

IMPERIAL

GETTING THE 'REEL' STUDENT INSIGHT

Utilising and nurturing students content creators to support student recruitment efforts on social media

HELOA NATIONAL CONFERENCE

Hi, my name is Chris!

- Social Media Manager at Imperial College London
- Previously Senior Social Media Officer
- Established Imperial's first Marketing Content Creator scheme
- Over seven years experience collaborating with student content creators, primarily for recruitment purposes



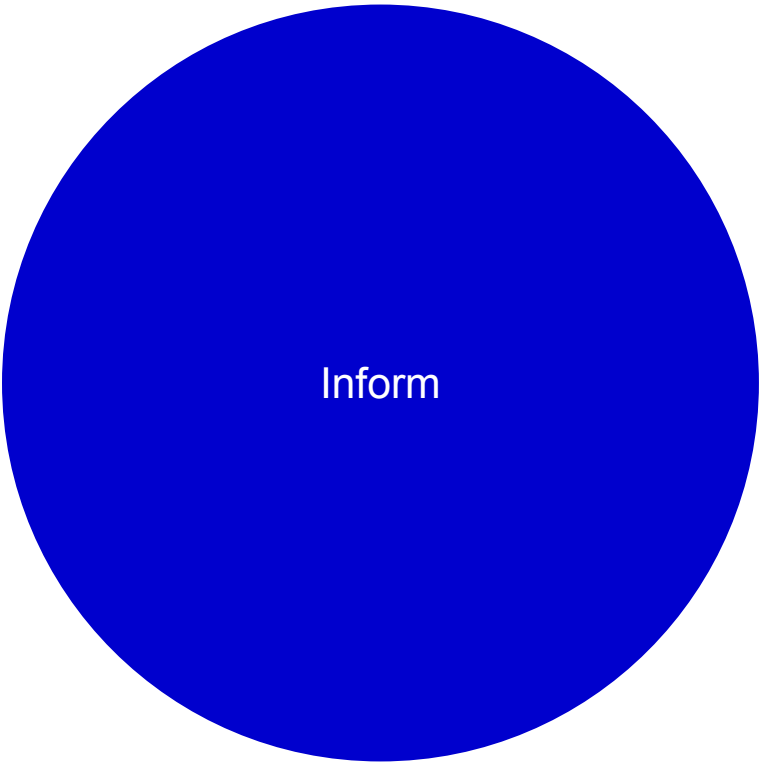
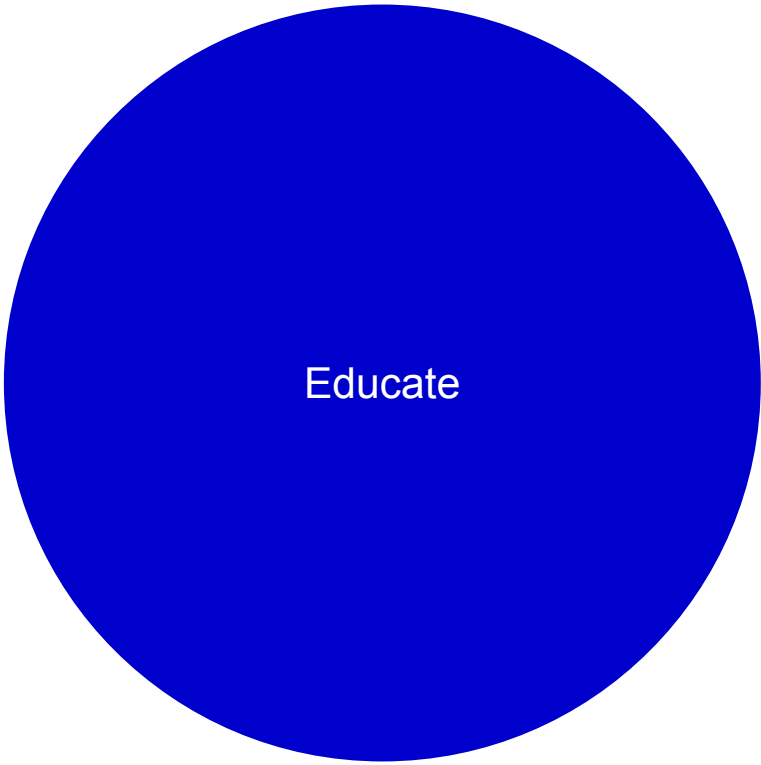
Today's agenda

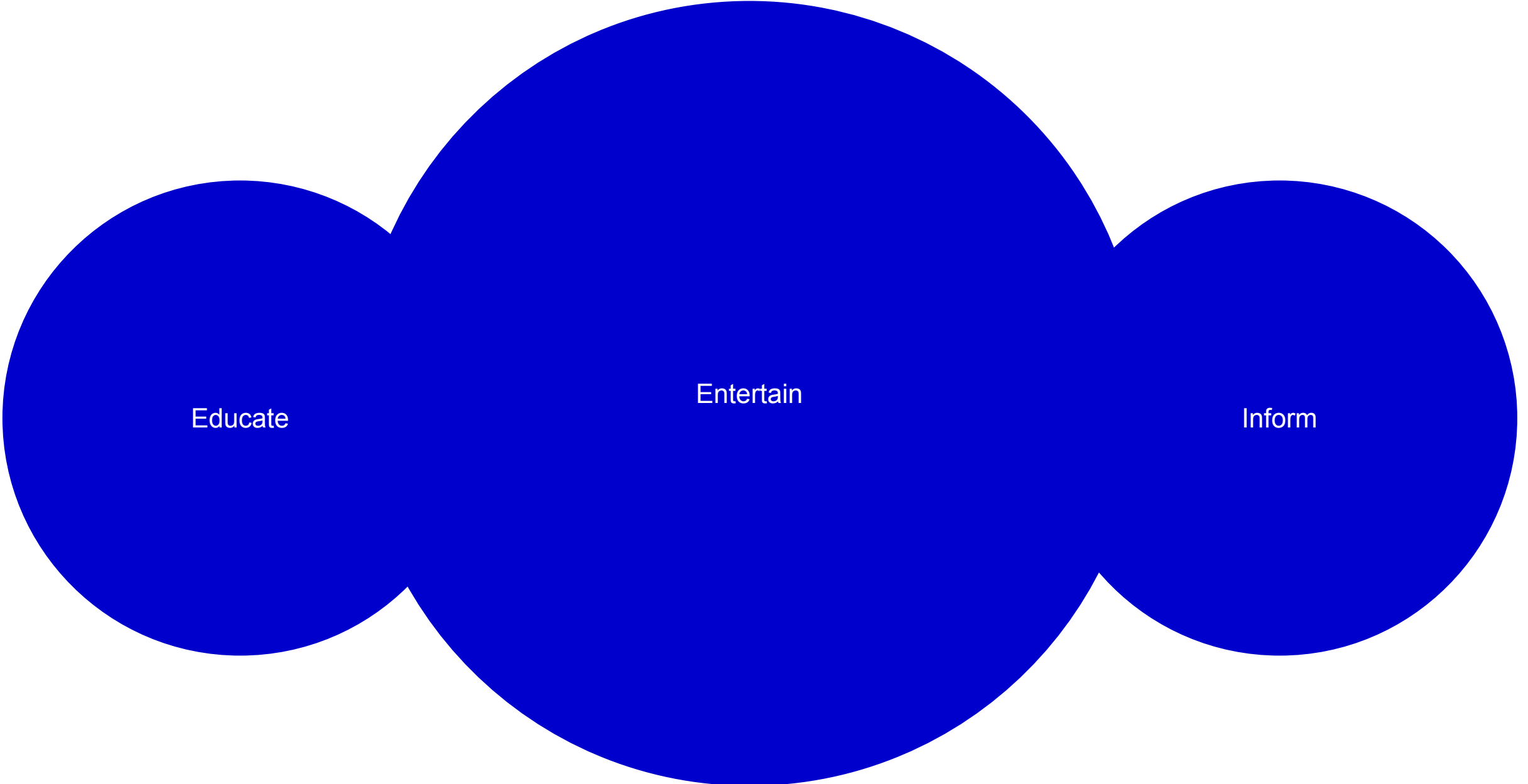
- The role of social media in student recruitment
- Getting the most out of your student content creators
- Matching your recruitment strategy to social media content
- Nurturing creators through the process

Hands up if...

- **You use social media**
- **You manage or contribute to social media channels as part of your role**
- **You currently work with student content creators**

why do *you* use social
media?





Educate

Entertain

Inform

So, who's the
audience?

With social, your audience is
endless...

But first...
You need to know *your*
audience

62% of the world uses social media

The average daily time spent on social is 2h 20m

Video content is being increasingly prioritised across all channels

78% of people access social through their phone ONLY, not desktop

85% of videos are watched with the sound off



2.4bn users

Accessed on televisions, increasingly popular with younger audiences.



611m users

25-34 year olds, users often have typically higher incomes and are College-educated.



830m users

Career centred, popular with those in the beginnings and apex of their careers looking to network.



2bn users

Younger users who use it for entertainment and sharing content with friends



3bn users

Popular with older demographics, international audiences and messaging.



1.5bn users

Popular with the youngest audiences for entertainment. Has the longest retention rate per session.

83% of prospective students
are using social channels to
research universities

(Times Higher Education)

91% of Gen Z social media users are on **Instagram** and another 86% are on **TikTok**

(Sprout Social)

So, what does this
mean?

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Short-form video is 

This is where
your content
creators come in

What makes a good content creator?

Social media savvy and knowledgeable of trends

Ability to produce fun and engaging content that their peers can relate to

Can cover all aspects of student life – from the academic to the fun side

Wants to represent your university online

Is reliable and engaged with the goals of your department

How to get the best out of them

Onboarding

Define their role

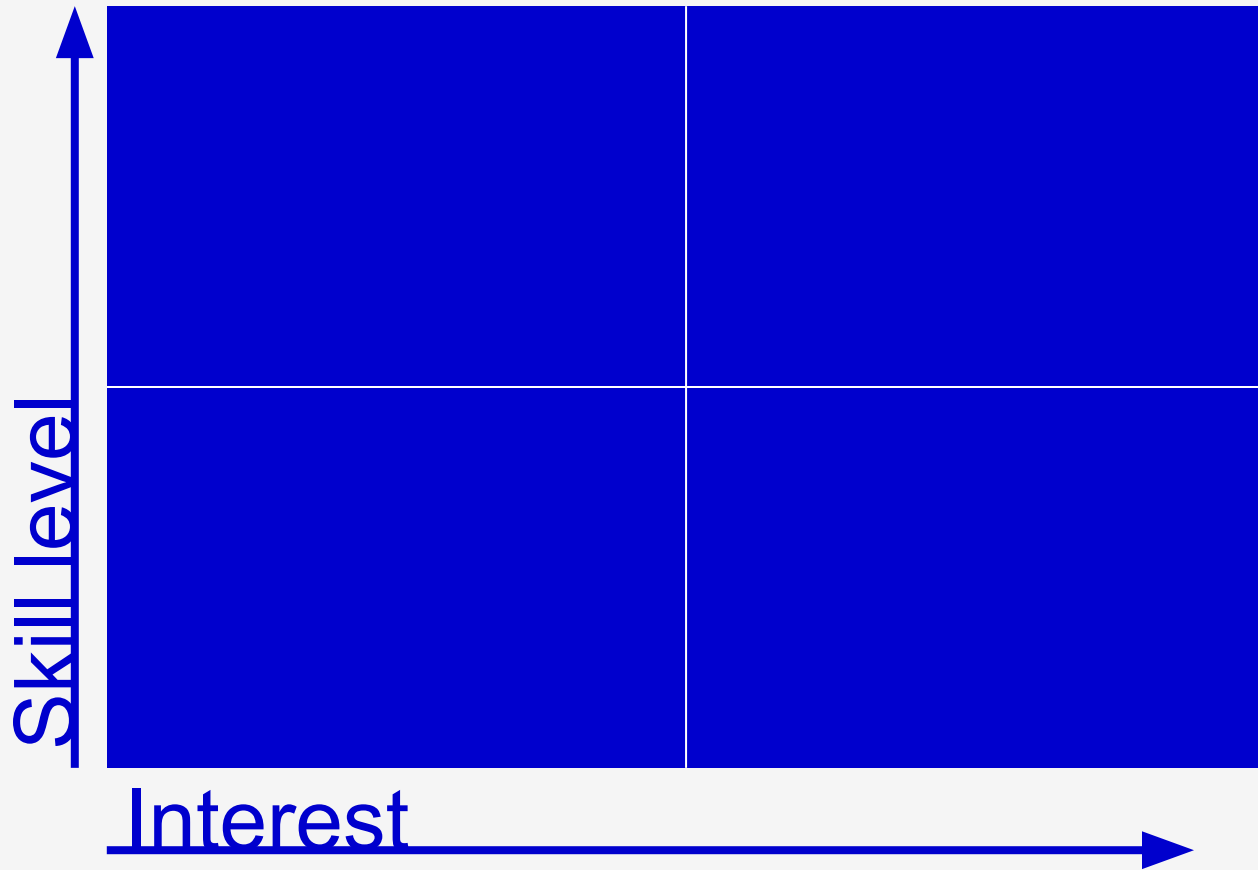
Be open about your recruitment goals

Let them know about key events– Open Days, UCAS Deadline, Conversion period

Listen to their experience of applying and content they wish they'd seen

Make them feel part of the team

Discover your students skills (and weaknesses!)



- Identify your creator's skillset
- Plan content around what they are most comfortable in producing
- Utilise their experiences e.g. societies, scholarships, course of study

So, I just let them loose
creating content?

Use them as a
source of truth,
but look
elsewhere too

Content planning

Focus group your creators

What are your FAQ's?

What DM's are you getting?

Ask your audience!

Use channels as a search engine

imperial college london



- Q imperial college london
- Q imperial college london accommodation
- Q imperial college london tamil
- Q imperial college london graduation
- Q imperial college london medical school
- Q imperial college london engineering
- Q imperial college london campus
- Q imperial college london tour

[View all results for "imperial college london"](#)

Give your creators freedom

... but not too much

Briefing

What do you want to achieve?

Refer to their skillset vs interests

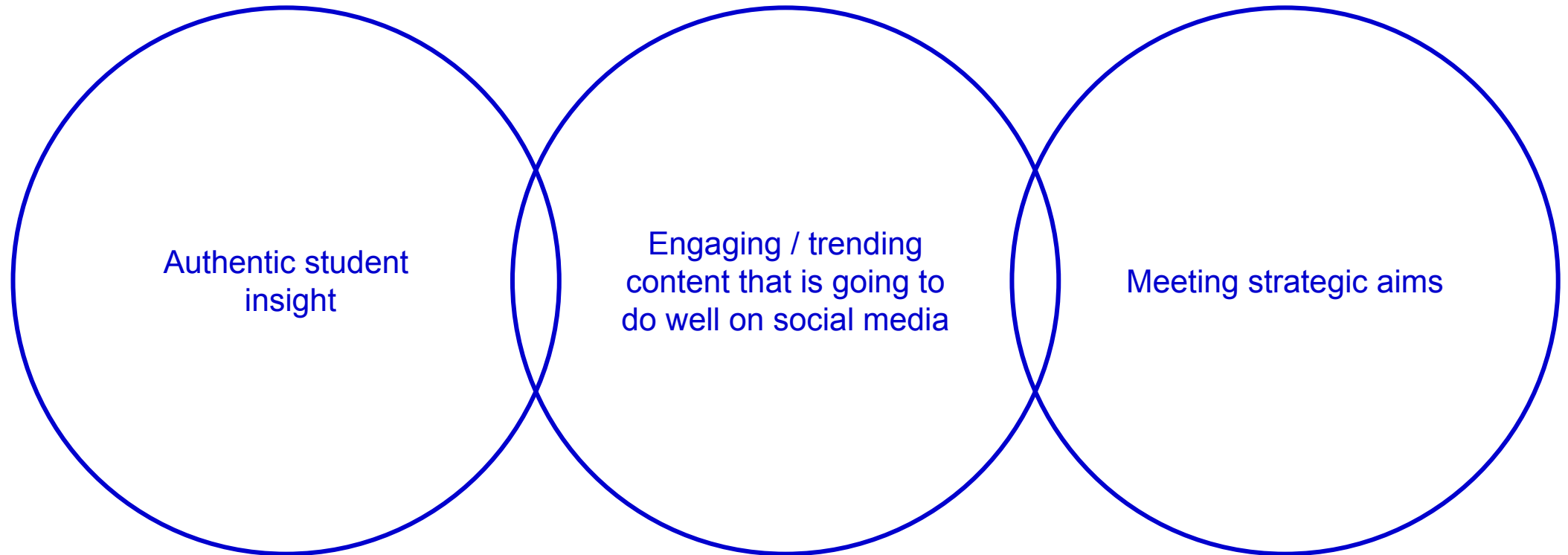
Have you seen any inspiration that you'd like to replicate?

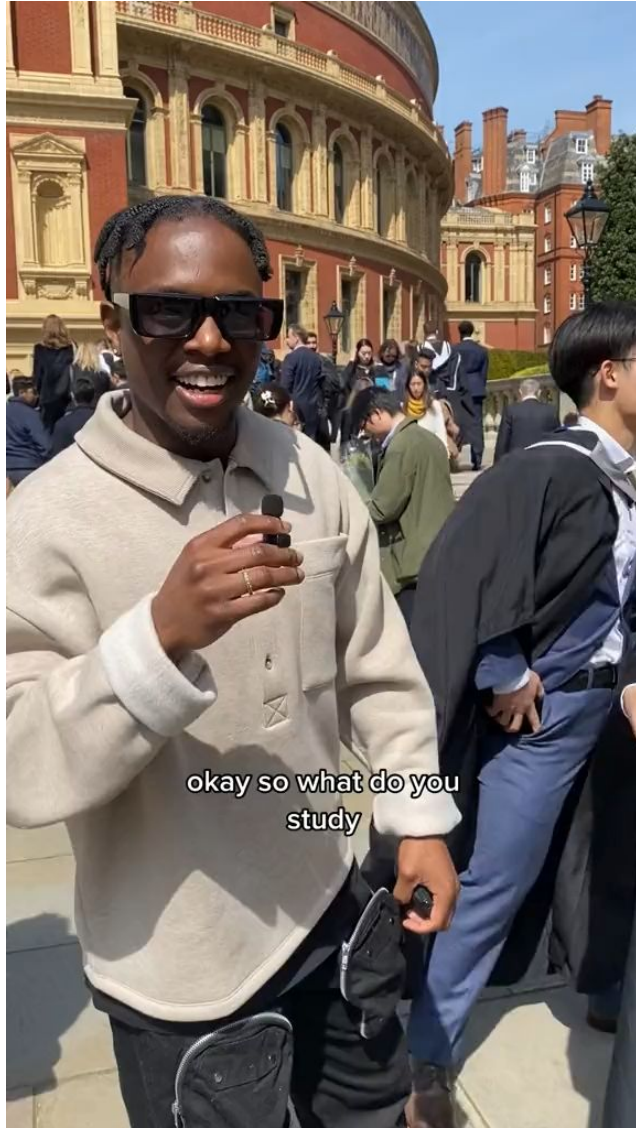
Create a style guide

Ensure they know the facts



Finding the perfect balance





okay so what do you
study

Aim of video: Interview students at graduation, celebrating achievements and inspire future generation

Video concept: short vox pops with graduates

Content creator's skills: confident at interviewing and engaging with fellow students

Result: 524k views, 50k engagements, 593 shares



Aim of video: promote Imperial's June Open Days

Video concept: using facts (triple checked!) that are already used on Imperial's campus tours, in video form

Content creator's skills: a student ambassador who already supports campus tours, and is willing to be on camera and a voiceover

Result: 158k views, 4.7k engagements, 339 follows



Aim of video: showcase student life through the ‘we’re.. of course we..’ trend

Video concept: students give insight into life at Imperial in the style of the trend

Content creator’s skills: working collaboratively to film, appear on camera, and edit

Result: 175k views, 6k engagements, 101 shares

Nurture them!

Nurture

Teams chat

Bi-weekly / monthly meetings

Be flexible

Add value, what do they want to get out of this?

Create a network for them

BUT most importantly...

Pay them!