

Le Secteur de l'Education

Nirvana ou Cauchemar pour le  
Social Listening?



2 HEURES



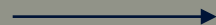
2 JOURS



4 ANS









 **EHL**

# 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

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**Etudiants :**  
1<sup>ère</sup> source  
d'influence

---

**Réseaux Sociaux :**  
moyen  
d'interaction

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Word of  
Mouth...



50%  
Total  
8185

# Protéger & Développer

**Harcèlement  
Mobbing**

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Education...

**Compétences  
managériales**

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**Compétences  
sociales**

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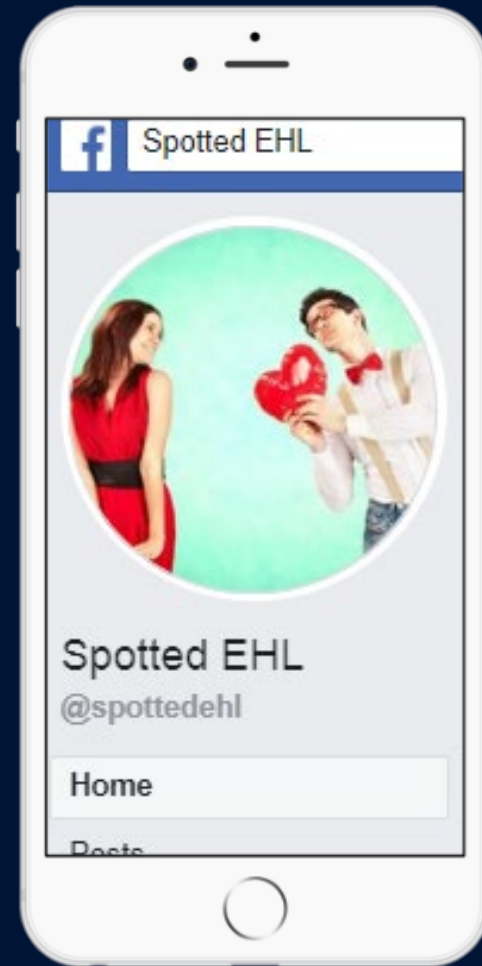
Comparaison

Adaptation

Conversation

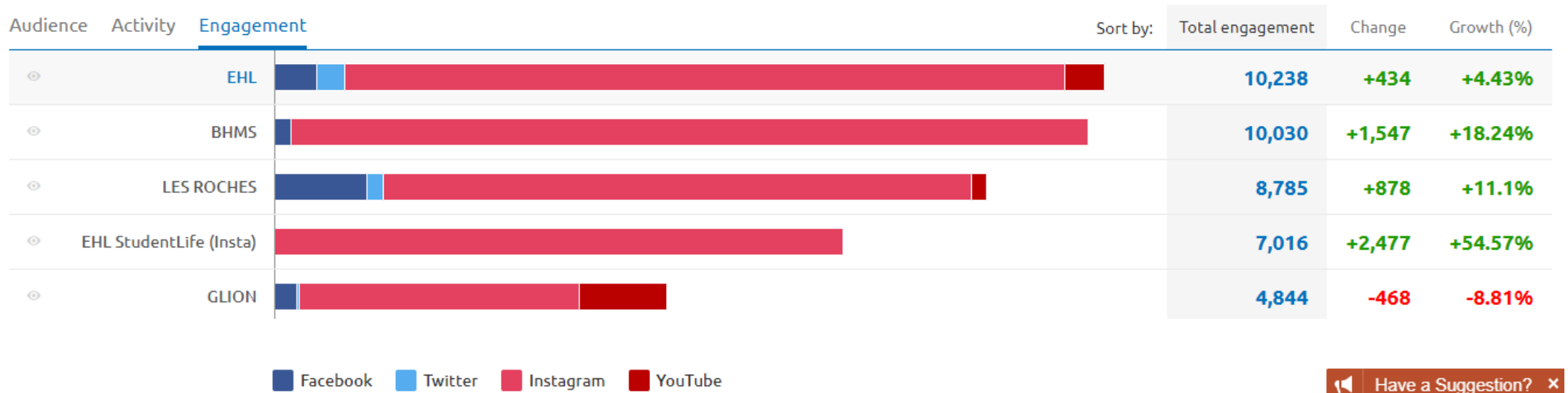






# Comparaison - Pilotage

## Comparison with competitors ⓘ



# Adapter

Published	Posts (135 Found)	Total engagement	Likes	Comments
May 29, 2019 18:44	EHL StudentLife (Insta) Paris is waiting for you! 🇫🇷 To celebrate the big success of #MayItBeYourMonth we decided to... <a href="#">Expand</a> Image	1,747	883	864
May 20, 2019 14:44	EHL At the end of June 2021, EHL will accommodate 3'500 students and extend its future campus to a size... <a href="#">Expand</a> Image	1,117	1,108	9
May 27, 2019 16:13	EHL StudentLife (Insta) Definitely need more #AfterWorks like this! 🍷 ehlfetefinale we believe in you ❤️... <a href="#">Expand</a> Carousel	1,045	821	224
May 13, 2019 13:59	EHL Our next value is Respect: We capitalise on diversity and we see differences as superpowers. This... <a href="#">Expand</a> Image	862	860	2
May 26, 2019 11:42	EHL StudentLife (Insta) Some very special guests checked-in on campus last week 🍷 #EHLStudentLife Are you more a honey or... <a href="#">Expand</a> Image	822	690	132
Jun 03, 2019 11:43	EHL Le Berceau des Sens is Ecole hôtelière de Lausanne's training restaurant and is the first... <a href="#">Expand</a> Image	820	815	5



# Facebook transparency

6/19/2019

● Active  
Started running on Jun 1, 2019

 **Glion Institute of Higher Education**  
Sponsored

Our Bachelor's Degree in International Hospitality Business will prepare you for an exciting career in an equally thrilling industry!



Limited places available for September 2019  
Don't miss the deadlines!  
LEARN.GLION.EDU

Apply Now

● Active  
Started running on Jun 1, 2019

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Sponsored

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Limited places available for September 2019  
Study in Switzerland & London  
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Apply Now

● Active  
Started running on Jun 3, 2019

 **Les Roches Global Hospitality Education - Switzerland**  
Sponsored

Get a globally recognised degree. Rated in the world's Top 3 institutions for Hospitality & Leisure Management.



Limited places available for September 2019  
Study in Switzerland & London  
LEARN.LESROCHES.EDU

Apply Now

● Active  
Started running on Jun 3, 2019

 **Les Roches Global Hospitality Education - Switzerland**  
Sponsored

Ranked in the Top 3 Institutions Worldwide for Hospitality & Leisure Management (QS World University Rankings 2019)

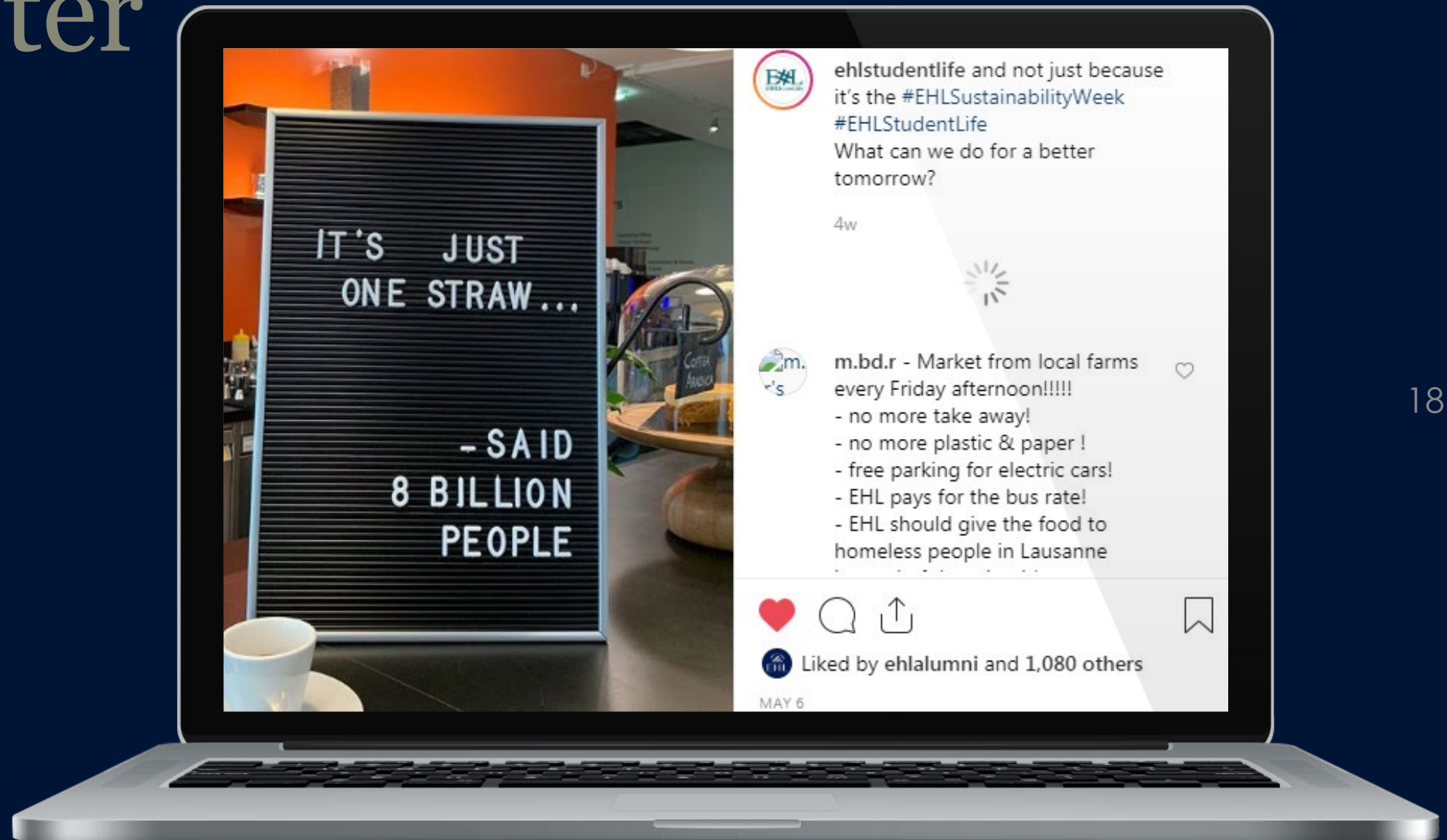


Limited places available for September 2019  
Don't miss the deadlines!  
LEARN.LESROCHES.EDU

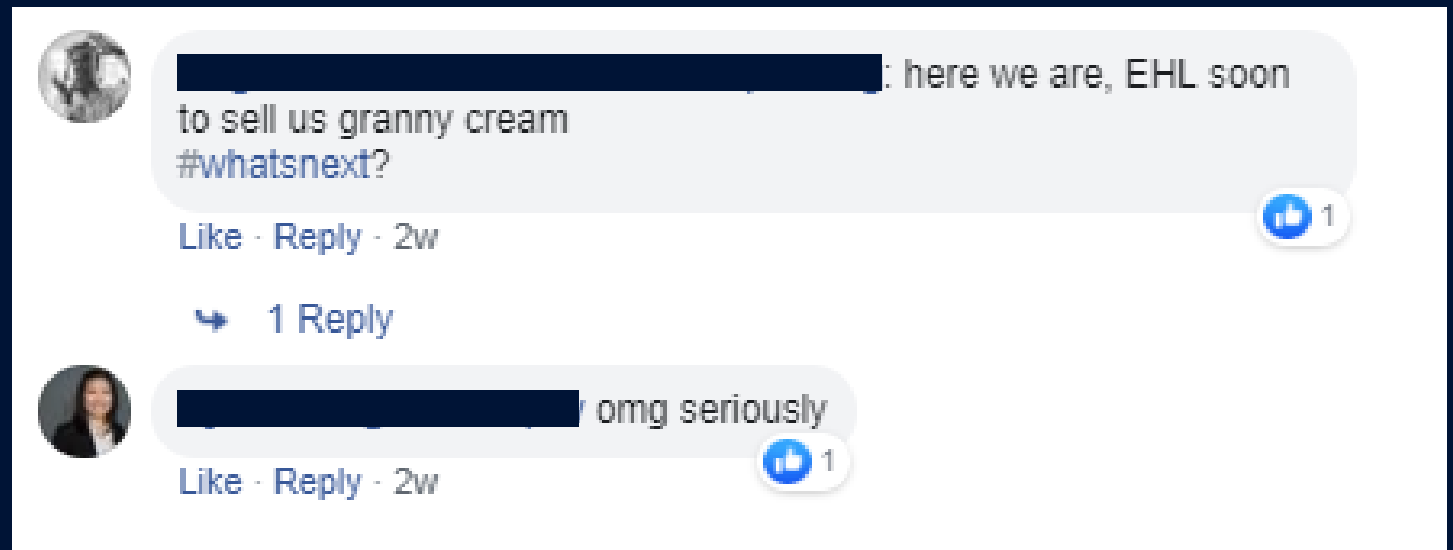
Apply Now

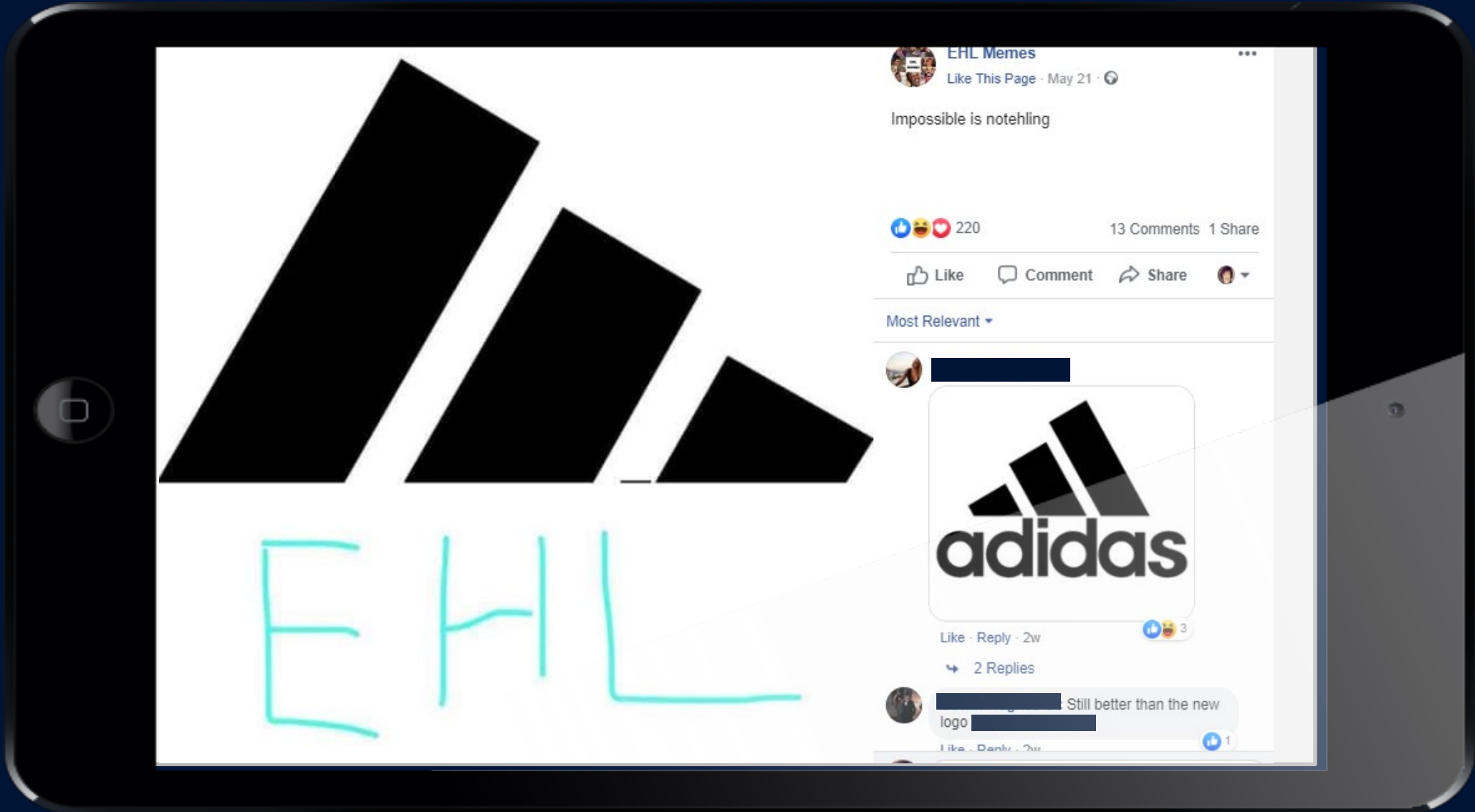
17

# Adapter



6/19/2019





# CONVERSATION

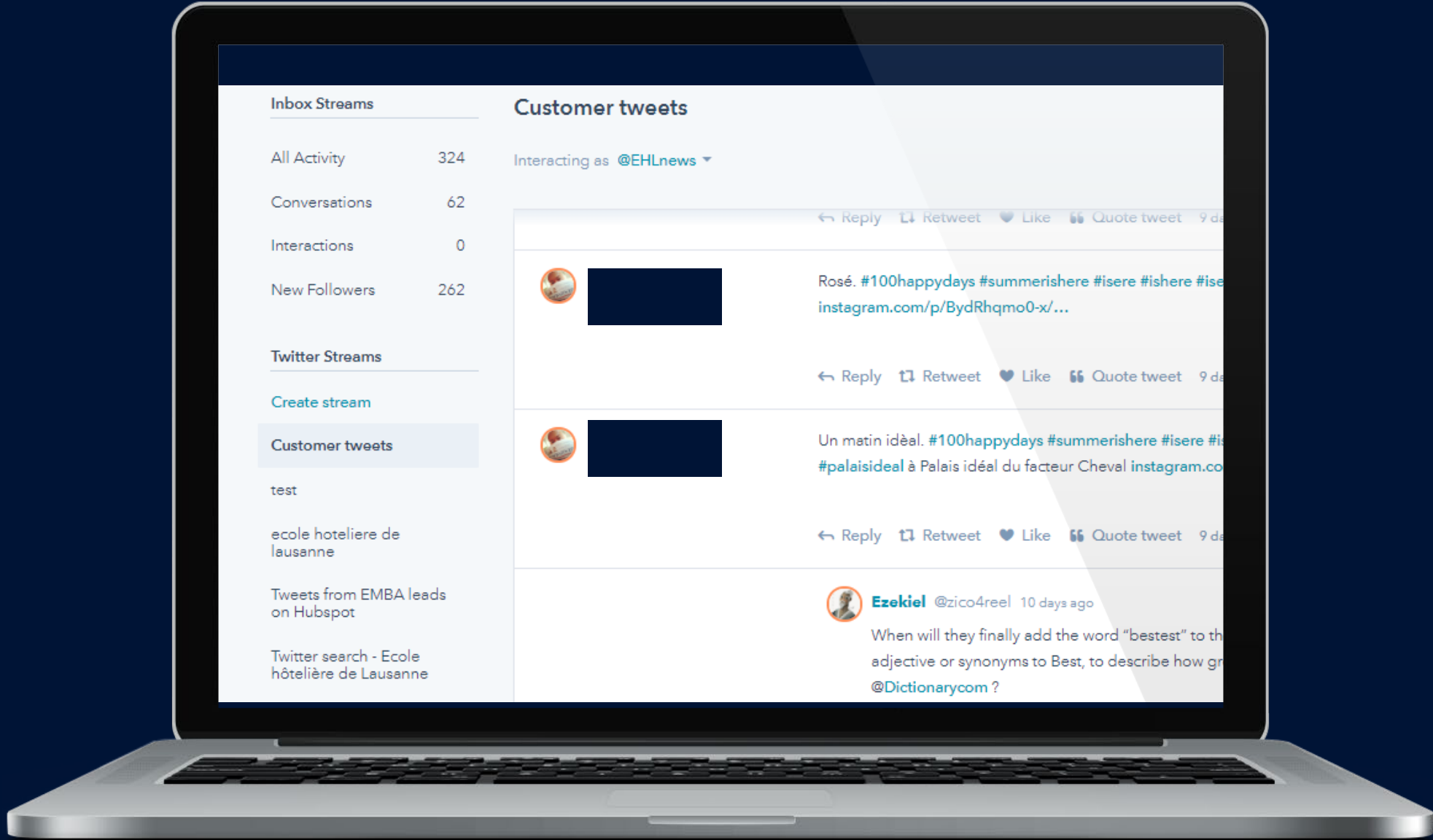


6/19/2019

A screenshot of a Facebook page showing three student-run groups for the Ecole hôtelière de Lausanne (EHL). Each group entry includes a profile picture, the group name, a 'Joined' button, the number of unread posts, the member's join date, a brief description of the group's purpose, and the number of members who live in Lausanne, Switzerland.

- Ecole hôtelière de Lausanne [EHL] Class of 2023 - February Intake** (Joined)  
2 unread posts · Member since June 2018  
Chalet À Gobet, Vaud, Switzerland · In this student-run group, you'll be able to ask all the questions you might have, connect with your peers a...  
64 members said they live in Lausanne, Switzerland
- Ecole hôtelière de Lausanne [EHL] Class of 2022 - September Intake** (Joined)  
3 unread posts · Member since February 2018  
In this student-run group, you'll be able to ask all the questions you might have, connect with your peers and get information and tips to complete...  
112 members said they live in Lausanne, Switzerland
- Ecole hôtelière de Lausanne [EHL] Class of 2020 - February Intake** (+ Join)

21



**Inbox Streams**

- All Activity 324
- Conversations 62
- Interactions 0
- New Followers 262

**Twitter Streams**

Create stream

Customer tweets

test

ecole hoteliere de lausanne

Tweets from EMBA leads on Hubspot

Twitter search - Ecole hôtelière de Lausanne

**Customer tweets**

Interacting as @EHLnews

← Reply ↻ Retweet ❤ Like 🗨 Quote tweet 9 da



Rosé. #100happydays #summerishere #isere #ishere #ise  
[instagram.com/p/BydRhqmo0-x/...](#)

← Reply ↻ Retweet ❤ Like 🗨 Quote tweet 9 da



Un matin idéal. #100happydays #summerishere #isere #is  
#palaisideal à Palais idéal du facteur Cheval [instagram.co](#)

← Reply ↻ Retweet ❤ Like 🗨 Quote tweet 9 da



**Ezekiel** @zico4reel 10 days ago

When will they finally add the word "bestest" to the  
adjective or synonyms to Best, to describe how gr  
[@Dictionarycom](#) ?



 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

 [Redacted] ❤️❤️❤️👉

38w 1 like Reply


 [Redacted] @ehlstudentlife  
hopefully, those are  
biodegradable balloons and  
strings 😊

38w 6 likes Reply

❤️ 💬 ↗️ 📌

 Liked by ecolehotelieredelausanne and  
781 others


SEPTEMBER 14, 2018

 [Redacted] ❤️

@ehlstudentlife luckily it's  
the #worldcleanupday2018  
today! You will all have the  
chance to get your plastic  
made of traditions out of  
nature! Otherwise it's  
gonna take at least 500  
years to decompose :)  
come on show to the  
world that you are still this  
kind of students!!!

38w 2 likes Reply

...

 ecolehotelieredelausanne  
@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 [redacted]



May 9, 2018

Definitely the best email of my life 🎉🍷

Today at 14:12



**Félicitations ! Vous êtes accepté à l'EHL !**



You, Ana Vieira McFee, Leah Saran and 50 others

24 Comments



# Enfin le Social Listening dans l'Education

...c'est complexe et changeant  
...c'est vendre, protéger, éduquer  
...en s'appuyant sur une  
communauté

