

Session Title:	How to Ace Student Recruitment on Social Media in 2023
Speaker(s):	Hesham Abdelhamid and Lewis Ford
Chair:	Charlotte Coleman
Reporter:	Ailsa Mackay

Speaker/Institution Bio/Information:	Social media officers at University of Gloucestershire
Overview/Aim of session:	Trends and insights Content and taking risks Social media 'icks' Goals Questions
Workshop Content	<p>Activity goals for 2023 Discussion on importance of having motivation or goals eg. increase community size, increase engagement, drive more traffic, recruit content creators, recruit more students</p> <p>Insights and trends UoG hold monthly sessions with students to ask about what they like (general topics), new survey commissioned by channel 4 to tap into true mood of young people.</p> <p>5 key takeaways –</p> <ul style="list-style-type: none"> • 3 out of 5 13 to 25 year olds see parents as role models, key to engage with parents and decision makers, create piece on instagram for open day for parents, playlist directions, travel news. • Only 28% of gen z believe there are two genders compared with 68% of over 25s. importance to represent trans students, share same values. • Only 35% of gen z said that social media was a source of stress, go-to news source, big part of world, create content around destressing and wellbeing • 82% of gen z receive their news from social media – should be fun but first point of contact for news is social. 51% of gen z agree the positives of social

media outweigh the negatives but 100% are using anyway. Main way to connect with brands

Cost of living crisis

Gen z feeling anxious and worried about how to fund lifestyle. 43% are considering apprenticeships. Worry about being able to afford uni. Our job to reassure and build confidence and real information on costs of societies and sports clubs etc. Klarna – payment in installments for societies and equipment. Consider what people really want to know.

Authentic and lasting connections

1. Help Gen Z navigate a changing world: YouTube, TikTok and other platforms used to educate themselves. Check out the 'people also ask... bit on google
2. Get involved in causes. Beware Gen z acutely aware of performative activism. Actively support the causes they care about and build trust and connection. Add to the conversation, consider how audience might perceive things you post. Be genuine and authentic and provide proper resource and information.
3. Embrace micro communities and new channels. Platforms like Discord and Roblox give Gen Z space to come together and share their experiences. Be early adopters.

Discussion on what big themes are going to be for 2023. Suggestions from floor included environment, cost of living, mental health.

Community marketing – who are we building for?

Channels and communities

Who are you talking to?

Produce content specific for that audience

Facebook – guardians, students, international students. Content leans towards practical advice and answering questions.

Instagram – primarily connects with future students, guardians, international audiences. Content includes reels, fun stuff

LinkedIn – main b2b platform, for alumni and staff engagement with HE sector – Content around news, achievements, just because b2 doesn't mean it has to be too serious and can be fun

TikTok – UoG favourite at the moment, connects with students Gen Z and Gen A – fun, silly, more experimental. Use trending sounds, features, funny memes and heartfelt content.

	<p>Twitter – b2b, staff, professional and course profiles – courses sharing content</p> <p>Q; b2b and b2c definition? – brand to brand / business to business or brand to customer Gen A - born 2005</p> <p>Q: how do UoG split content? A: tend to use same content but communicated in a different manner and is tailored to suit the channel.</p> <p>Look at insights on your own uni channels so that you can tailor for your audience.</p> <p>True authentic culture. Let students tell their story, allow them to be their true transparent themselves UoG ask students to document their daily lives on and off campus, perfect way to showcase the added value of university life. Its even better when videos are funny, cheeky or wholesome Recruit student creators - go out to the schools and academic departments. UoG student creators are doing this for free, not a paid student influencer network. Connect with students who wish to create their own content for their own channels and then tag in the university.</p> <p>Case study of video blog created by first year student, Maisie – has 2000 followers on TikTok, day in the life video. Trying to pre-determine a brief for content wasn't hugely successful, suggest that leave it to the students to tell their own story</p> <p>Embrace the unhinged Create a playful persona on TikTok Poke fun of yourself and post real valuable advice Easy way to jump on trends Don't be afraid to embed it within other digital activities, eg CRM</p> <p>Video: disembodied face filter (eyes and lips) on university building on clearing video, 30k likes, lot of views. Lip synching to an Ariana Grande video on side of building Tracking demonstrated that applicants were clicking through from this video and then calling. Repackaging can work. Find a trending song on TikTok and think how can use this for my institution. Can then use for additional activity and by other teams eg. CRM team. Developed to the social team providing content to the CRM team, content working quite well on email</p>
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	<p>Your IG stories – direct connection Using memes to respond to people in stories and question boxes can help strengthen social relationships and humanise your brand. Low effort content with high reach. So easy to do, library of memes to use eg using Nicole Scherzinger in Asda for careers advice post</p> <p>Be brave, if you have a new idea then encouraged to do it as a trial run and measure success. Engage – means that your content will show up in feeds.</p> <p>You tube Gen Z say that YouTube is the no1 platform that they turn to when they want to relax or cheer up. Best kept secret – it's super powerful for international recruitment In 2022 india had the most YouTube users in the world for YouTube shorts, no1 for short form video. Has seen a 12% increase YOY in views and YouTube watch time.</p> <p>Examples of content video podcasts, vox pops (asking students random questions) honest campus and room tours or you can simply ask your students what they want to see</p> <p>Influencer marketing to sell outside of lectures life Case study: University of Derby video (collab with Rise at Seven marketing agency). TikTok campaign showcasing things to do and places to go in Derby Use local influencers and content creators to boost your hashtags with positive content around your location. Another great way to reinforce community marketing.</p> <p>Strategic questions to ask What does the audience want? How can you add value? What's your POV?</p> <p>Tactical questions to ask Which channel? What format? How often? 24 – 28hr lifespan, consider repeat a post</p> <p>In-flight checks What's resonating? Is it evergreen? Does it scale?</p> <p>Gen Z social media icks</p>
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	<p>When you see the tiktok logo on instagram reels or other social channel – strikes as lazy not polished work</p> <p>When someone doesn't post a video in vertical on TT or IG reels</p> <p>When someone includes a weblink on an Instagram post – big no. You can use links on stories or bio directly. If a link doesn't work is a big no</p> <p>Trying to be cool or down with the kids.</p> <p>Bad spelling or grammar. Slang is ok with Gen Z but proof read to eliminate problems.</p> <p>Overusing creative graphics on platforms or war & peace-esque length captions.</p>
Case Studies/Examples:	
Scenarios/Roundtable discussions:	
Questions and Answers:	<p>Q: How do you respond to negative / sarcastic comments on social media? A: Example of twitter post video on pronouns: 20,000 responses. Social team did not respond to the negative comments, allowed the followers to respond on their behalf, advised don't feed the trolls. Anything too negative, refer to PR team. Assess, can you respond to sarcasm with sarcasm? Remember to block offenders.</p> <p>Q: concern over the wellbeing of student in pronouns video. A: UOG reached out to the students by message, checked all ok, advised check wellbeing system is robust and working</p> <p>Q: When using a number of social platforms, whether remaster content for each platform or just reuse text. A: discussion, key takeaway is depends on the content but the text is generally reworked to fit audience</p> <p>Q how are posts organised and scheduled. Is same content on all channels. A: dependent on the specific content. You can help social team by advising what is happening and when so that the</p>

	<p>social team can manage effectively and trust them to handle in best way. Also need to balance number of posts on each platform to best handle the algorithms. UoG write all their captions week to week, responding to real life situations, read the room.</p> <p>Q: How can we get recruitment / outreach teams to engage with social media when they are at events eg ucas, on campus events, taster days etc</p> <p>A: talk to the students and ambassadors well in advance, plan ahead. UoG produced social media guides for staff to use.</p> <p>Discussion: knowing each other's schedule important, regular meetings to review, so that resource can be available and have conversations about who is comfortable with filming and being on camera</p>
Summary Key takeaways:	<ul style="list-style-type: none"> • Have clear activity goals • Social media one of the most important ways to communicate and make connections with Gen Z • Use student creators to convey authentic student voice – let them develop their own ideas • Embrace irreverent and fun content • Tailor your content to the platform and audience