Queens University Belfast

Getting Students Attention Easily & Quickly via Social Media

Your Presenters

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WE ARE QUEEN'S UNIVERSITY BELFAST
We are exceptional

Queen’s University Belfast

- Established by Queen Victoria in 1845.
- Today, the University is an international centre of research and education rooted at the heart of Northern Ireland.
- The University is a member of the Russell Group of 24 leading UK research-intensive universities, providing world-class education underpinned by world-class research.
- There are approximately 23,000 students including two related teaching colleges

Student Services & Systems

Our Core Functions:

- Delivery of the core student administrative functions for the University in the provision of all Registry Services: Enrolment and Registration, Examinations and Graduation services including daily assistance to resolution of student issues.
- The cross-functional operational service delivery of student information systems to all Schools, Directorate and Students across the University.
- Delivery of strategic, business critical projects that form part of the University's Strategic Student Information Systems Development Plan.

Core Registry Services

- Enrolment & Registration (twice a year)
- Graduation (twice a year)
- Examinations (5 Sessions per year)
- The Registration Wizards!

The Wizard Communications

- Email Communications via Business Systems Team
- 18 Student Registry email templates
- 322,046 emails sent in 2012/13 in relation to E&R, Graduations & Examinations
- Students STILL not registering by deadlines
- Cue Student Focus Groups….

Student Focus Group Feedback

Feedback from selection of students – Postgraduate, Undergraduate, International, Mature

- *“Don’t check my QUB email regularly”*
- *“Too many emails”*
- *Student Helpline always busy”*
- *“Spoke to 5 people and they didn’t know the answer to my question”*
- *“Can you not just post on Facebook?”*

Setting up Social Media accounts

Objectives

- *Increase number of registrations for core registry services*
- *Improve customer service to students*
- *Improve image for Student Registry & Qsis*
- *Decrease staff levels for Student Helpline*

Setting up Social Media accounts

- Researched local, not for profit social media sites e.g. PSNI, local colleges
- Communications Strategy devised for 3 month period
- Set up QUB/Student Services on Twitter and Facebook
- Went live September 2013

E&R Posts

QUB Student Services
16 September 2013

Our Qsis Minions are ready to help! The Drop In Centre is open at the ELTC if you need any assistance. You can also phone us on 028 90 973223 or send us a private mail on Facebook and we will help you out!

Like · Comment · Share 17 1

1,053 people saw this post Boost Post

QUB Student Services
3 October 2013

WOOOOOWWWWW!!! We now have 19,500 students fully registered! The Student Guidance Centre is open for registration Monday - Friday 0900 - 1700! Call in and see us if you need any help - our Student Helpers are VERY HAPPY to help #HereToHelp

Unlike · Comment · Share 27 5

1,056 people saw this post Boost Post

QUB Student Services
23 September 2013

8,521 students have now Registered successfully as of this morning 🙂 Registration is now open in The Space with our Qsis Minions there to help you take your first steps as a Queen's Student!!

Like · Comment · Share 4

807 people saw this post Boost Post

E&R Posts

Romano Mullin @RomanoMullin · Sep 18
So I think I've enrolled...not sure. Qsis is a difficult beast to handle.
Expand · Reply · Retweet · Favorite · ••• More

David Armstrong @EatYurSaladDave · Sep 18
@RomanoMullin o [redacted] enrollment [redacted] Thatll have to wait until later then
Expand · Reply · Retweet · Favorite · ••• More

Romano Mullin @RomanoMullin · Sep 18
@EatYurSaladDave I have no idea if I did it correctly.
Expand · Reply · Retweet · Favorite · ••• More

QUB Student Services @QUBStudents · Sep 19
@RomanoMullin @EatYurSaladDave Romano, PM us on FB (QUBStudentServices) with your student number and we can check for you! #HereToHelp
Hide conversation · Reply · Delete · Favorite · ••• More
8:56 AM - 19 Sep 2013 · Details

Reply to @RomanoMullin @EatYurSaladDave

Romano Mullin @RomanoMullin · Sep 19
@QUBStudents @EatYurSaladDave I got a confirmation email, thanks! Just wasn't sure what I was meant to do re: my PGR degree.
Expand · Reply · Retweet · Favorite · ••• More

Alexandra R Philpot @Alex_Philpot · Sep 17
insert gripe about the black hole that is qsis
Expand · Reply · Retweet · Favorite · ••• More

QUB Student Services @QUBStudents · Sep 17
@Alex_Philpot *Insert helpful information such as helpline 0289097322 or FB facebook.com/QUBStudentServ... in response to gripe about qsis* :)
Hide conversation · Reply · Delete · Favorite · ••• More
FAVORITE
1

Joanne Costello @JoCostelloo · Sep 16
[redacted]hell what even is QSIS I am gonna be grey by the time I get this sorted sweet Jesus
Expand · Reply · Retweet · Favorite · ••• More

QUB Student Services @QUBStudents · Sep 17
@JoCostelloo If you are worried about premature aging, come to the ELTC and our QSIS team will help you through your registration! #QSIS
Hide conversation · Reply · Delete · Favorite · ••• More
11:38 AM - 17 Sep 2013 · Details

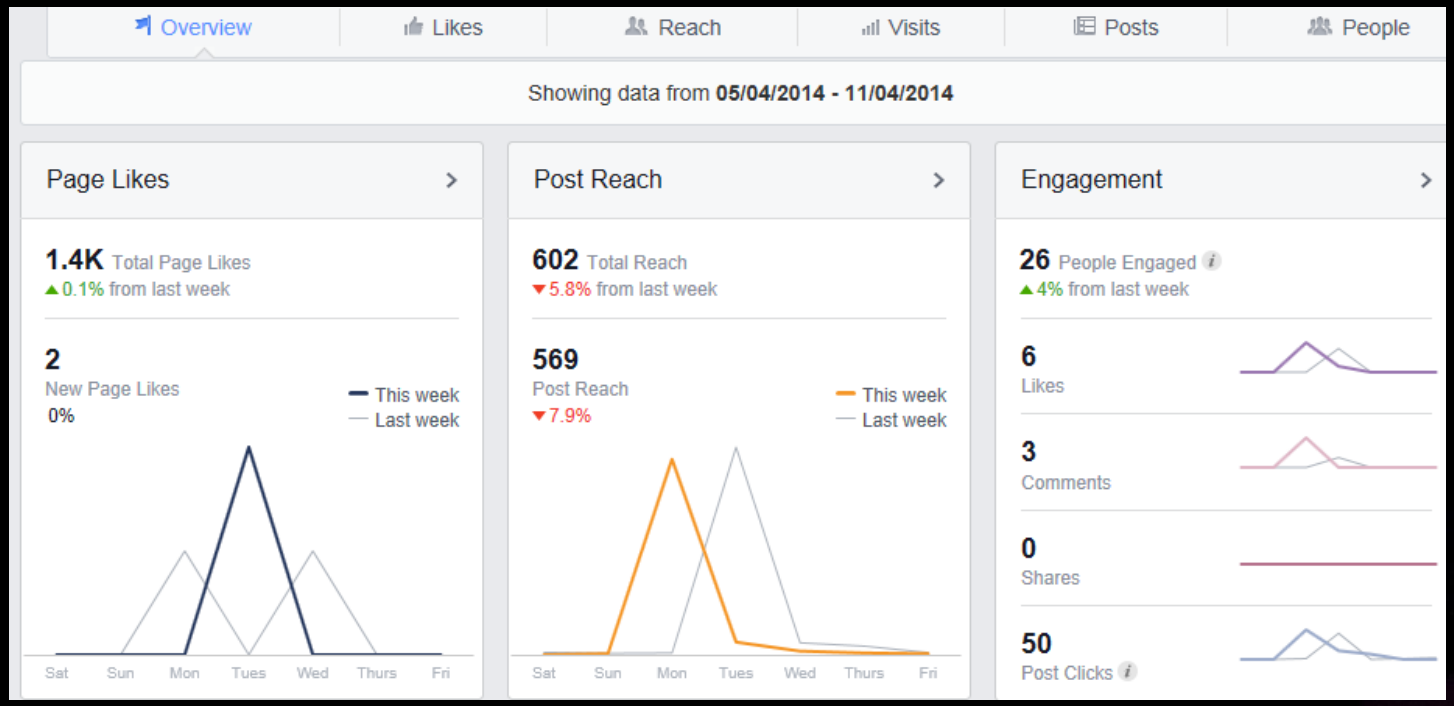
Reply to @JoCostelloo

Joanne Costello @JoCostelloo · Sep 17
@QUBStudents Haha I'd love too but I'm kinda in England atm! Think I've sorted it now anyways, cheers :)

Positive Features

- **Registration:** All core service registrations increased dramatically – a direct link to communication via social media
- **Private Messaging:** We have had over 500 PM's since we opened our Facebook page on a range of issues – fast & effective
- **Social Media Registry for QUB:** Set up to link 'non official' sites such as ours and Schools
- **Student Officers:** Students manning the sites to ensure 'student speak' is used – students more at ease knowing they are communicating with their peers
- **Student Helpline**: Reduced staff levels from 17 helpers to 2 helpers

Insights



- **Reporting Tool:** Able to provide University Operating Board with statistical data including reaches and demographics

Social Media Follow On

- **New Services: QUB developed new Social Media Advice site**
- www.qub.ac.uk/directorates/InformationServices/SocialMedia/

The Marketing Perspective

The 4Cs

- **Customer needs; cost; convenience; communication**

Creating value

- **Provides information through their ‘preferred’ media**
- **Improving students’ perception of our Services**
- **Giving our students greater choice in how they access us**

The Exchange Relationship

Benefits?

- Convenient to use, responsive and flexible
- Can be generic or personalised
- Public relations - transformative
- Pastoral care
- Easily accessible analytics and metrics
- Reduced overheads

Sacrifice?

- Little or no cost to students
- Limited influence over the ‘tools’
- Two way interactive traffic – loss of ‘control’ over customers’ perception

Marketing and Communications

- **Social media engagement with consumers fast-tracks relationship marketing in an organisation**
- **Develops and enhances relationship with our students: prospect – customer – client – supporter – advocate**
- **Mobile marketing and communications: *brands are no longer what we tell people they are, they're what their friends tell them they are***

A Changing Stage

Who is engaged?

- A particular demographic of student: email, letters and phonecalls – old hat; want instant response

Who else is out there?

- Parents, friends, families, local community, future students
- Mass or targeted marketing?

Where next?

- Communications – fast changing
- Devices – fast changing – mobile technology
- Using the same tools?

Questions?

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