

STUDY UK FACEBOOK LIVE BRIEF

Study UK is running monthly social media events to give international audiences a taste of life in the UK from the viewpoint of international students who are currently studying in the UK. This is an invitation for UK universities interested in taking part in a **Study UK Facebook Live** event. We plan to hold one Study UK Facebook Live per month in 2018/19, with participating universities allocated a dedicated segment in the live show.

Objectives

- Increase consideration of the UK as a study destination through compelling content around student life, subject studies, employment opportunities, and more.
- Increase engagement with the Study UK Facebook account leading to increased traffic to other Study UK marketing channels.
- Raise awareness of the participating institutions and their social media accounts.
- Identify best practice and key insights to help formulate future joint social media activity between Study UK and UK higher education institutions.

Study UK will leverage on organic activity generated in the live show by dedicating a media budget to boost the video after the show, in order to maximise reach.

Themes

The Study UK Live event should focus on set themes agreed in collaboration with the British Council's social media agency. Areas we would like to focus on include:

- subjects/courses – highlights of studying a specific subject/course
- student societies – insights into student societies and other extra-curricular activities
- university/regional events – sports, festivals, performances, community engagement etc.
- career development – work experience, industry placements, volunteering etc.
- international student perspective – applying, arriving, studying, and living in the UK
- research discoveries – if relevant and accessible to a wide audience

We are happy to review other themes, so long as they serve to position the UK as an attractive study destination.

Guidelines and Format

The below guidelines will apply, but an in-depth discussion will take place with participating universities before the Study UK Live event begins:

- The university will need to provide creative assets in advance to feature in the live show. This should be submitted to the British Council for review at least five days in advance.
- The university will not feature marketing messaging directly promoting itself.

Study UK Live functions as a 30-minute discussion programme broadcast live on our Facebook channel, featuring students and staff from universities around the UK. Our audience are looking for practical insights and advice, and we aim to make our Study UK Live shows example focused. Where relevant, we will invite university staff (whether academics, pastoral experts, or admissions tutors) to take part. Each Study UK Live will focus on a different aspect of the student journey. Viewers will get the chance to have their pre-submitted questions answered live.

Brief running order

- welcome, overview of topic, and introduction of guests
- interview with guests
- questions from the public
- show wrap and a plug to next month's topic

Measuring Success

We will measure success in the short-term using the following indicators:

- video views during and after Live event
- engagement on the post (reactions, shares, comments – incl. questions asked)

Eligibility

We have set eligibility criteria for participating universities (see below), which will be used as a starting point to select participating universities. The universities will be jointly selected by Study UK and BUIA (British Universities' International Liaison Association), to allow for fair representation of a variety of institutions.

We will prioritise universities:

- that communicate the campaign's key messages (see below) and fit well with the proposed themes;
- that have relevant social media experience and have been managing active Facebook channels for the last six months as a minimum;
- that have a dedicated member of staff directly involved in managing the digital presence for the university OR who can identify a reliable, creative and resourceful student with proven experience of creating or managing social media content for the university;
- that can field international students to provide unique perspectives and insights relevant to our audience.

All we require from participants (students and staff) is:

- to be able to prepare answers to a list of questions that we will provide ahead of the live event;
- to attend a call, approximately a week in advance, where we will discuss the answers and ensure that the students and staff know what is expected of them;
- to be able to come to London for the day of the actual event* - unless participants are being interviewed in the Skype format, in which case this can be done remotely;
- a promotional video from the institution is shared, ideally content that represents life at university or settling in at university.

*The British Council will cover travel and accommodation expenses if need be.

Background

The Study UK campaign, which is delivered by the British Council in partnership with the UK government's GREAT Britain campaign, is an international campaign aiming to raise awareness of the UK as a study destination among international students.

The campaign focuses on the following key messages:

- a great student experience – the UK provides a unique and exciting student experience
- academic excellence – the UK's world-class institutions inspire excellence
- employability – studying in the UK opens door to great career opportunities
- safe and welcoming – the UK is a multi-cultural, friendly, and safe place

Through our social media content, we aim to:

- bring the UK student experience to our international audience in an exciting way;
- inform international students of what is happening in UK higher education in real time;
- encourage international students to engage with UK higher education institutions;
- share practical advice.

Current Metrics

- Followers: **508,000**
- Average reach of Facebook Live events: **700,000**
- Average video views of a Facebook Live: **182,000**
- Average weekly reach: **42,000**
- Average weekly engagement: **7,600**
- Study UK Facebook Live events to date: **9**

Contact

Please contact Kitty Jones (Kitty.Jones@britishcouncil.org) to register your interest or to find out more about this opportunity.