

Recruiting online: A student perspective of social media use for recruitment

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Introduction

Many colleges of agriculture are using social media to recruit students, however, little is known about the effectiveness of these techniques. The purpose of this study was to determine student perceptions of social media for recruitment purposes.

Methodology

This study used survey methodology to understand the student perspective of social media use for recruitment by a college of agriculture at a land-grant institution. A series of questions were asked on a seven-point Likert scale related to current social media use (1 = do not use; 7 = use multiple times per day) and preference for social media use prior to coming to the University with 1 being “do not contact” and 7 being “the best way to contact.” Two hundred and eighty three students took the survey.

Conclusions

Results indicate social media use for recruitment purposes can be effective when the appropriate platforms are selected. In addition, just because students are using a social media platform does not mean they want the college to contact them on that platform.

Results



M = 4.72, SD = 1.99



M = 2.60, SD = 1.64



M = 3.90, SD = 1.94



M = 3.05, SD = 1.76



M = 3.88, SD = 2.06



M = 3.00, SD = 1.79

Student preference for social media for recruitment purposes was highest for Facebook, YouTube, and Twitter. The lowest were Vine, Google+, Pinterest, and blogs (M = 3.30, SD = 1.90). Standard deviations and means for the respective platforms are shown above. There were statistically significant differences between personal social media use and preference for use during recruitment for Facebook and blogs.