Le Secteur de l’Education

Nirvana ou Cauchemar pour le Social Listening?
Le champ d’action du Social Listening à l’EHL

2000+ candidats
700+ nouveaux étudiants
600+ nouveaux diplômés par an

3000 étudiants sur nos campus
120 nationalités
10000+ anciens actifs dans 80 pays
Social Listening dans le secteur de l’Education

MISSION: IMPOSSIBLE ?
Social Listening dans le secteur de l’Education

MISSION: ESSENTIELLE !
Recrutement

Réseaux Sociaux :
source d’information

étudiants :
1ère source d’influence

Réseaux Sociaux :
moyen d’interaction
Protéger & Développer

Harcèlement
Mobbing

Compétences managériales

Compétences sociales
Comparaison - Pilotage

<table>
<thead>
<tr>
<th>Audience</th>
<th>Activity</th>
<th>Engagement</th>
<th>Total engagement</th>
<th>Change</th>
<th>Growth (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>EHL</td>
<td></td>
<td></td>
<td>10,238</td>
<td>+434</td>
<td>+4.43%</td>
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<tr>
<td>BHMS</td>
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<td>10,030</td>
<td>+1,547</td>
<td>+18.24%</td>
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<tr>
<td>LES ROCHES</td>
<td></td>
<td></td>
<td>8,785</td>
<td>+878</td>
<td>+11.1%</td>
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<tr>
<td>EHL StudentLife (Insta)</td>
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<td>7,016</td>
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<td>+54.57%</td>
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<tr>
<td>GUMON</td>
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<td>4,844</td>
<td>-468</td>
<td>-8.81%</td>
</tr>
</tbody>
</table>

Legend: Facebook, Twitter, Instagram, YouTube
Adapter
Facebook transparency
Adapter

IT'S JUST ONE STRAW...

- SAID 8 BILLION PEOPLE

ehlstudentlife and not just because it's the #EHLsustainabilityWeek #EHLStudentLife
What can we do for a better tomorrow?

m.b.d.r - Market from local farms every Friday afternoon!
- no more take away!
- no more plastic & paper!
- free parking for electric cars!
- EHL pays for the bus rate!
- EHL should give the food to homeless people in Lausanne

Liked by ehlalumni and 1,080 others
MAY 6
EHL Moms
May 21 at 4:33 PM

and new products
comment got a free new visage cream

to sell us granny cream

#whatsnext?

Like · Reply · 2w

1 Reply

omg seriously

Like · Reply · 2w

1 Reply
CONVERSATION
EHLstudentlife • Following
Ecole Hôtelière de Lausanne

ehlstudentlife Dear APs,
welcome to #EHLFamily 😊
We wish you all the best. Four crazy years are waiting for you #beready #EHLStudentLife

38w 1 like  Reply

@ehlstudentlife hopefully, those are biodegradable balloons and strings 😊

38w 6 likes Reply

ecolehoteliereedelausanne @krodumaas Indeed, traditions can evolve! Rest assured we are taking into consideration all your comments for the next years. Meanwhile, we're open to suggestions for a better celebration, please DM us if you have some ideas 😊.

38w 3 likes Reply
Leo
May 9, 2018

Definitely the best email of my life 😍。

Today at 14:12

Congratulations! You have been accepted at EHL!

You, Ana Vieira McFee, Leah Saran and 50 others 24 Comments
Finalement
le Social Listening dans l’Education
...c’est complexe et changeant
...c’est vendre, protéger, éduquer
...en s’appuyant sur une communauté