



**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
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- <https://www.bournemouth.ac.uk/digital-technological-futures>





#digitechfutures

Repurposing content for all channels



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

Outcomes

- **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!

