



COMMUNITY DISCUSSION

**INTERNATIONAL STUDENT SUCCESS
2022-23**



**Like, Comment, & Share: Connecting with
International Students Through Social Media**

#DIVERSITYABROAD





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**Diversity Abroad's Inclusive Advising for Education Abroad
Professionals eLearning Course**



COMMUNITY OF PRACTICE: INTERNATIONAL STUDENT SUCCESS

International Student Success is one of nine Diversity Abroad Global Inclusion Communities of Practice established for the 2022-2023 session.

A primary focus for this community of practice is the development of resources and tools for professionals working with inbound international and exchange students to facilitate meaningful global learning experiences that represent the full range of perspectives on our globally diverse campuses.

Members (2022-2023):

Chair: Rayna Tagalicod - University of Hawaii

Diversity Abroad Staff Liaison: Asia King

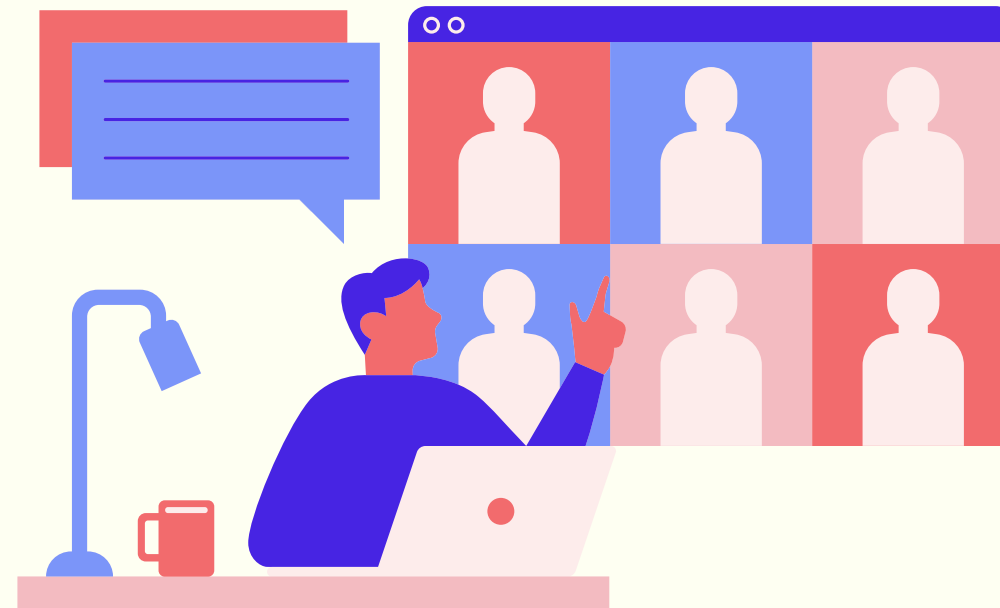
Founder, PhDifferent: Ifetayo Titilola Kumasi-Ka

Center for International Programs: Maria del Mar Aponte Rodriguez (St. Mary's Univ)



Disclaimer:

- Today's conversation will not be all encompassing.
- Our language and our perspectives will be biased.
- We hope to crowdsource the knowledge of those connected to the conversation!



PRESENTERS



**Maria del Mar
Aponte Rodriguez
(she/her/hers)**

Director of the Center for
International Programs at
St. Mary's University



Monica Ratliff (she/her/hers)

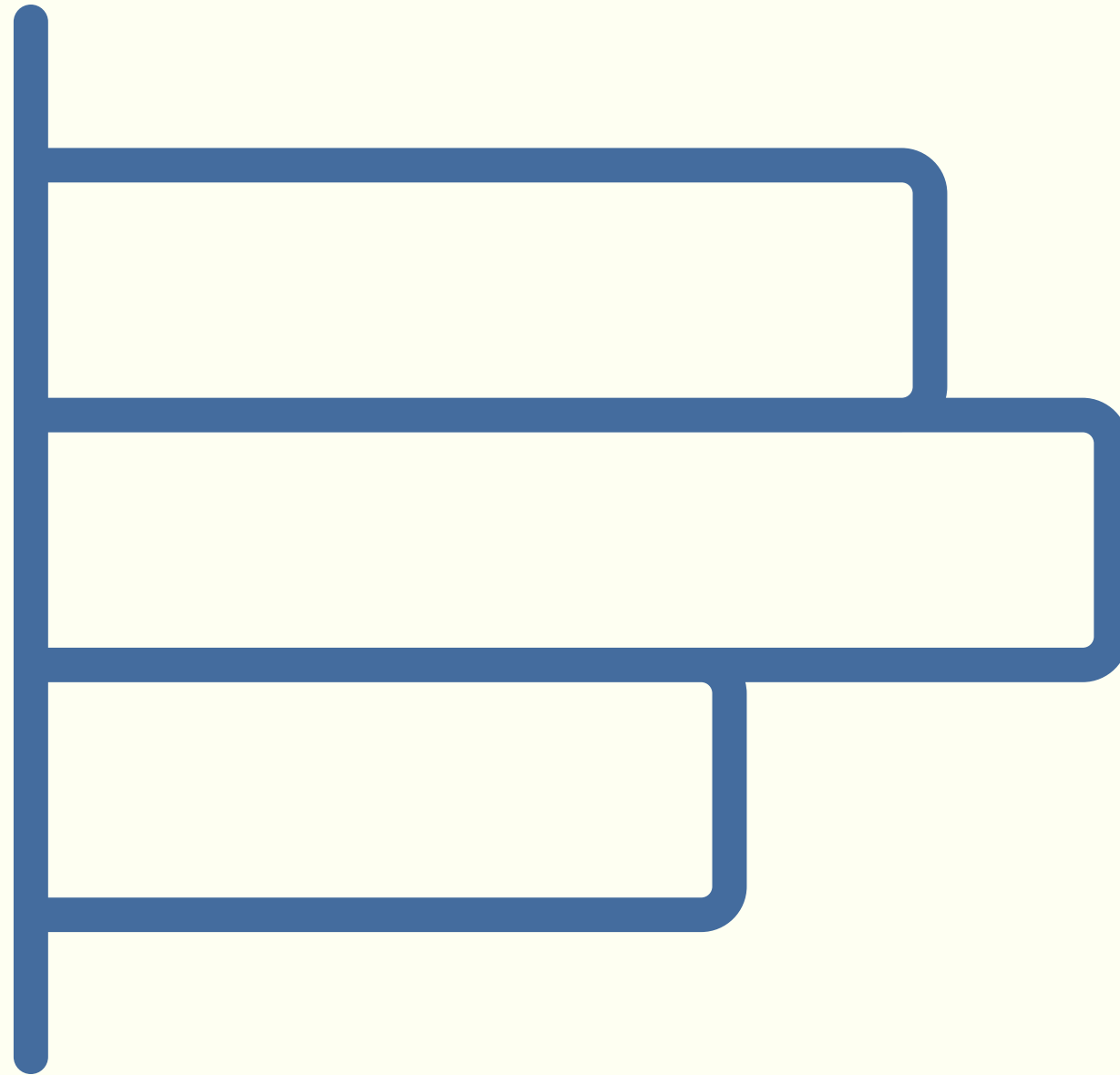
Creative Director 1913 Media

GOALS OF THIS SESSION:

1. Discuss your experience with social media and student success.
2. Learn tips and best practices for connecting with international students through social media
3. Identify common challenges with using social media to connect with students and strategies to address it
4. Provide institutions with realistic goals and expectations when it comes to engaging international students through social media



QUICK POLL!



Option	Count
Option 1	4
Option 2	5
Option 3	3
Option 4	2



According to recent research, 98% of college students use social media and on average, spend two hours daily on social media platforms¹. As such, many higher education institutions are harnessing the power of social media to connect with students. We welcome you to join this community discussion and learn best practices to utilize social media to engage with international students. An overview of social media platforms will be discussed, but with a focus on Instagram.

¹How Social Media Analysis Can Benefit Students (<https://www.axiomhighered.com/posts/how-social-media-analysis-can-benefit-students#:~:text=More%20than%2098%20percent%20of,to%20consumer%20research%20from%20Experian.>)



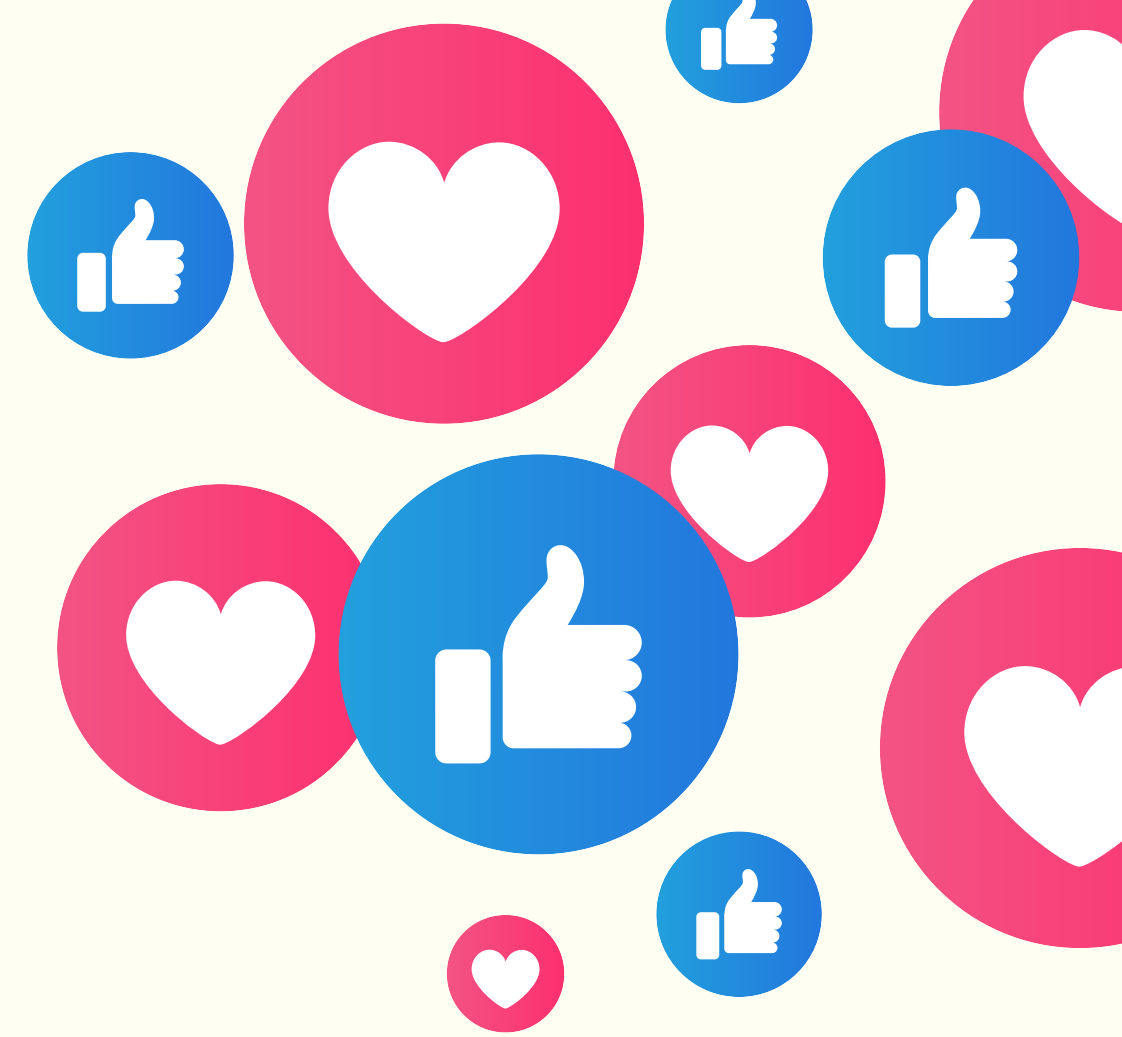
Question 1

**TELL US A BIT ABOUT YOURSELF
AND YOUR BACKGROUND WITH
SOCIAL MEDIA AND HIGHER
EDUCATION.**



Question 2

**DISCUSS YOUR EXPERIENCE OR
CONNECTION BETWEEN STUDENT
SUCCESS AND SOCIAL MEDIA.**



Question 3

**WHAT IS YOUR FAVORITE
PLATFORM TO ENGAGE WITH
STUDENTS ON AND WHY?**



Question 4



**PLEASE PROVIDE A BRIEF OVERVIEW OF
SOCIAL MEDIA PLATFORMS IN RELATION TO
HIGHER EDUCATION**

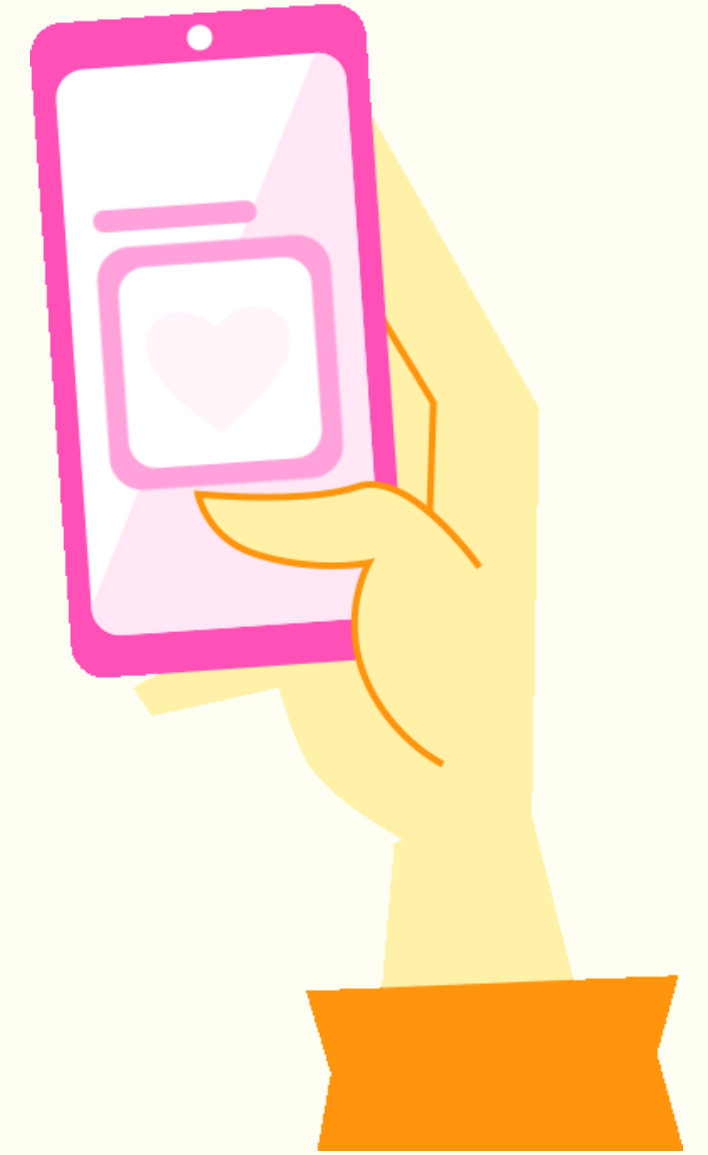
**A. PLEASE EXPLAIN WHY INSTAGRAM IS
YOUR PREFERRED SOCIAL MEDIA FOR
ENGAGING WITH STUDENTS.**

**B. WHAT ARE THE PROS AND CONS OF
INSTAGRAM?**



Question 5

**WHAT RECENT TRENDS HAVE YOU
NOTICED WITH SOCIAL MEDIA USE
AND INTERNATIONAL STUDENTS?**



Question 6

❤️ 142 💬 37 👤 27

HOW DO YOU FEEL INTERNATIONAL STUDENTS DIFFER FROM DOMESTIC STUDENTS WHEN IT COMES TO SOCIAL MEDIA ENGAGEMENT? HOW ARE THEY SIMILAR?



Question 7



**WHAT CHALLENGES HAVE YOU
ENCOUNTERED IN USING SOCIAL MEDIA TO
CONNECT WITH STUDENTS?**



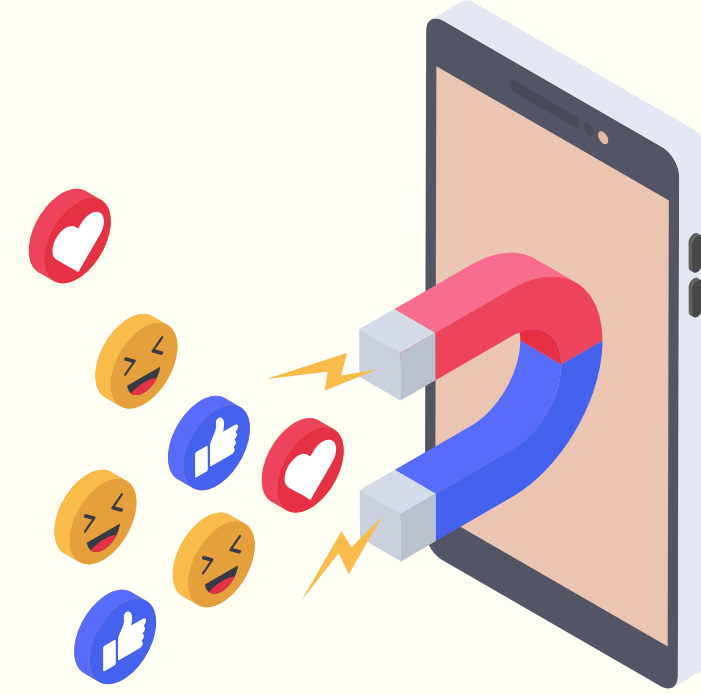
Question 8



**WHAT STRATEGIES HAVE YOU ENGAGED IN
TO ADDRESS THESE CHALLENGES?**



Question 9



**WHAT TIPS DO YOU HAVE TO EFFICIENTLY
USE SOCIAL MEDIA TO CONNECT WITH
INTERNATIONAL STUDENTS?**



Question 10



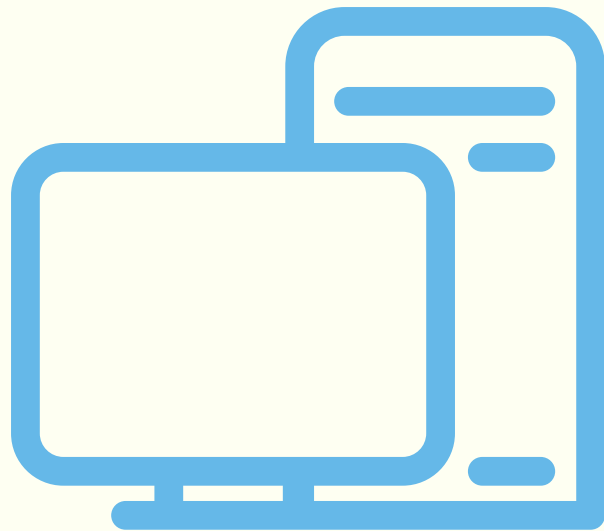
**ANYTHING ELSE YOU'D LIKE TO SHARE WITH
ATTENDEES?**





WHAT'S NEXT?

- **Full Recording of Community Discussion**
- **Added to D&I Resource Center for Members**
- **PowerPoint Presentation & Resource Sheet sent to all participants**





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RESOURCES

- <https://monitor.icef.com/2021/04/reaching-international-students-in-2021-more-social-longer-videos-and-faster-responses/>
- <https://docs.lib.purdue.edu/cgi/viewcontent.cgi?article=1109&context=iatul>
- <https://www.internationalstudent.com/advertising/social-media-recruiting/>https://www.researchgate.net/publication/344014844_Social_Media_Use_Among_International_Students_Cultural_Adaptation_and_Socialization
- <https://www.studyintheusaglobal.com/news/building-your-brand-and-engaging-with-international-students-through-social-media>
<https://journals.sagepub.com/doi/abs/10.1177/1028315316662975>



