Study UK Instagram Takeover Opportunity

Study UK have created an exciting opportunity for BUILA members to run monthly social media takeovers as a means of giving international audiences a “taster” of student life in the UK from the viewpoint of real students who are situated on campus and can provide an authentic voice.

This is an open call-out to universities interested in participating to take over the Study UK Instagram account in 2019. We are looking to hold one takeover per month, with each university allocated one takeover for the duration of one day.

1. Objectives:

- Increased consideration of the UK as a study destination through the introduction of compelling content around student life, subject studies, employment opportunities and more
- Increased engagement with the Study UK Instagram account leading to increased traffic to other Study marketing channels
- Identification of best practice and key insights to help formulate future joint social media activity between Study UK and UK HEIs
- Raised awareness of the participating institution and its social media accounts

**Boosting Study UK’s Current Reach** Study UK plan to leverage on organic activity generated in the takeover by dedicating a media budget to boost posts in order to maximise reach. In addition, we will be running social media influencer engagement prior to each takeover in order to generate buzz around the event.

2. Themes

The takeover will be focusing on set themes/issues, agreed upon in advance as part of the university’s proposal.

Areas we would like to focus on include:

- Courses (a student sharing the experience of studying a subject)
- Societies
- Events - both university and regional events (sports, festivals, performances, conferences, inspirational speakers, community engagement etc.)
- Work placements/ careers/ industry links, volunteering
- International student perspective - their experience of applying, arriving, living and studying in the UK
- Recent research and discoveries (if relevant and accessible to a wide audience)

We will be happy to review other themes submitted, as long as these serve to position the UK as an attractive study destination.
3. **Eligibility**

We have set eligibility criteria for participating universities (outlined below), which will be used as a starting-point to select participating universities. The universities will be jointly selected by Study UK and BUILA, to allow for fair representation of a variety of institutions geographically, large and small, specialist and multi-faculty.

We will be selecting universities:
- who have the most creative takeover ideas that best communicate the campaign’s key messages and are a good fit with the proposed takeover themes
- who have the relevant social media experience and have been managing active Facebook and Instagram channels for the last six months as a minimum
- who have a dedicated member of staff directly involved in managing the digital presence for the university
- who can field international students, in order to provide the unique perspective and insight relevant to our audience
- who can identify a student with experience of creating social media content on behalf of the university, a proven reliable, creative and resourceful individual

4. **Posting Guidelines**

We have created a set of guidelines, but these will be part of a more in-depth discussion with each selected university before their takeover begins.
- The university/student will create all takeover assets in advance (where possible - certain live events excluded). All content will be submitted several days in advance to be reviewed by British Council.
- The university will ensure all posts are written in plain English and respectful language
- The posts should follow the brand guidelines of the university managing the takeover – which will be provided.
- The university will ensure there is no marketing messaging in the posts directly promoting the university
- Study UK reserves the right to delete any posts it deems inappropriate (and will notify the university when doing so).

5. **Measuring Success**

We will be measuring success in the short term using the following indicators:
- Instagram likes & followers,
- video & story views
- comments & mentions,
- clicks to Study UK Website.
Please contact Maya Frost Maya.Frost@britishcouncil.org, Tel: 0207 389 4317 to register your interest and to find out more about this excellent opportunity.

6. Background

The Study UK campaign, delivered by British Council in partnership with HMG’s GREAT Britain campaign, is an international campaign aiming to raise awareness of the UK as a study destination among international students. The overarching campaign aims are to:

- generate jobs and growth for the UK by recruiting an additional 6,000 international students a year
- increase social, economic and environmental capacity development in ODA (Overseas Development Assistance) countries by empowering students and young people and giving them knowledge and opportunity to develop their skills and future prospects.

The campaign operates under a messaging framework, with focus on four key messages that have been identified through audience research into the student decision making process:

1. Great student experience - the UK provides a unique and exciting student experience
2. Employability - studying in a UK institution opens door to career opportunities
3. Academic excellence - the UK way of teaching and its world-class institutions will inspire you to excel
4. Safe and welcoming - the UK is a multicultural, friendly and safe place that welcomes students from around the world

A major channel for achieving this is through Study UK’s social media channels, with the main two being Facebook and Instagram. ‘Every day is open day’ The aim of our social media content is to:

- bring the UK student experience to our international audience in an exciting way
- inform them of what is happening in the UK higher education space in real time
- make practical advice accessible to them
- encourage them to engage with UK HEIs

We will be using Instagram as our takeover channel, as this is a relatively simple to use channel with limited editorial access from international colleagues, allowing us to test new approaches more confidently and with less risk attached.

Current Study UK Instagram Metrics

Followers: 6,096
Average organic post reach: 1,700
Average post engagement rate: 4%
Instagram takeovers figures to date:
Average story view: 7,000
Average post interactions: 23,000