



C-Stores Increase Social Media Presence On College Campuses

According to the National Association of Convenience Stores (NACS) and a **Y-Pulse study**, convenience retail operations on college and university campuses have more than doubled their use of social media in the last five years to better connect with their customers.



A recent Y-Pulse study shows that 75 percent of campus foodservice professionals now use social and digital media tools to engage their customers, compared to 32 percent in 2010.

More students are purchasing food from on-campus foodservice venues than in 2010, and with the continuing rise of social and digital media, campus foodservice professionals are increasing their use of these marketing tools. Y-Pulse found the majority of on-campus convenience and retail stores are on Facebook and Twitter and/or a website to digitally connect with their consumers.

The largest digital platform increase occurred with 72 percent of foodservice professionals using a website to engage their c-store and retail consumers, whereas only 33 percent reported using one in 2010.

“Seventy-six percent of the college students we surveyed reported that they were purchasing food at convenience stores on campus as opposed to only 22 percent in the previous study. It is exciting to see that campus c-store operators have been so effective in attracting student consumers to their stores,” said **Sharon Olson, Y-Pulse executive director**.

Top platforms that college and university foodservice professionals are using include Facebook (85 percent), Twitter (82 percent), website (72 percent) and Instagram (54 percent). Top platforms students choose to obtain information about on-campus food options include Facebook (90 percent), Twitter (86 percent), website (80 percent) and Instagram (60 percent).

Ninety-three percent of students reported purchasing food on-campus in 2015, a 26 percent increase since 2010.