GETTING TO THE BOTTOM OF SOCIAL NETWORKS - DISCOVER HOW INTERNATIONAL STUDENTS REALLY USE THEM.

How it influences students all the way through their journey:

- Academic?
- Accommodation?
- Social life?
- Family?
- Friends?
- People at home?
- People in Australia?

Targeted job search (use once arrived):

- ACCESS LIMITED AT HOME
- WHAT PEOPLE DOING PRIOR TO ARRIVAL
- WHAT'S GOOD? IN OWN LANGUAGE

Path - personal:

- NEW CHANNELS ON ARRIVAL
- PATH
- DIFFERENT CHANNELS FROM DIFFERENT STUDENTS
- WECHAT
- WHAT
- WHAT
- WHAT

Info gathering:

- WEBSITE
- OWN RESEARCH
- SOCIAL MEDIA
- SUPPORT GROUPS
- V. IMPORTANT

Stories:

- ARE VALUABLE
- WE WANT MEANINGFUL, AUTHENTIC CONTENT
- HEAR FROM ACADEMICS NOT MARKETERS!

I chose to use an agent (limited access):

- My supervisor helped me decide
- Verify w. friends/family

Brochures:

- Family, member for me

Would be very helpful:

- INT. STUDENT VS CHANNEL
- COUNTRY, CHANNEL

All had difficulties, e.g., arrival & accommodation. 1:1 communication is needed.
There is so much disjointed information that needs to be aggregated.

Many students started using social media channels on arrival.

Social media (so important to connect & share)

Email (not important - some, important others)

1-on-1 connection is important!! (Virtual is ok)

Search (website)

Decide (then social media)

Arrive (social interaction)

Live chat

Don't forget the human element.