

STUDY UK INSTAGRAM TAKEOVER BRIEF

Study UK is running monthly social media takeovers to give international audiences a taste of life in the UK from the viewpoint of international students who are currently in the UK. This is an invitation for UK universities interested in taking over the official Study UK Instagram account. We plan to hold one takeover per month in 2019, with participating universities allocated one takeover for the duration of one day.

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 Instagram account leading to increased traffic to other Study UK marketing channels.
- Identify best practice and key insights to help formulate future joint social media activity between Study UK and UK higher education institutions.
- Raise awareness of the participating institutions and their social media accounts.

Study UK will leverage on organic activity generated in the takeover by dedicating a media budget to boost posts and maximise reach. In addition, we will run social media influencer engagement prior to each takeover in order to generate buzz around the event.

Themes

Takeovers should focus on set themes agreed in advance as part of the university's proposal. 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
- city/region – showcase the area and why it's a great place to study

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

Posting Guidelines

The below guidelines will apply, but an in-depth discussion will take place with participating universities before their takeover begins:

- The university will create all takeover assets in advance (live events may be excluded) and submit it to the British Council for review at least five days in advance.
- The university will ensure that all posts are written in plain English with respectful language and in keeping with its own brand guidelines.
- The university will not feature marketing messaging directly promoting itself.

- Study UK reserves the right to delete any posts it deems inappropriate and will notify the university when doing so.

Measuring Success

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

- likes and new followers
- video and story views
- comments and mentions
- clicks to the Study UK website

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 BUILA, to allow for fair representation of a variety of institutions.

We will priorities universities:

- who have the most creative takeover ideas that best communicate the campaign's key messages (see below) and fit well with the proposed takeover themes;
- who have relevant social media experience and have been managing active 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 OR who can identify a reliable, creative and resourceful student with proven experience of creating social media content for the university;
- who can field international students to provide unique perspectives and insights relevant to our audience.

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
- 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

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: **21,000**
- Instagram takeovers to date: **10**
- Average story impressions (per slide): **1,000**
- Average monthly reach: **100,000**
- Average monthly engagements: **4,000**

Contact

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