#LIFEATCENTRAL
How Social Media Impacts Higher Education
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1 IN 2
use social media to help make a college decision

4 IN 5
have watched a video from a college

20%
have sent a question to a college rep using social media

53%
expect a college rep to respond within a day

Percent of teens using each channel (2015)

- Facebook: 71%
- Instagram: 52%
- Snapchat: 41%
- Twitter: 33%
- Vine: 24%

9 HOURS
average amount of time 13- to 18-year-olds spend on entertainment media

86% of adults aged 18-29 own a smartphone

33% of the class of 2019 submitted their applications to CMU on a mobile device

References
University Communications (2016). Web and social media data.