



Edge Hill  
University

---

*Engaging Students on  
Social Media*

*Rebecca Montgomery  
Digital Marketing Manager  
HELOA UK Vice-Chair (Communications)*

# Engaging students on Social Media

1. Know your audience
2. Engage your audience
3. Supporting your institutions social media team

# Engaging students on Social Media

1. Know your audience
2. Engage your audience
3. Supporting your institutions social media team

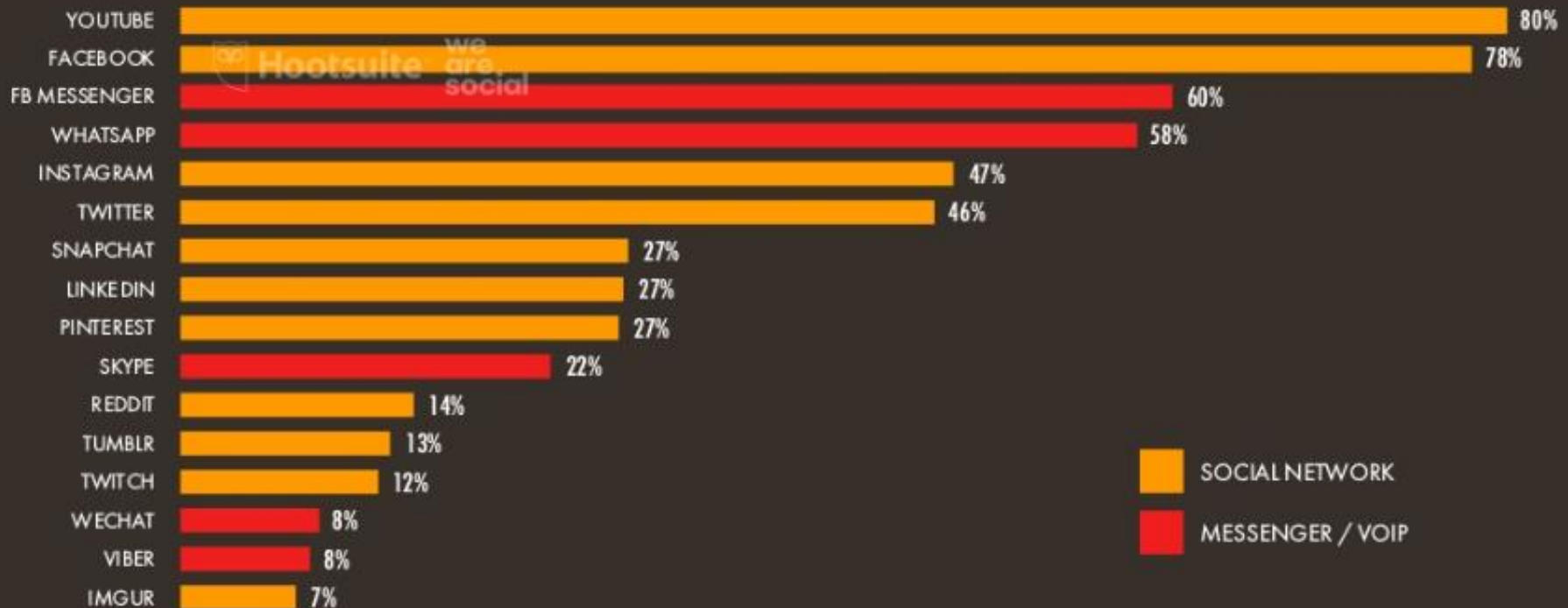
# Know your audience

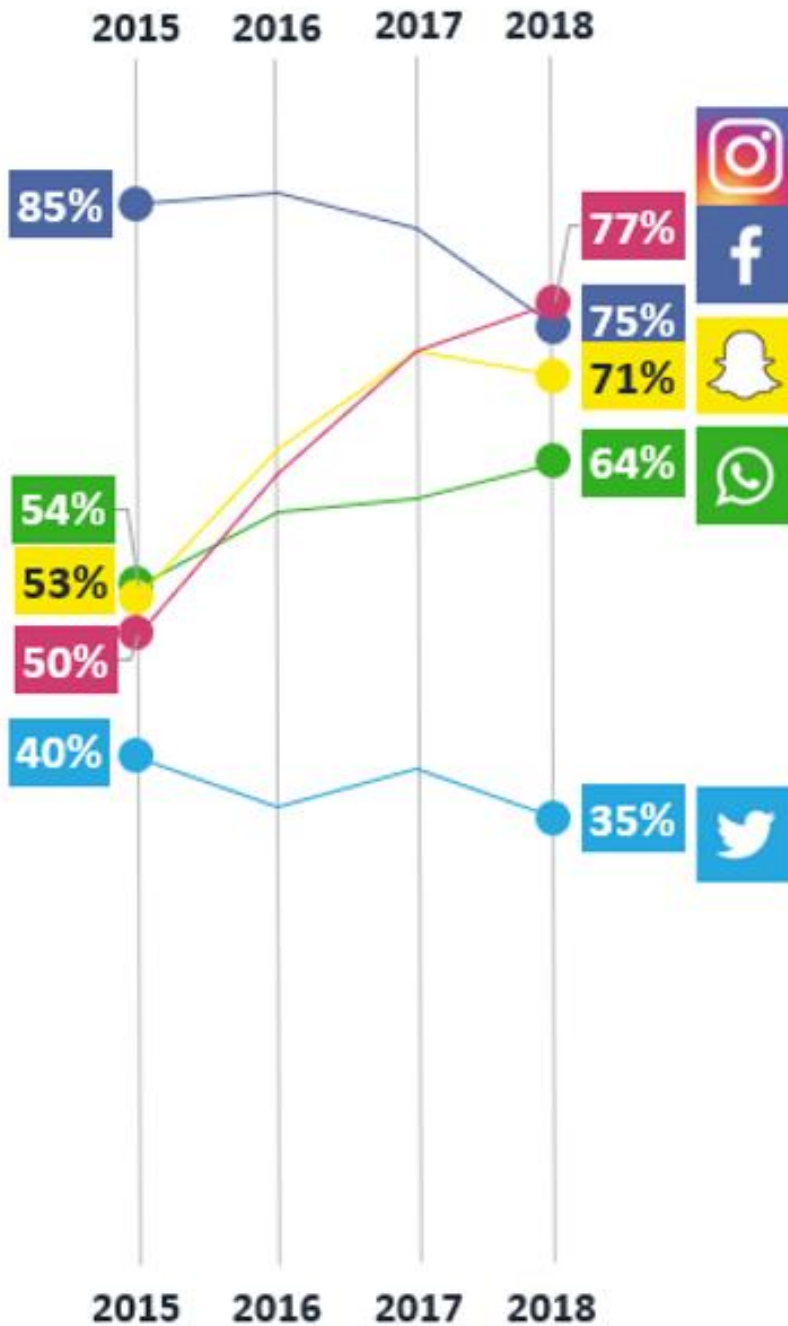
- 3.484 billion active social media users worldwide (45% of the worlds population)
- In the UK 45 million social media users (67% of the population) – 39 million are mobile social media users
- The average UK user spends 1 hour 50 mins a day scrolling through social media

JAN  
2019

## MOST ACTIVE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS WHO REPORT USING EACH PLATFORM [SURVEY BASED]

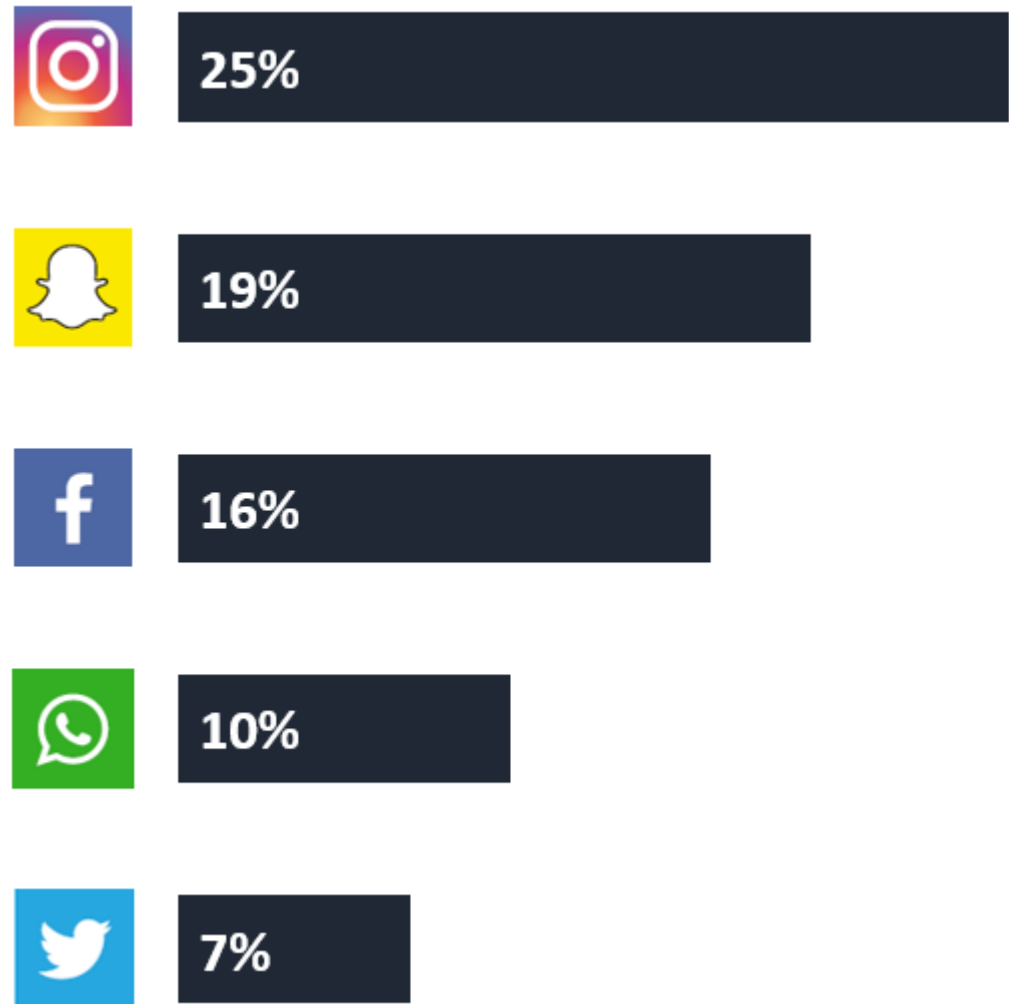




- FB overtaken by Instagram as the most popular social media platform used regularly by students
- FB declined by 8% since 2017
- Insta increased by 2%
- Snapchat declined, but only by 2%

\*UCAS survey data: the 2018 applicant

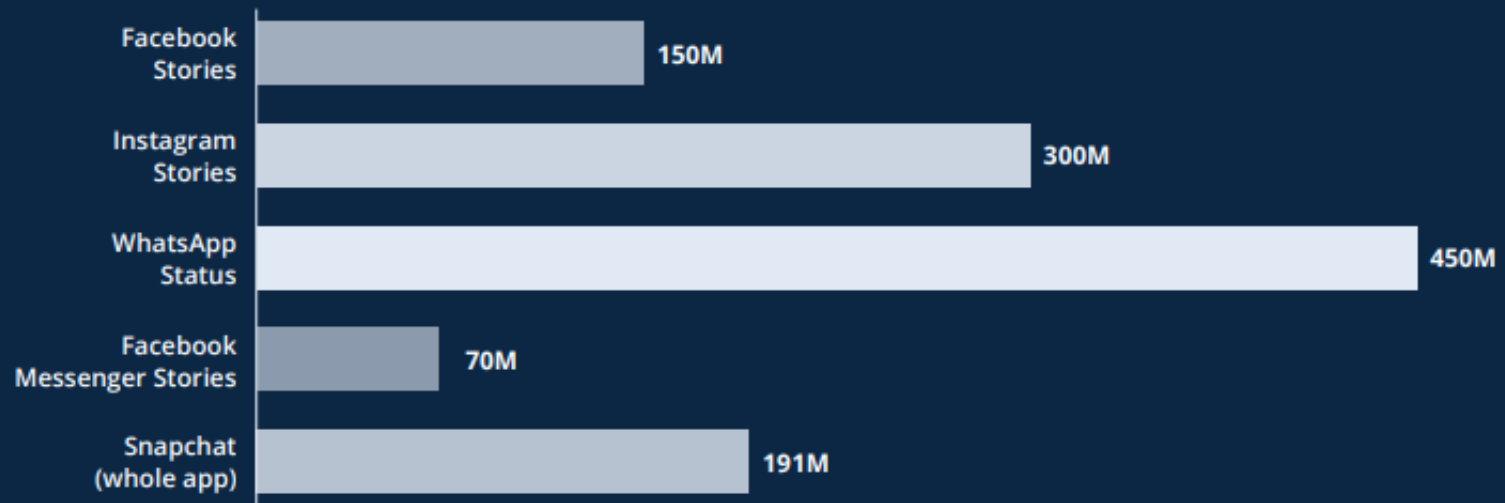
If students could only use one social media platform...



\*UCAS survey data: the 2018 applicant

# Know your audience

## Stories Product Daily Active Users

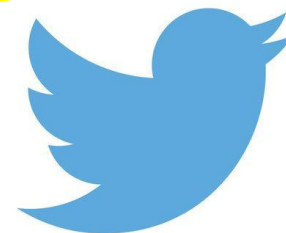


Source: TechCrunch, [Facebook Stories reveals 150M daily users and here come ads](#). Last updated: May 2018.



# Know your audience

- A typical student will follow a multi-channel user journey likely using a number of the social channels below.
- We need to know which channels they are on and what content they are looking for in order to enhance their student journey



# Know your audience

- Audience analysis project to really understand who we're engaging with on each platform
- Asking our audience what they want to see
- Personalisation is key!
- Content tailored for each of our primary audiences



Edge Hill University

Published by Debbie Gardiner [?] · May 2 at 2:00 PM · 🌐

We're looking to understand more about who our followers are on social media to make sure we're giving you the content and information you want to see.

The survey should take no more than 5-10 minutes to complete and participants who complete the survey will have the chance to win one of five Amazon gift vouchers. To get started visit [ehu.ac.uk/socialmediasurvey](https://ehu.ac.uk/socialmediasurvey).

For T&C's please visit [ehu.ac.uk/surveytcs](https://ehu.ac.uk/surveytcs). Thank you for taking part!



Take part in our social media survey for a chance to win a £20 Amazon voucher.

[ehu.ac.uk/socialmediasurvey](https://ehu.ac.uk/socialmediasurvey)

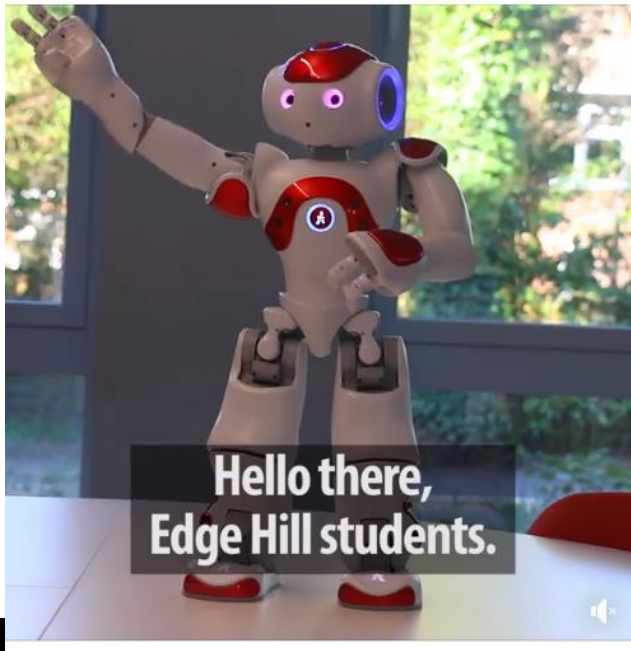
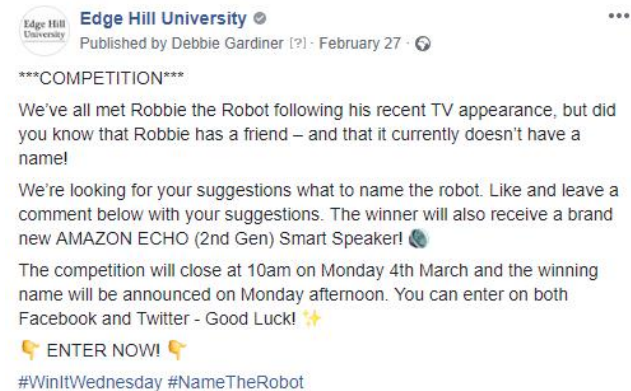
# Engaging students on Social Media

1. Know your audience
2. Engage your audience
3. Supporting your institutions social media team

# Engage your audience

- Get your audience involved to make them feel part of the community
- Gen Z want to see authenticity and hear about real experiences
- They want social interaction
- Gen Z are socially conscious
- They want to talk about and address issues such as mental health, body shaming and bullying
- They love the weird and the whimsical

# Engage your audience - #NameTheRobot



- 2<sup>nd</sup> best performing post of the year so far on Facebook
- Best performing post on twitter of the year so far
- Multi channel campaign
- Generated interest in Research at Edge Hill
- Over 150 entrants from across the EHU community



# Engage your audience - #myEHU



edgehilluniversity  
Edge Hill University

edgehilluniversity To end your week on a good note, here's a photo of the always adorable Campus Cat!

@nicolab114  
#myEHU  
5w

chellis17965 @annie\_cutts  
5w Reply

memamem  
5w Reply

steph\_smith @kayleigh\_rey @rebeccafahv

Liked by foodatedgehill and 400 others  
APRIL 5

Add a comment... Post



edgehilluniversity  
Edge Hill University

edgehilluniversity Did anyone else spot the snow during yesterday's Catalyst launch? Thanks to @the\_bp\_botanist for the great photo! #myEHU  
16w

dont\_look\_jack\_in\_anger Nah graduated  
16w Reply

Liked by ehu\_fohsc and 514 others  
JANUARY 19

Add a comment... Post



edgehilluniversity  
Edge Hill University

edgehilluniversity Thanks to @thelifeof\_ck for this amazing shot of the Catalyst building! #myEHU  
1d

edgehilluniversity #edgehilluniversity #edgehill #edgehilluni #ehu #ormskirk #lancashire #university #highereducation #campus

Liked by teamedgehill and 222 others  
1 DAY AGO

Add a comment... Post



edgehilluniversity  
Edge Hill University

edgehilluniversity Campus Cat gets treated so well! 🐾 @lydie.ross #myEHU  
8w

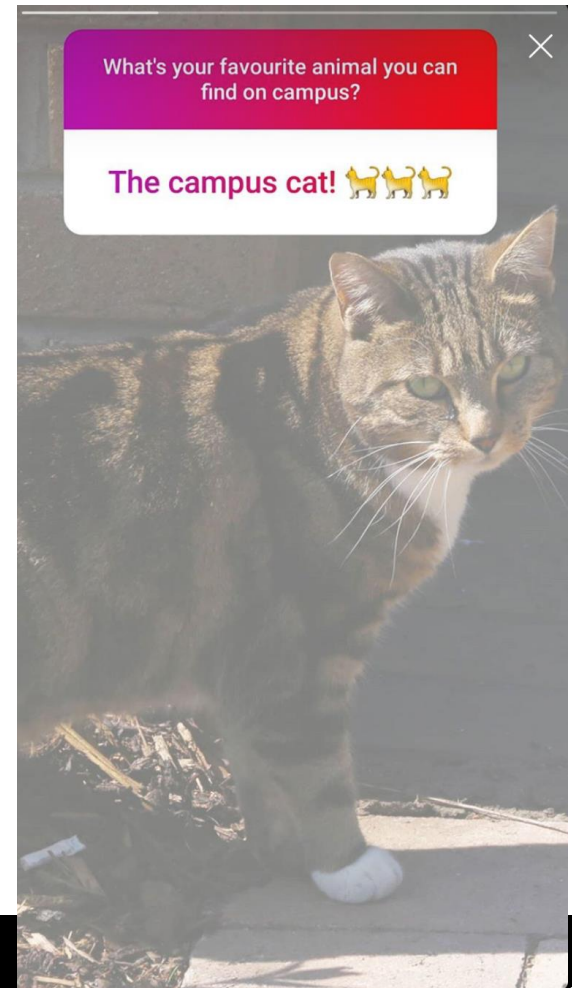
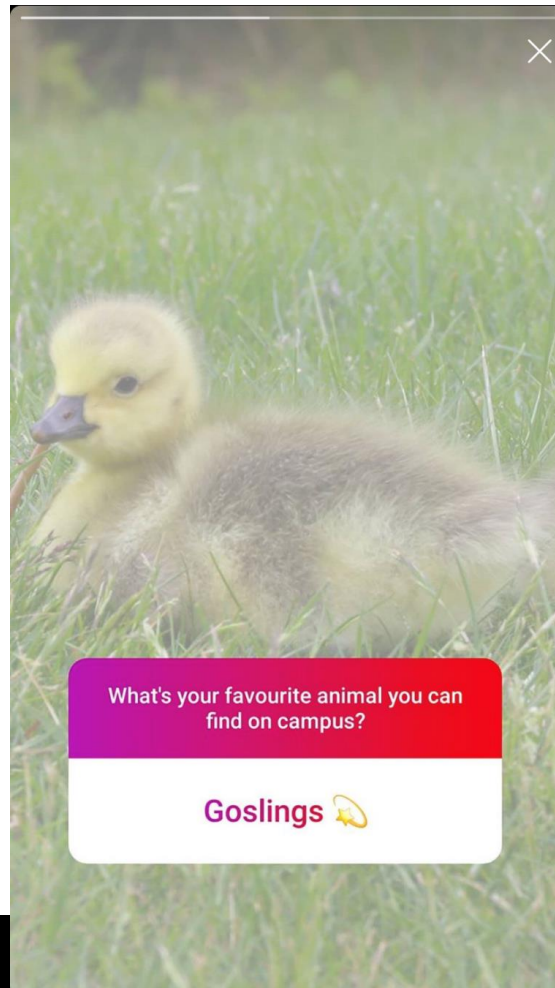
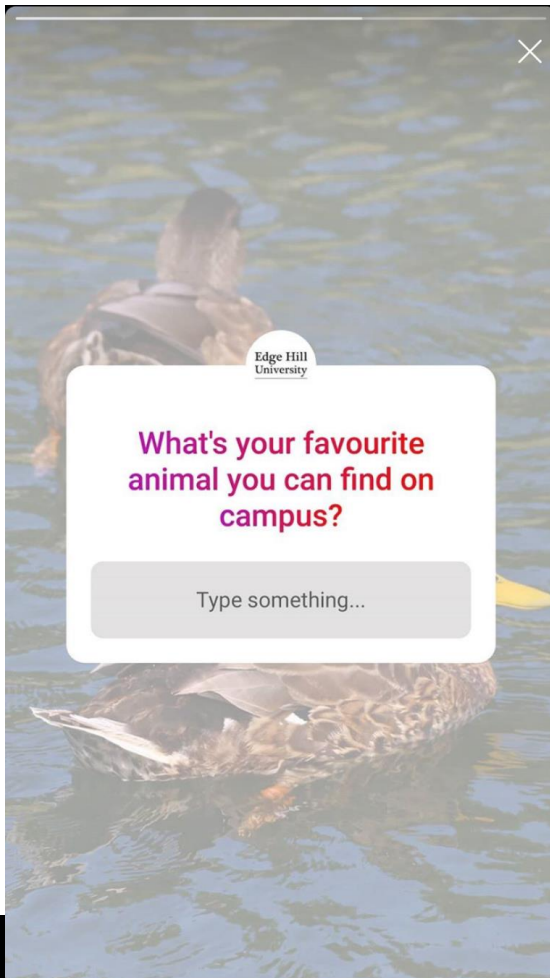
edgehilluniversity #edgehilluniversity #edgehill #edgehilluni #ehu #ormskirk #lancashire #university #highereducation #campuscat #ehucampuscat #cats #catsofinstagram  
8w Reply

ehulibrary so he should!  
8w 3 likes Reply

Liked by ehulibrary and 460 others  
MARCH 19

Add a comment... Post

# Engage your audience – polls, quizzes and questions





# Engage your audience – link to current affairs and events

 **Edge Hill University**   
Published by Debbie Gardiner [?] · April 9 · 

Did you know that April is World Autism Month?   
In recognition of Autism Awareness Day held on April 2nd, Edge Hill lit its Main Building up blue in support of a greater understanding, awareness and acceptance of Autism. #AutismAwareness



edgehilluniversity Did anyone spot the Main Building lit up for #PurpleDay yesterday? The day raises awareness of those with epilepsy, which affects around 1 in 100 people in the UK according to @epilepsysociety.



Visit <http://ehu.ac.uk/castletrial> to find out how our researchers are helping children with epilepsy.



# Engage your audience – address personal issues

Mental Health Foundation

Mental Health Awareness Week  
13-19 May 2019  
mentalhealth.org.uk

***This year, @mentalhealthfoundation are discussing body image for Mental Health Awareness Week.***

***(Tap through for body image stats from Mental Health Foundation's 2019 survey)***

Edge Hill University

What are your body positivity tips?

Type something...

#BEBODYKIND

What are your body positivity tips?

Remember how boring the world would be if everyone looked the same!

*You are one in 7.7 billion. There's only one of you*


@MENTALHEALTHFOUNDATION

#BEBODYKIND

# Engage your audience – address personal issues

What are your body positivity tips?

**NOBODY** will ever be **YOU**.  
Own it, be positive and love yourself. Look out for number one!



#BEBODYKIND

What are your body positivity tips?


Everyone is different so own yourself 🍌

**YOU ARE AWESOME!**

#BEBODYKIND

What are your body positivity tips?

Aspire to be the best you you can be. Don't focus on what the media tells you you should look like



#BEBODYKIND

# Engage your audience – it's ok to be fun and light-hearted

**Edge Hill University**  
Published by Alex Duffy [?] · April 1 · 🌐

CAUTION – Goose on the Loose! ⚠️

Over the weekend we have seen an influx of Geese across campus. They have settled near the lakes by Catalyst and the Faculty of Education, so please take care when walking around these areas of campus.

Check out our Facebook Stories for tips on keeping safe around the geese!



**Alex Harris** Molly Lunn bye. I'm not leaving my room until they've gone.  
Like · Reply · Message · 6w · Edited 👍 2

**Alex Harris** Hang on, it's April 1st ffs  
Like · Reply · Message · 6w

**David Birch** Lucie Francis im struggling to work out if this is real or an April Fools  
Like · Reply · Message · 6w 👍 🤔 3

**Maria Francis** David Birch they look photoshopped.. badly  
Like · Reply · Message · 6w · Edited

**David Birch** Maria Francis Oh yeah I've just looked at it again.  
Like · Reply · Message · 6w 👍 1

**Lucie Francis** It's definitely believable

**Jess Pope** Security be like... ⋮

**Sal Devlin** Shocking photoshop effort that  
Like · Reply · Message · 6w 👍 🤔 25



**Edge Hill University** ⋮  
graphic design is my passion  
Like · Reply · 6w 👍 🤔 63

Haha · Reply · Message · 6w 👍 🤔 1

# Engaging students on Social Media

1. Know your audience
2. Engage your audience
3. Supporting your institutions social media team

# Supporting your institutions social media team

- Let them know of any student ambassadors you are working with that are doing really interesting things, or would do a great student takeover
- Understand that they'll be getting requests from all over the university and they can't feature everything
- Involve them in Open Day planning as social media is a key part of the event
- Share images and videos with them of other events that you're running or attending



**Bournemouth  
University**

**#digitechfutures**

**Engaging students in a social world**

## The project - #digitechfutures

- To highlight BU's excellence in the area of digital and technology
  - A social media-led campaign – with a £3.5k budget to put into social media boosting and advertising
  - A multimedia approach, utilising in-house video skill and photography to produce content specifically for social media
    - Utilising Shorthand to make our content more relevant for our audience
  - Schools were a key audience – as we looked to enthuse them in the subject matter and suggest courses that might be appropriate for them to study
  - Key industry involvement helped our message go further, drawing on alumni who are currently making movies and TV shows
- 
- <https://www.bournemouth.ac.uk/digital-technological-futures>



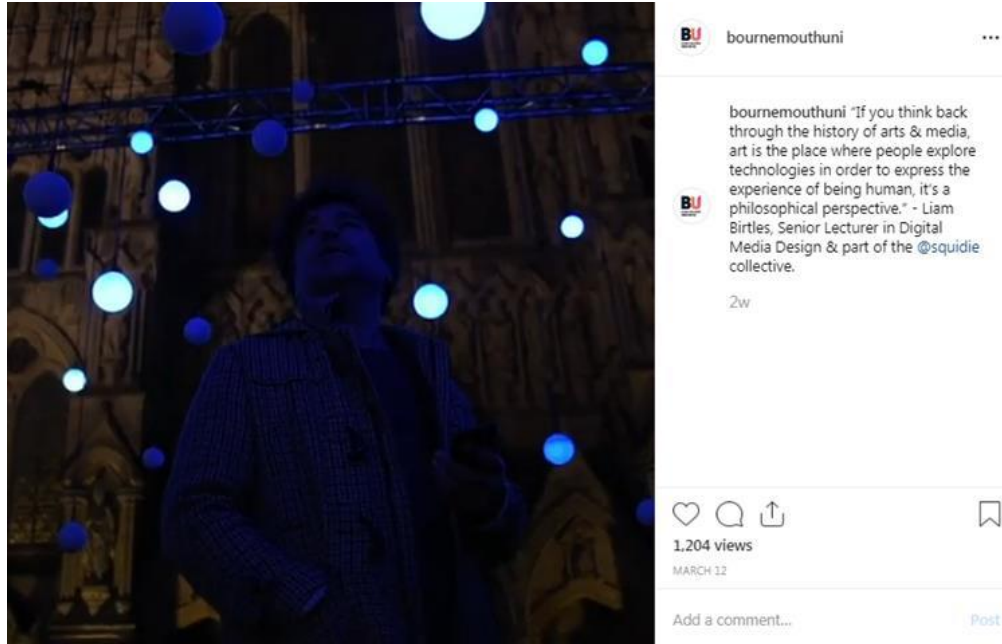






#digitechfutures

# Repurposing content for all channels



<https://www.bournemouth.ac.uk/vfx-excellence>

- **Successes**

- Content creation was key to seeing our message go further – multimedia is king!
- Great comments showing we reached the right audience in part:

Social media users said, “This made me think of [my daughter] and her art, so many possibilities in this digital world.”

Another said, “Every time I read or hear about BU’s achievements I feel very proud of the fact that I was a part of it all those years ago, Well done again everyone!”

- **Challenges**

- Our target audience are very voyeuristic – how do we get them to engage moving forward?
- Making sure we remain on the cutting-edge of technology – where will school-aged target audience be next, what platforms?
- Time and skill – how do we – as very busy people – make social a priority?

# Conclusions

- Our social campaign spend was £2,700 and resulted in an overall reach of 711,920 (paid and organic, including video views over 10 seconds), with an overall engagement of 8,832 shares, comments or clicks through to content.
- Engage your target audience as a part of the project, what do they want to see/hear – we could have done better if we did this
- There is so much on social – there has never been a greater need to make your content stand out – don't just do multimedia – do it better than anyone else!
- If its worth saying, its worth investing in!





The HCCA was founded in 1987 and is the UK's leading centre for research and teaching in Computer Animation and  
In 2011 we received the Queen's Award for  
Computer Animation 9  
Our graduates helped establish the UK's visual  
game as to work for all the major studios