

UCAS

STUDENT MINDSET CONFERENCE

2023

**Antiviral Content:
Life After Social Media**

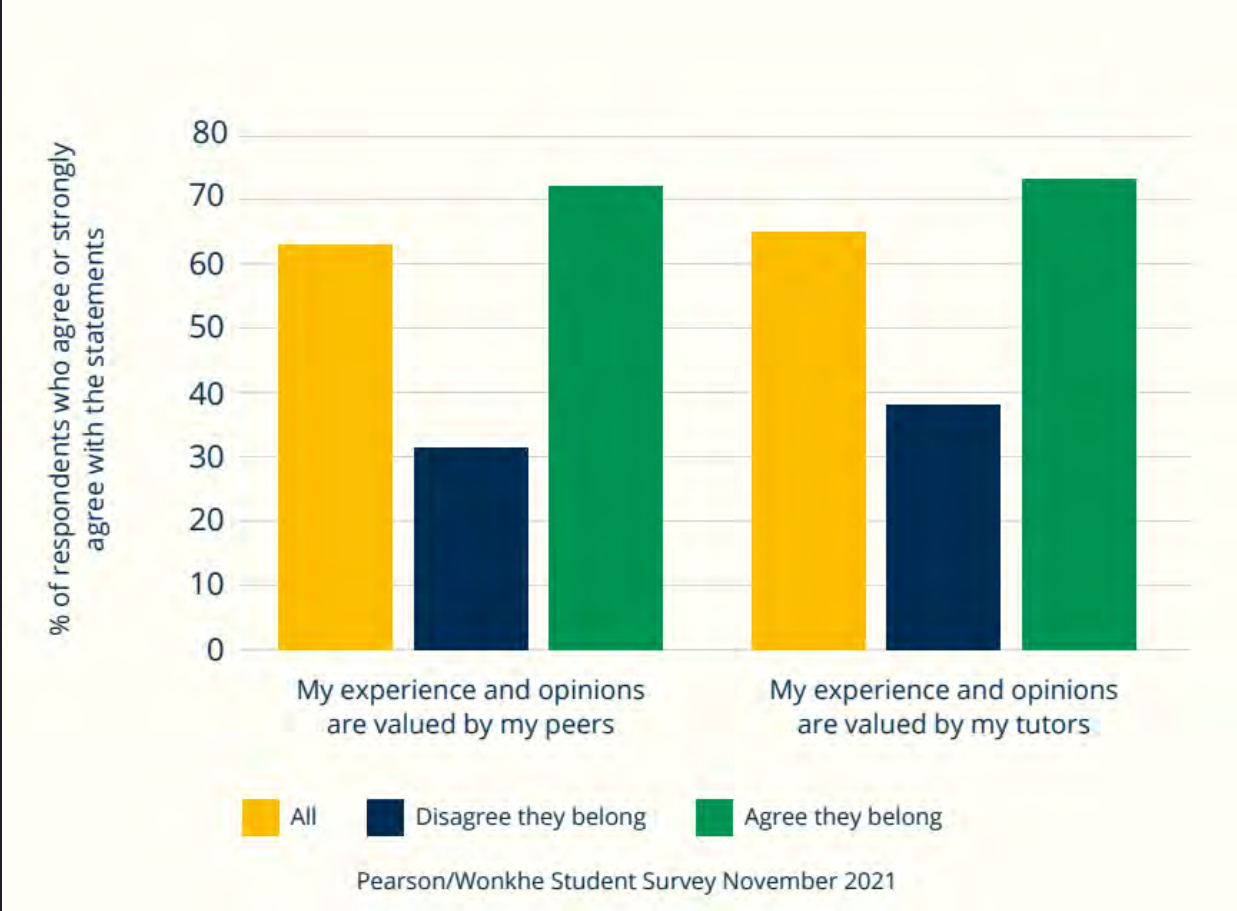
Kyle Campbell

Sponsored by



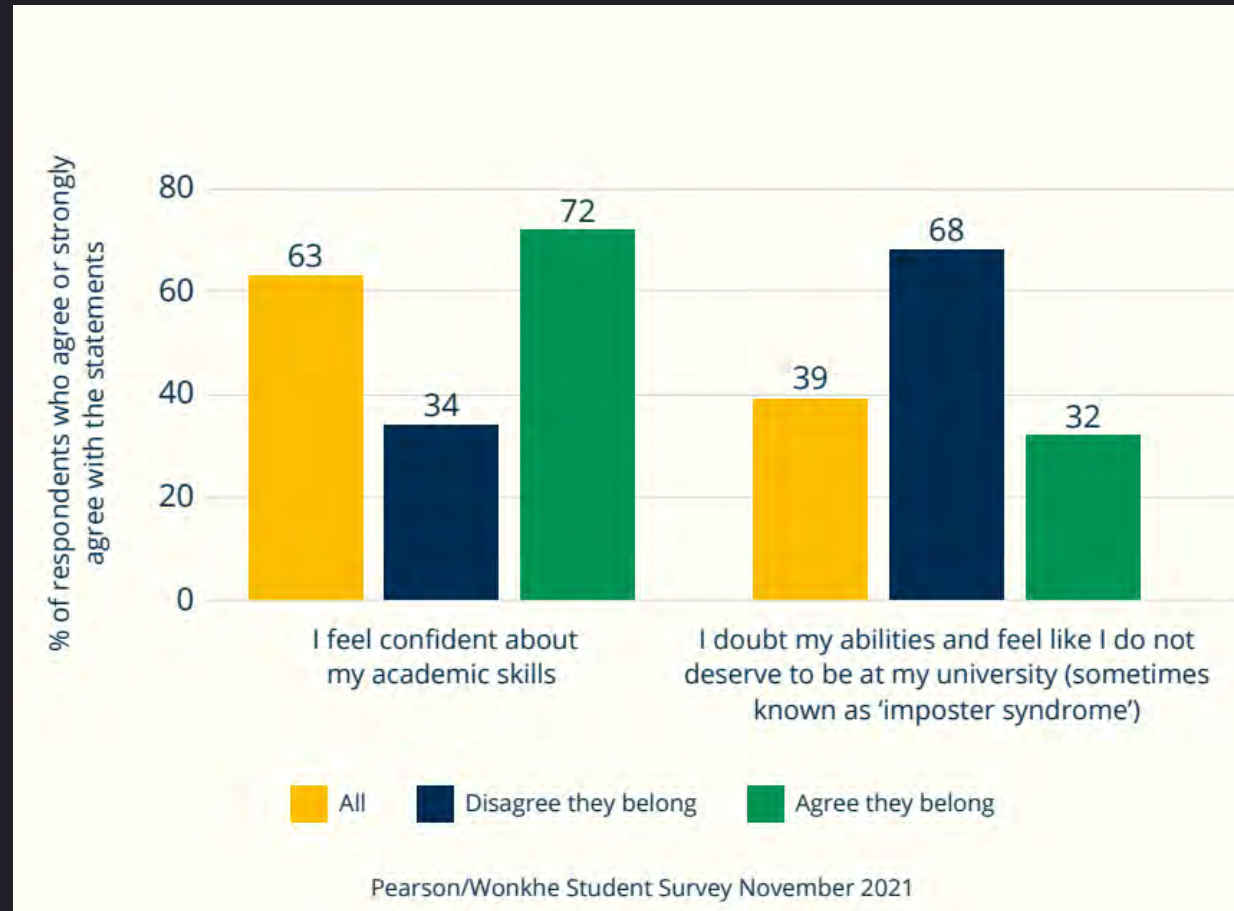
After social 

The impact of feeling valued on a sense of belonging



Those who belong feel more valued

The impact of confidence and imposter syndrome on belonging



Those who belong are more confident

3x

Speed

Scale

Speed and scale



Gary V with one of his NFTs



Gary V pays vast amounts of money to "go viral."

Gary V's content



Gary Vaynerchuk   @garyvee

Quit hanging out with people who don't want you to win.

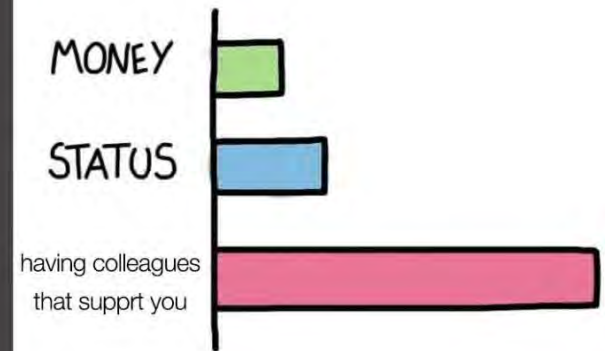
**Leaders,
enough using
negativity to get
an outcome.**

**Lead with
love and
positivity.**



**POSITIVE
PORCUPINE**

WHAT GIVES PEOPLE FEELINGS OF POWER



P^NR



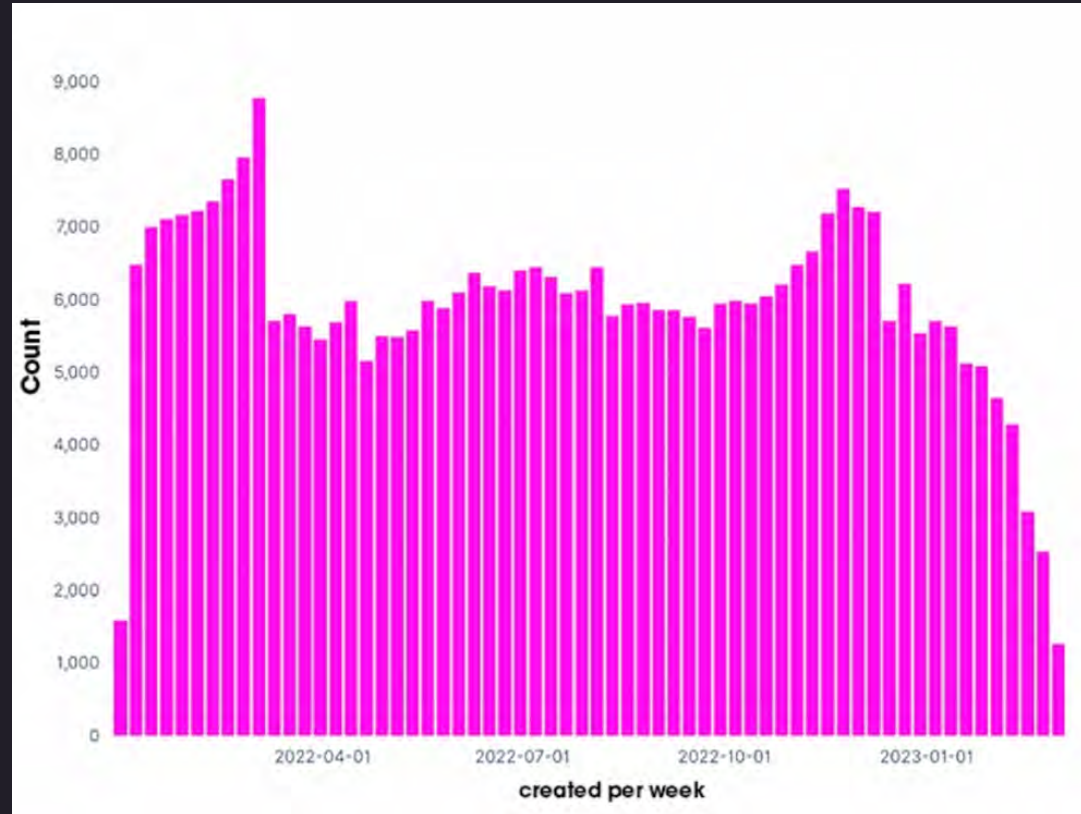
**...THIS OLD...
MARKETING**

What roles will social media professionals pursue next?



42% of marketers plan to stop working in social media within the next two years

TikTok vidoes created per week (w/ 10MM+ views)

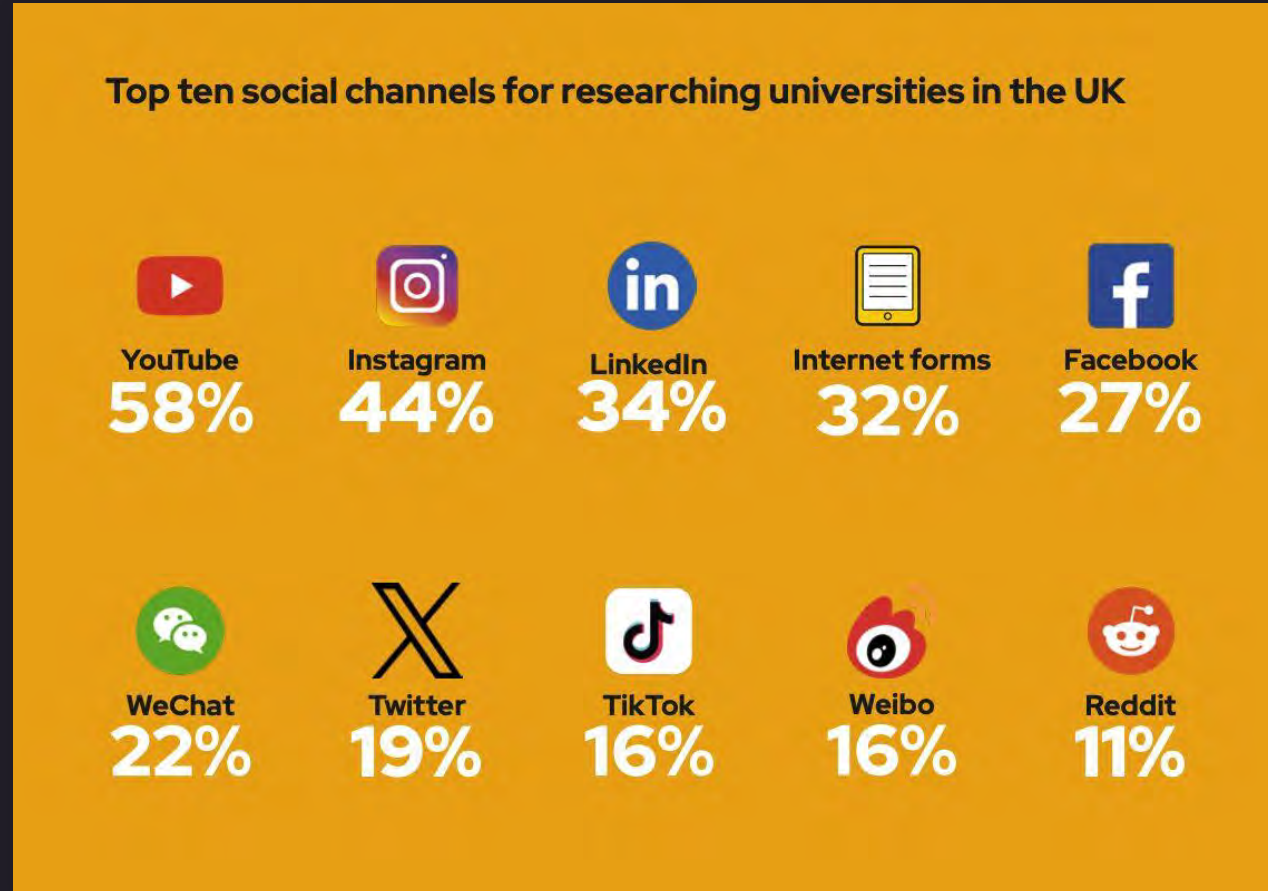


The no. of viral videos are in sharp decline

Down 80%



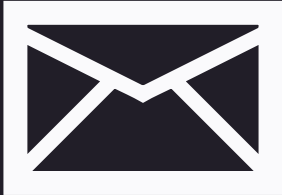
The most popular social research channels for UK-bound international students



Internet forums have seen a huge resurgence

1) Niche down 

$$2 = 7$$



Strike up a conversation.

1 episode.

5x personalised content.

Halved enquiries.

Doubled apps 

2) Making friends



The changing nature of peer to peer



Unibuddy

45% of students say that connecting with their fellow INCOMING peers helps them feel like they belong



The Ambassador Platform

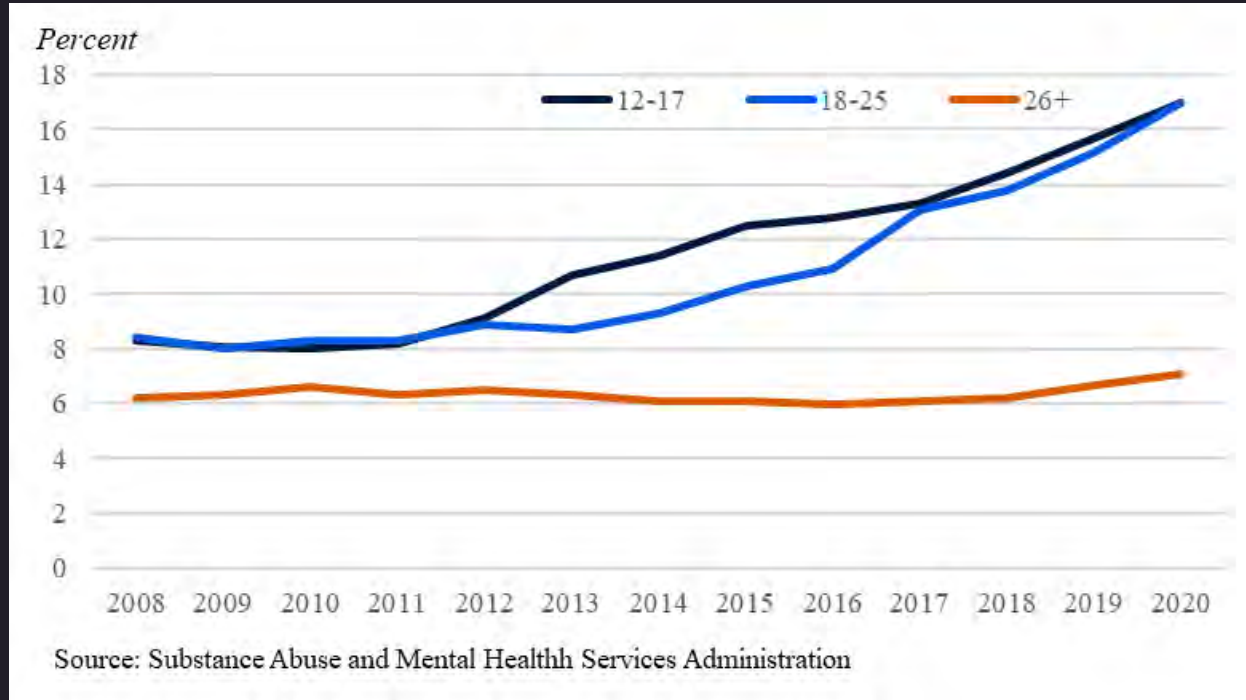
80% of students said connecting with other prospective students was either "extremely" or "very" important.



ZeeMee

91% of students choose to engage with fellow INCOMING peers over current students

Percent of the population with a major depressive episode in the past year



The rise of social media significantly impacted youth mental health