



# **ENGAGING EVERY STUDENT: LUU'S DIGITAL COMMUNICATION STRATEGY**

A Comprehensive digital communication Strategy aligned with LUU's values and ambitions to maximize student engagement.



by - Diksha Kumari



# Key goals of this strategic communications plan

- 1 Increase student participation and engagement across LUU platforms
- 2 Craft targeted and inclusive messaging that speaks to Leeds' diverse student groups
- 3 Track and optimize engagement through measurement
- 4 Drive awareness of LUU services, activities, and events to boost student involvement



# LUU's Core Values



## **Fostering an inclusive community**

LUU aims to create a welcoming environment for all students



## **Empowering students**

LUU provides resources and opportunities for students to succeed



## **Promoting entrepreneurship**

LUU encourages innovation and new initiatives among students



## **Creating fun experiences**

LUU plans social events and activities for students to enjoy campus life

# LUU's Strategic Ambitions 2022-2026



## **Fuelling passions**

Helping students achieve their goals and find their people



## **Promoting wellbeing**

Supporting mental health and work-life balance



## **Building community**

Empowering connections between diverse students by building fun and lively community

**LUU aims to support students in pursuing their passions, promoting wellbeing, and build inclusive community.**

# Strategic Communication Approach



## Align with core values

Strategic approach aligns with LUU's core values like inclusiveness and community



## Support ambitions

Approach supports LUU's ambitions like increasing participation and fostering school spirit



## Leverage LUU's channels

Utilize LUU's existing social media, email, and in-person channels to reach students



## Increase student participation

Develop a strategic communications plan to engage diverse students across LUU's channels and events

**A focused communications plan aligned with LUU's values will increase diverse student participation and engagement.**



# Supporting Diverse Student Populations



## Supporting diverse student populations

Focus on tailoring communication for undergraduates, postgraduates, mature students, students with disabilities, underrepresented ethnic groups, international students, LGBTQ+ students



## Understanding unique needs

Recognize that each student group has different needs and challenges that need to be addressed

**Tailoring communication and engagement for diverse student groups at Leeds University will lead to greater inclusion, support, and success.**

# Understanding Our Audiences

## Mature students

Balancing academics with life responsibilities

## International Students

Bringing global insights, our strategy aids their integration.

## Students with neurodiverse and disabilities

Whose needs require special consideration

## Undergraduate and Postgraduate students

Laying the foundation for their careers and Advancing their knowledge in specialized fields respectively

## Underrepresented ethnic groups and LGBTQ+ students

Their perspectives and cultures contribute to our vibrant tapestry.





# Focus groups with LUU members

"I didn't realize all the cool events and activities LUU hosts on campus until I saw the Instagram stories. The visuals grabbed my attention."

"As a mature student, I wish there were more opportunities to connect with other students facing the same challenges I am."

"The weekly newsletter emails from LUU are awesome. I always skim them to see what's happening that week."

"It would be great if LUU could organize some cultural events and food fairs representing the diversity on campus."

"As an international student, I wish I could connect with upperclassmen from my home country for advice."



# Target Audiences Segmentation

Audience	Demographics	Interests	Engagement
Undergraduates	Bachelor's	Academics, social, extracurricular	Club participation, events
Postgraduates	Master's/Ph.D.	Networking, professional growth	Seminars, research involvement
Mature Students	Non-traditional	Balancing, peer support	Workshops, support groups
Disabilities & Diversity	Diverse abilities	Inclusivity, advocacy	Workshops, inclusive events
Underrepresented Ethnic	Diverse backgrounds	Cultural awareness, community	Celebratory events, workshops
International	Global students	Integration, cultural exchange	Cross-cultural events, clubs
LGBTQ+	LGBTQ+ identifying	Inclusivity, community	Pride events, workshops

\*Data is from the provided document under the Target Audience Segmentation section.

# Instagram Engagement Strategy

Engaging Students Through Visual Storytelling



## 1. Content Mix for Vibrant Engagement

Share **vibrant photos of students participating in campus events**, workshops, and sports activities. Showcase the diverse range of student experiences at Leeds University Union.



## 2. Fostering Community through User-Generated Content

Launch a "Campus Diary" campaign **encouraging students to share their daily life on campus using #LUUCampusLife**. Repost their photos and stories on the official account.



## 3. Captivating with Stories and Reels

Create an Instagram Reel featuring a **fast-motion tour of campus**.

To give **behind-the-scenes glimpses of event preparations** and interviews with speakers.



## 4. Boosting Interaction with Engaging Tactics

Host a "**Caption This**" contest where students can submit captions for a fun campus photo. The winning caption gets featured in the next post. "**This or That**" template in Instagram Stories, asking students whether they prefer studying in the library or outdoors.



## 5. Creativity with Hashtag Challenges

Hashtag challenge like **#LUUThrowbackThursday**, **encourage students to share their memorable campus moments every Thursday**.



## 6. Student Voices through Takeovers

**Invite a student leader** to take over your Instagram account for a day for **providing their perspective on student life**. **Lydia Violete**

# LinkedIn Engagement Strategy

LinkedIn Engagement Strategy to Elevate Student Opportunities



## 1. Professional Development: Sharing Valuable Insights

Share an article with **tips on crafting a standout resume** for **internships**, accompanied by a brief caption explaining the importance of a well-structured CV.



## 3. Amplifying Student Achievements on a Professional Platform

Celebrate a student who recently won a **prestigious scholarship by sharing a post featuring** their photo, a short bio, and their academic accomplishments.



## 5. Interactive Insights: Unveiling Trends with LinkedIn Polls

Create a poll asking, "**Which post-graduation path appeals to you the most: further studies, job search, or entrepreneurship?**" Analyze the poll results to understand the trends.



## 2. Alumni Spotlight: Inspiring through Success Stories

Publish a **post highlighting an alumnus who started a successful business after graduating**. Include a quote from the alumnus about how their university experience contributed to their journey.



## 4. Engaging Minds with Thoughtful Questions

Post a question like "**What's the most valuable lesson you've learned during your university journey?**" Encourage students and alumni to share their insights in the comments.



## 6. Bridging Education and Industry with Partnerships

Highlight a **partnership between the university and a well-known company for an internship program**. Discuss how this collaboration benefits students' career prospects.



# Facebook Strategy

## Facebook Engagement Strategy for Dynamic Student Connections



### 1. Event Promotion: Igniting Excitement with Facebook Events

Create a Facebook **Event for an upcoming student mixer**, complete with a visually appealing cover photo, event details, and a link for students to RSVP.



### 2. Live Engagement: Real-Time Q&A Sessions

Host a live **Q&A session with a faculty member**, where they discuss their field of expertise, the university's strengths, and answer questions from students in real-time.



### 3. Student Unity: Cultivating Communities through Groups

Share a **post spotlighting a student-led group**, like the Photography Club, showcasing their recent projects and inviting interested students to join.



### 4. Interaction Galore: Polls, Contests, and Trivia

Run a **weekly campus trivia contest where students can answer fun questions** about the university's history, landmarks, and lesser-known facts to win university merchandise.



### 5. Sharing Voices: Celebrating Campus Favorites

"What's your favorite spot on campus?" with options like the library, student lounge, and quad. **Share the poll results and engage with the comments.**



### 6. Showcasing Moments: Themed Photo Albums

Create a **photo album showcasing the best Halloween costumes worn by students** during a campus event. Encourage students to tag themselves in the photos.



# Twitter Strategy

## Twitter Engagement Strategy to Spark Student Conversations



### 1. Real-Time Buzz: Campus Updates and Quick Alerts

Tweet about a **surprise pop-up event** happening on campus that day, giving students a reason to drop by and engage with each other.



### 2. Trending Talks: Joining Trending Hashtags

Join a trending hashtag like **#MondayMotivation** and share a motivating quote from a successful alum, encouraging students to start the week with positivity.



### 3. Visual Vibrancy: GIFs, Images, and Videos

Share a GIF **showing the evolution of the campus** over the years, highlighting key developments and expansions.



### 4. Poll Power: Engaging Audiences with Twitter Polls

Run a poll asking, "**What's your favorite study snack during exam week?**" with options like coffee, popcorn, fruit, and chocolate.



### 5. Amplifying Success: Retweeting Student Triumphs

Example: **Retweet a student's tweet announcing their internship offer**, adding a **congratulatory message** and the university's hashtag.



### 6. Navigating Campus: Tweet Threads of Handy Tips

Start a thread sharing bite-sized campus tips, like the **quietest spots for studying**, best food options, and hidden study nooks.

# Comparing Social Media Platforms and Their Key Metrics of Success

Platform	Aspect	Objective	Content Strategy	Engagement Tactics	Posting Schedule	Metrics for Success
<b>Facebook</b>	Personal & Groups	Foster Community, Event Promotion	Event Updates, Student Accomplishments	Group Discussions, Polls, Live Q&A	3-4 posts/week	Engagement, Event RSVPs, Reach
<b>LinkedIn</b>	Professional	Career Development, Networking	Career Tips, Alumni Success, Faculty Insights	Thoughtful Questions, Group Participation	1 post/week	Engagement, Follower Growth
<b>Twitter</b>	Real-Time Updates	Quick Updates, Trending Conversations	News, Event Announcements, Hashtags	Trending Conversations, Polls, Retweets	5-7 tweets/week	Retweets, Hashtag Reach
<b>Instagram</b>	Visual Platform	Visual Narrative, Community Building	Event Highlights, Student Stories, Polls	User-Generated Content, Hashtag Challenges	2-3 posts/week	Likes, Comments, Story Views, Interactive polls

\*Data is from the provided document under the Target Audience Segmentation section.

# Enhancing Student Engagement through Website



## 1 | Strategic Content Creation:

Create a blog post titled "**Making a Difference: How LUU's Environmental Initiatives Impact Campus Sustainability**," showcasing how LUU's sustainability-focused clubs and events align with LUU's commitment to environmental values.

## 2 | Segmented Communication:

Send targeted email newsletters to different student segments, such as **international students**, highlighting opportunities like **cultural exchange events** and **language workshops**.

## 3 | Prominent Calls to Action (CTAs):

On the homepage, place a bold CTA button saying "**Discover Your Next Adventure**" that leads to a page showcasing various clubs, events, and programs LUU offers.

## 4 | Virtual Engagement Options:

Host a virtual "**Student Leadership Summit**" featuring webinars by **successful alumni and LUU leaders**, highlighting how leadership roles at LUU align with personal development.

## 5 | Personalized Recommendations:

Develop a "**Recommended for You**" section on the website that suggests clubs and events based on a student's major, interests, and past participation.

## 6 | Regular Updates:

Maintain a **blog with weekly updates** on LUU's ongoing campaigns, and achievements to students engaged with the latest news. initiatives, keep

## 7 | Feedback Mechanisms:

Include a **feedback form at the end of each event page**, asking students for suggestions on how to improve the event. future iterations of

## 8 | Collaboration with Student Leaders:

Partner with student club presidents to co-author **blog posts** about their club's mission, upcoming events, and how new students can get involved.

## 9 | Measurement and Optimization:

Use **website analytics** to identify events or opportunities which receive the **most engagement** and **adjust content** accordingly. strategies



# Elevating Website Engagement: LUU's Next Step

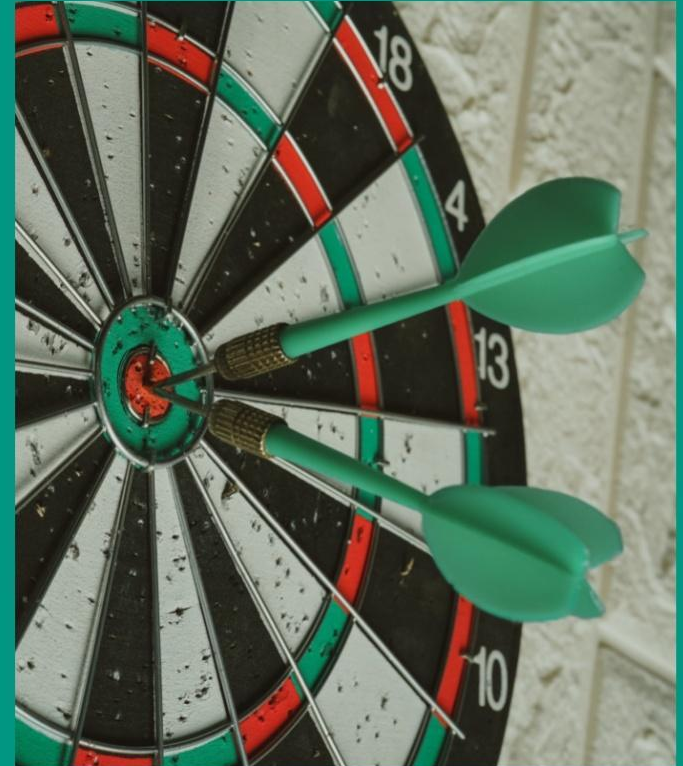
1 Student Stories

2 Virtual Campus Tour

3 Engagement Rewards

4 Smart Search Integration

5 Chatbot Assistance:





# Enhancing Student Engagement through Email Marketing



## **Segmentation & Personalization:**

See photos from last year's sports event. RSVP now!

## **Value Proposition:**

Jane's LUU workshop experience led to a leadership role.

## **Engaging Content & CTAs:**

Reminder: LUU meetup tomorrow at noon. Mobile-friendly link.

## **Success Stories:**

Jane's LUU workshop experience led to a leadership role.

## **Timely & Mobile:**

Reminder: LUU meetup tomorrow at noon. Mobile-friendly link.

## **Feedback & Diversity:**

Share your event ideas. LUU offers something for everyone.

## **Collaboration & Exclusivity:**

LUU x Music Club: Exclusive concert preview for you.

## **Consistency & Opt-out:**

LUU's monthly roundup: Stay connected. Unsubscribe anytime.

# Key Metrics for Evaluating Student Engagement through Email Marketing

- 1 | **Open Rates**
- 2 | **Click-Through Rates (CTR)**
- 3 | **Conversion Rates**
- 4 | **Segment Performance**
- 5 | **Unsubscribe Rates**
- 6 | **Event Attendance**
- 7 | **Time and Device Analytics**
- 8 | **Long-Term Engagement**

*e-Mail*  
**MARKETING**



# Holistic Approach for Maximum Impact



## Cross-Promotion and Consistency!

Ensure that your messaging and branding are consistent across all platforms. Cross-promote content between platforms to reach a wider audience while tailoring the content format to suit each platform's strengths.



## Analytics and Optimization!

Regularly monitor the performance of your posts using each platform's built-in analytics tools. Analyze engagement metrics, audience demographics, and content performance. Adjust your strategy based on what's resonating most with your audience.

# Increasing Student Engagement



## Increase student awareness

Use tailored, inclusive messaging to engage diverse students



## Leverage LUU's assets

Use a multi-channel approach utilizing LUU's key communication channels



## Continuous optimization

Implement robust measurement to inform ongoing optimization

This comprehensive engagement strategy aligns with LUU's mission to enrich the student experience.



# References

1. **"The Ultimate Guide to Website Engagement"** by Neil Patel.

2. **"The Science of Building Trust With Social Proof"** by HubSpot

3. Vaterlaus, J.M., Frantz, K., & Robecker, T. (2019). College student technology use and academic performance. *Computers in Human Behavior*, 96, 235-242.

4. Junco, R., Heiberger, G., & Loken, E. (2011). The effect of Twitter on college student engagement and grades. *Journal of Computer Assisted Learning*, 27(2), 119-132.

5. Ortiz, A.M., Chang, L., & Fang, Y. (2015). *International student engagement: Strategies for creating inclusive, connected, and purposeful campus environments*. Stylus Publishing, LLC.

6. Checkoway, B. (2018). Inside the gates: First-generation students finding their way. *Higher Education Studies*, 8(3), 72-84.

7. Junco, R. (2012). Too much face and not enough books: The relationship between multiple indices of Facebook use and academic performance. *Computers in human behavior*, 28(1), 187-198.

8. Woodward, K.M., & Woodward, S.C. (2019). Using social media to engage students in their learning. *Business and Professional Communication Quarterly*, 82(3), 292-304.



Leeds University Union

## Home Away from Home

Helping students love their time at Leeds