Session Title:	4.5: Getting The 'Reel' Student Insight: Utilising and Nurturing Students Content Creators to Support Student Recruitment Efforts on Social Media.
Speaker(s):	Chris Green | Social Media Manager | Imperial College London
Chair:	Adam Blackmore
Reporter:	Lucy Nottingham

Speaker/Institution Bio/Information:	Chris is currently completing a secondment as Social Media Manager, he's worked in HE for 7 years predominantly in marketing and social media

Overview/Aim of session:	With social media having the potential to reach so many of our key audience, how can we make sure that the content we post is genuinely resonating? **In this session, Chris will discuss how nurturing student content creators to support student recruitment has resulted in the creation of viral content that has truly resonated with the university's target audience.**
	 1. **What makes good social media?**
	 2. **How to**
	     a. **Find content creators**
	     b. **Onboard them**
	     c. **Nurture them**
	     d. **Help them plan**
	     e. **Brief them**

Workshop Content	**What makes a good content creator and where are they?** - Content creators should be treated separately to student ambassadors - Content and content creators should be as diverse as your uni - Quality over quantity is key - Lots of content creators are willing but are they good? - Are any of your students already content creators/have their own channel? - Are there content creators working for other uni departments? SU/accom etc - Spectrum of experience is good **Onboarding content creators** - Create a dedicated team of Content creators

![HELOA logo]

	- Make sure its a 2 way relationship - Give them key dates so they can plan their time around degree/deadlines etc - Be flexible with deadlines - Be prepared to support planning and sharing - Content creators will have different skills vloggers/bloggers/picture content - Find out their skills/interests/knowledge - What do they want from the experience? - Don't give too much freedom **Planning Content** - Consider - FAQs; UCAS; enquiries; a question box on Insta (though be careful followers are likely to be current students); look at top questions about the uni on Google - Ask students for ideas, but remember you do not have to use them **Briefing** - Show examples of content - Consider fonts, colours, visual boards, facts, CMA, scripts **Feedback** - Be prepared to offer constructive feedback e.g. captions aren't working - Trust them to give personal insights - Is it relatable? **Nurture Them** - Find ways to communicate - email (may slow chat down), Teams, Whatsapp - Meetings in person (including food) may boost creativity - Be flexible - Trust them - Are you giving any value added? Do they want marketing experience or tem insights? - Build a place they can be a team, vent etc **Pay Them** - Compensate for the work they are doing

Case Studies/Examples:	**Video Examples**
	1. **Ask Graduates at Graduation - Unique features of degree**
	   a. Shows feelgood factor
	   b. Uses happy point - graduation
	   c. Uses students own knowledge
	   d. Relys on a charismatic interviewer/content creator
	2. **Using a TikTok/Instagram trend and student knowledge**
	   a. Used facts from campus tours which students already knew but prospective students may not
	   b. Light touch call to action for Open Days

	c. BE AWARE to fact check
	3. Using Trends and competition to create 'BUZZ'
	     a. Be careful around tongue in cheek consider all audiences
	     b. Make sure messaging is going to last/is current
	     c. This content tagged a competitor to create friendly banter

Scenarios/Roundtable discussions:	**What do we use social media for?** - Doom scrolling, food pics, shopping, holidays, research etc - Outcome: initially it was for entertainment/socialising now it is a search engine with visual representation **How many use social media?** - Majority **How many have social media written into their role?** - 1/3 **How many work with Student Ambassadors?** - Majority
Questions and Answers:	**With TikTok going in America should we be switching to RedNote?** CG: Consider - wait and see; it's difficult to grow new accounts/following; need to see what happens; Chris foresees a drop in engagement/content when the ban comes in; trials have been done switching from X to BlueSky and so far there has been little engagement **Can you discuss the practicalities of video content creation? E.g. Should Student content creators have access to the platform/accounts?** CG: Our student creators have access to the accounts so they can upload, and are paid for the content. The process is: Make Video>Get it Checked/Vetted by marketing or recruitment>Upload to Instagram/TikTok. We use Teams chats to share material and ideas across our content creators and the marketing team. **Have you engaged 'Professional Content Creators'?** CG: Experience and audience numbers = higher cost. Consider - Weigh the benefits against the cost; may need to negotiate pay; need to make sure their style fits the uni's style/messages; if content aligns it may be worth seeing how it works as it can increase engagement **With many departments across universities 'cottoning on' to social media content, how do you balance requests on student time inc briefs/idea generation?** CG: In an ideal world could departments link up so there is not a duplication of material? Could one team advocate for others e.g. marketing advocate for accom, SU, Outreach etc Perhaps coordinate campaigns to benefit all and maintain messages. **Paying Content Creators**

	CG: Look to pay a minimum of 2hrs. Make sure you pay the editor for their additional time. Find out how long each bit takes each individual, not everyone works at the same pace/has the same knowledge/experience. Consider planning time, and don't be scared to overpay slightly to reward good work. **It's easy to see the impact of Instagram, but not so easy to track/evaluate TikTok. Any advice?** CG: A spike in event registrations/call to action can be a good evaluation method. Working alongside analytics teams can show trends.
Summary Key takeaways:	**Instagram and TikTok provide the biggest wins for prospective students** - Instagram provides biggest payout for effort BUT TikTok is where prospective UG students (GenZ are) **Short form film is key** - Planning/filming/editing/research are all understandably time and collateral heavy **Content Creators** - Content creators should be treated separately to student ambassadors - Content and content creators should be as diverse as your uni **Create a dedicated team of Content creators** **Don't drop everything on social media, there is still space for other marketing like click links in direct mailings** **Pay Content Creators** - Compensate for the work they are doing