



Student Pulse Survey

# IDEAL COMMUNICATION CHANNELS:

What 4,599 students told us this month!



To better understand the obstacles and experiences students face, **we're conducting surveys every month** – exploring their opinions, major pain points, and feelings about key components of the admissions process.

Last month, we focused on topics related to **preferred communication channels, content** and **why students joined ZeeMee**.

**4,599 students** answered our survey this month!

*Got anything you want to know from our millions of High School students? Let us know!*



# Takeaway #1:

**Phone calls** and **Direct Mail** are the *least* effective forms of communication for colleges contacting students

- Only 2.3% of students said they responded to Phone Calls and Direct Mailers
- Email was the most effective form of communication (52.7% found it effective)



## Takeaway #2:

**Emails, SMS** and **ZeeMee DM's** were the 3 preferred channels of communication from students

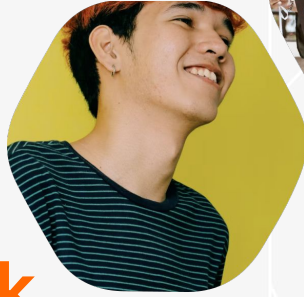


- 94% of students put these in their top 3 preferred channels
- Emails were ranked the highest at 52.7%



## Takeaway #3:

**Instagram, TikTok**  
and **ZeeMee** were  
the most loved  
social channels



- 60% of responders selected these 3 channels as their most favorite social channels



# Takeaway #4:

**Campus tour videos** are the most eye catching for students when browsing potential colleges

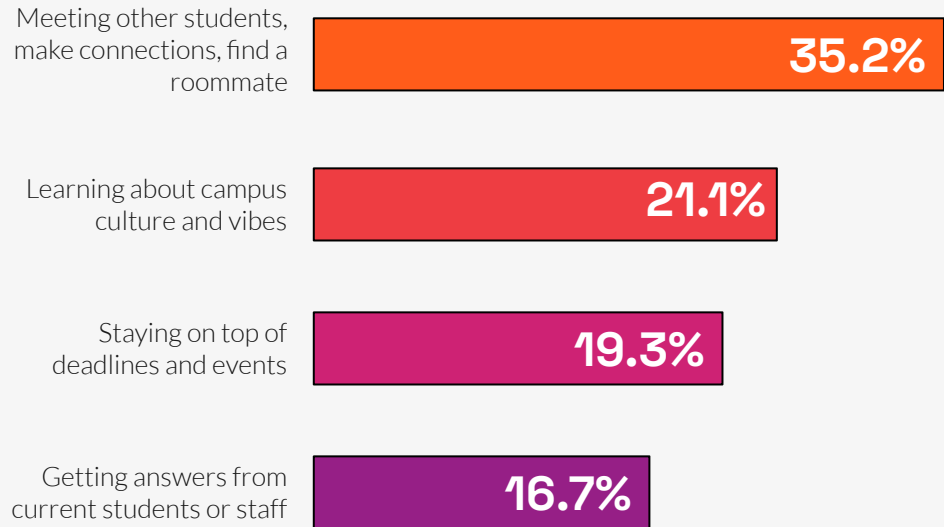
- 23% of students selected **Campus Tour Videos** as the most eye catching and helpful
- **Scholarship and aid posts** (21.4%) and getting a sense of **Campus Life** (21%) were 2nd and 3rd most popular



## Takeaway #5:

Most students join ZeeMee to **meet other students, make connections and find a roommate**

### What made you join a ZeeMee community?



# CONCLUSIONS & RECOMMENDATIONS



# 1. Prioritize mobile-first channels

- Build an integrated outreach plan that sequences ZeeMee DMs, personalized SMS, and targeted emails.
- Use each channel with intention: SMS for deadline nudges, DMs for quick Q&As or event invites, and emails for deeper content like visit follow-ups or application checklists.



## 2. Lean Into Social + Peer-Led Content to Drive Emotional Connection

- Students crave authentic, peer-driven insights, so invest in student creators and ambassadors to produce relatable, short-form content (e.g., campus day-in-the-life, dorm tours, roommate intros).
- Share campus tour videos prominently across social and on ZeeMee - they're high-impact and visual, perfect for mobile consumption.



# 3. Use Community-Based Platforms to Build Belonging Early

- Because most students join ZeeMee to connect, find roommates, and understand campus culture, activate your ZeeMee community early in the funnel (not just post-application).
- Host live events or prompts in ZeeMee around roommate matching, club culture, or tips from current students.
- Regularly post reminders about key deadlines and campus events inside the app to reinforce your value as a guide.





**LOOK OUT FOR NEXT  
MONTH'S POLLING DATA!**

