

Study UK Instagram takeovers

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.
- Careers and employability – studying in the UK opens door to great career opportunities.
- Academic excellence – the UK's world-class institutions inspire excellence.
- Safe and welcoming – the UK is a multi-cultural, friendly, and safe place.

What is an Instagram takeover?

An Instagram takeover is when a university takes control of the [Study UK Instagram](#) account for a day. The takeovers are a great way to show prospective students what it's like to study in the UK and provide an insight into life at your university.

Through our Instagram takeovers, 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.

We hold one takeover per month, and you can see previous university takeovers saved as story highlights on our [Instagram channel](#).

What's involved in a takeover?

During a takeover, you will have access to the Study UK Instagram channel, and all content (grid posts and story slides) is to be created and published by the university on the nominated day.

During a takeover you will be responsible for publishing (posting) content, this means that you would need to nominate a team member or a trusted student (can be one of your ambassadors) to post the content. We suggest selecting international students as 'presenters' for the takeover.

We would also expect you to be responsible for the community management during the day by responding to any comments or questions you receive during the takeover, as this will also help to drive the engagement and impressions for your posts.

We pre-promote the takeover on our own channels, so will need some content from you in advance of the takeover. This could be images of the university campus or photos and videos of the students taking part.

Themes for the takeover

We will set up a call with you to talk through the takeover in more detail and help you with a content plan for the day.

Here are some areas that you could feature in the takeover:

- 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.
- City/region – showcase the area and why it's a great place to study.

Measuring success

We will provide you with a report following the takeover including results on impressions, engagement rate and link clicks.

Contact

Please contact the Study UK team studyuk@britishcouncil.org to register your interest or to find out more about this opportunity.