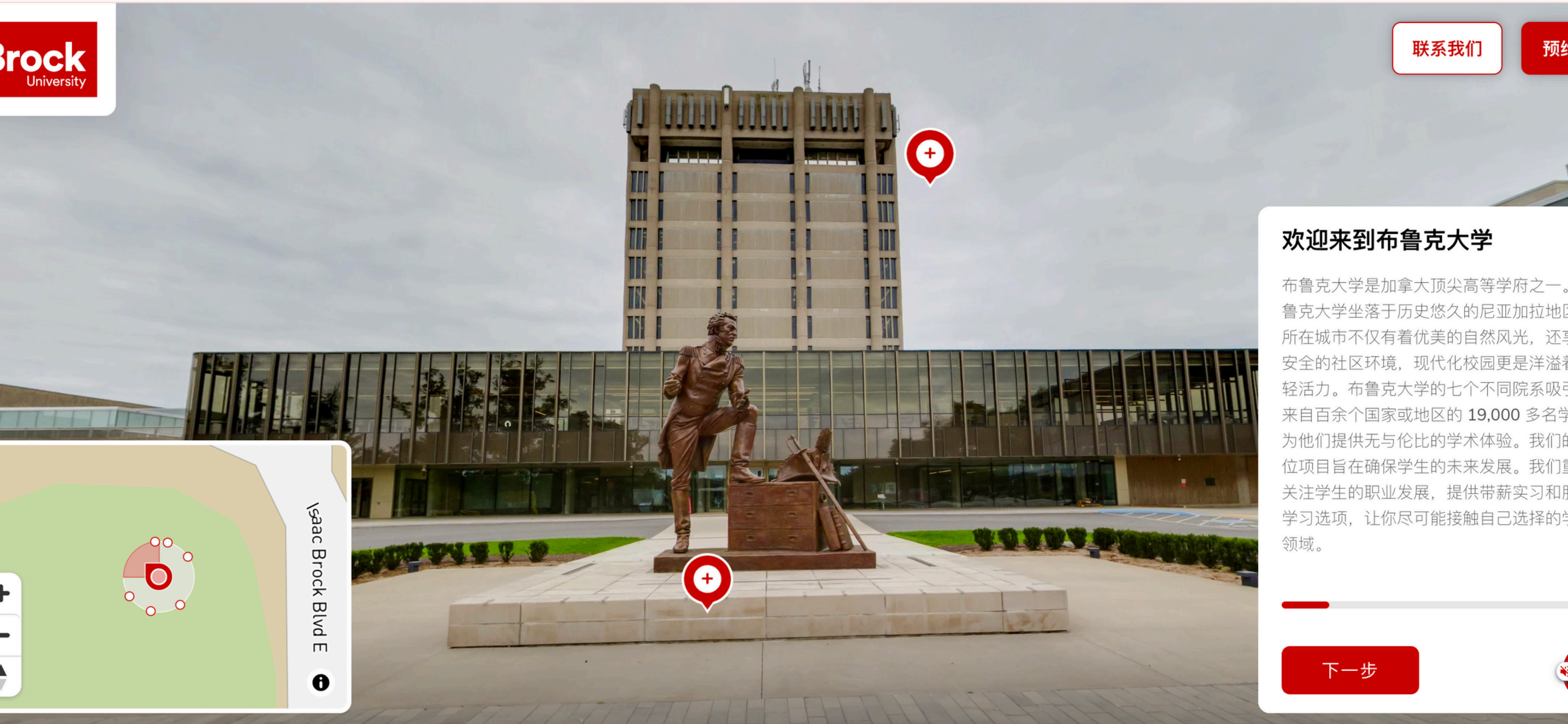
Effective Communication Strategies

- Clear, Consistent, and Culturally Sensitive Communication)
- Tailoring communication to specific audiences (parents vs. students).
- Using different communication channels (email, newsletters, webinars, virtual campus tours).
- Being mindful of cultural nuances and communication styles.
 - Provide information in multiple languages and create captions and on-video text in prospective students' languages
- Interview current international students in their first language and have them share the videos with friends and influencers back home
- In-country representatives, agents, and alumni who have returned home can be very helpful here because they can share your videos in target countries



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下一步

Leveraging Local Counselor Networks/ Building Strong

• The role of counsellors in the student recruitment process.

- Building relationships with counsellors via regular communication and support.
- Providing counsellors with up-to-date information and resources.
- Organising training workshops and events for counsellors.
- Take care of Tier II cities: counsellors there are more in need of your support.



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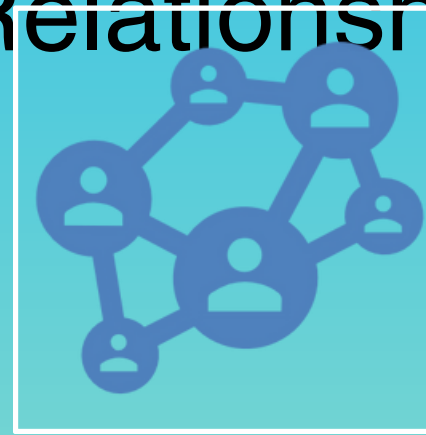
- The importance of cultural sensitivity in communication and outreach.
- **Understanding Cultural Context**
Researching and understanding the cultural values and expectations of different communities.
- Adapting recruitment strategies to align with local preferences.



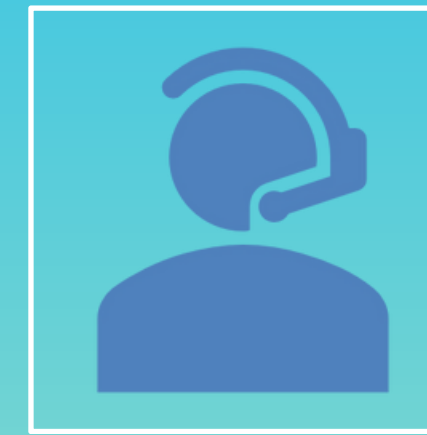
Collaboration and Long-Term Relationship Building



Creating opportunities for students and parents to connect with current students and student recruitment team/faculty?



Focused events and activities that build a sense of community.



Maintaining ongoing communication and support throughout the application journey



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- Recap of key strategies for engaging students and parents.
- The importance of building strong relationships and understanding cultural contexts.
- Call to action: Encourage audience members to implement the strategies discussed.

Conclusion



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Q&A

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Resources:

ICEF Insights. (2024). *18 Social Media in 15 Countries*. ICEF Insights Magazine.

Retrieved from <https://www.icef.com>

Register WeChat Official Account: https://mp.weixin.qq.com/cgi-bin/registermidpage?action=index&lang=en_US

Thank you!



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