

How UCAS has used social media and mobile technologies to communicate with students

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UCAS

> Students are early adopters of technology

Is your handset a 'smartphone'?

	Frequency	%
Yes	9,367	37.47
No	10,289	41.16
I don't know	5,071	20.28
Not applicable	273	1.09

Students 33% more likely than the general population to own a smartphone

Of smartphone owners 50% have either a Blackberry or an iPhone

Females less likely to own a smartphone

Smartphone ownership decreases significantly from age 31

Which brand of handset do you currently own?

	Frequency	%
Samsung	5,542	22.17
Nokia	4,874	19.5
Sony Ericsson	4,296	17.18
Blackberry	3,031	12.12
Apple	2,835	11.34
LG	1,960	7.84
HTC	1,098	4.39
Motorola	368	1.47
Google	83	0.33
Other	590	2.36
Not applicable	323	1.29

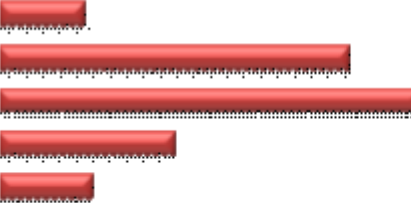
What type of phone plan are you on?

	Frequency	%
Pay as you go	9,269	37.08
Monthly contract - my own	9,179	36.72
Monthly contract - in parent/relatives name	6,192	24.77
Don't know	71	0.28
Other (please specify)	156	0.62
Not applicable	133	0.53

Source: Accepted applicant lifestyle survey 2010

> Students are always online

On average how long do you spend on the internet each day?

	Frequency	%	
Less than 1 hour	1,856	7.46	
1-2 hours	7,766	31.22	
2-4 hours	9,318	37.45	
4-6 hours	3,876	15.58	
More than 6 hours	2,063	8.29	

Frequency Missing = 121

- **90% of our applicants have a Facebook account**
- **19% use Twitter**
- **40% of our applicants use their mobile phone to access social networking sites**, followed by 18% using their phone to read the news or play games

What platform do you use to visit the following types of website?

Source: Accepted applicant lifestyle survey 2010

	PC	%	Mobile	%	Not applicable	%
Social networks	20,676	82.7	9,923	39.69	1,033	4.13
Shopping	22,547	90.19	975	3.9	1,327	5.31
Sport	11,262	45.05	2,658	10.63	9,704	38.82
News	18,927	75.71	4,412	17.65	2,630	10.52
Games	14,643	58.57	4,241	16.96	5,282	21.13
Other	16,044	64.18	2290	9.16	2,102	8.41

> Developed a social media presence

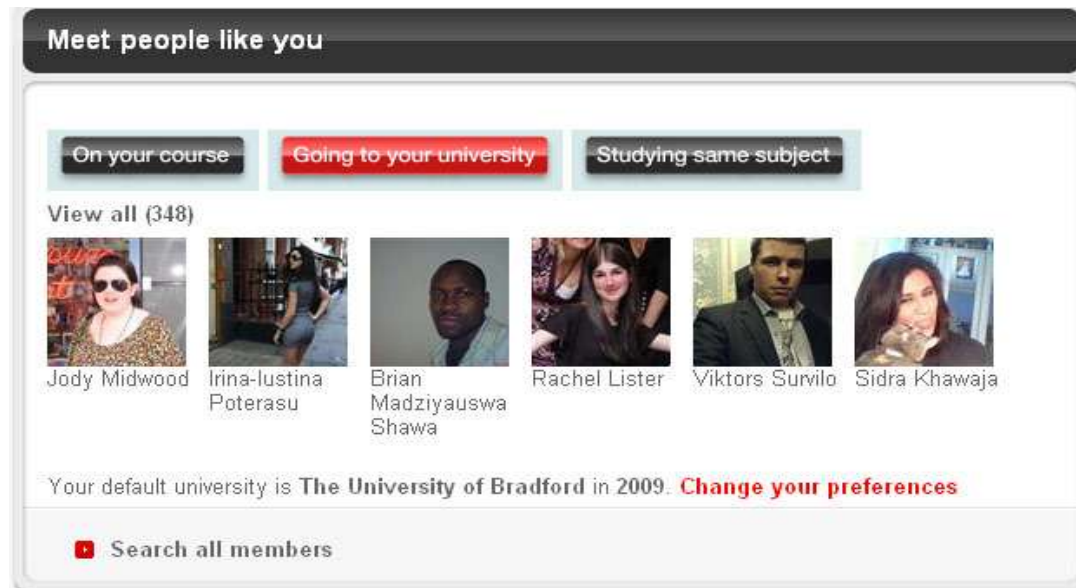
- **yougofurther launched in April 2007**
 - Over 650,000 members
 - Over 50 university profiles and a UCAS advice team
 - Live Q&A sessions including student finance and universities
 - 35,000 active threads in the forums
 - Traffic peaked at 963,000 daily page impressions (Clearing 2010)



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> Key proposition ... unique experience

- UCAS exploited its major asset (data) to create a unique proposition for applicants – ‘Meet people like you’



> Delivering customer service

- To enhance our customer service on yougo, we set up a UCAS advice page, run by UCAS advisers. This now has over 160,000 friends, and we've held over 50 UCAS-related live sessions.

The screenshot shows the 'yougo' website interface, specifically the 'UCAS Advice' page. The header features the 'yougo' logo with the tagline 'brought to you by UCAS further'. Navigation links include 'Inbox 21', 'Control Panel', 'View profile', and 'Logout'. A search bar is present on the right. Below the header, a navigation menu lists 'Home', 'Members', 'Forums', 'Tips and advice', 'Your future', 'Money matters', 'Student Savers', and 'Control Panel'. The main content area is divided into two columns. The left column displays the 'UCAS Advice' profile, showing the 'Yougo administrator' with options to 'Send Message', 'Report User', and 'Edit User'. Below this is a photo of two men, one in a white shirt and one in a red shirt with 'UCAS' on it. The right column features a 'News' section with a post titled 'Are you waiting for your Welcome letter?' and a 'Comments' section with a text input field and a rich text editor. The footer includes an 'About us' section stating 'The official UCAS advice page' and 'Need help with your UCAS application?'.

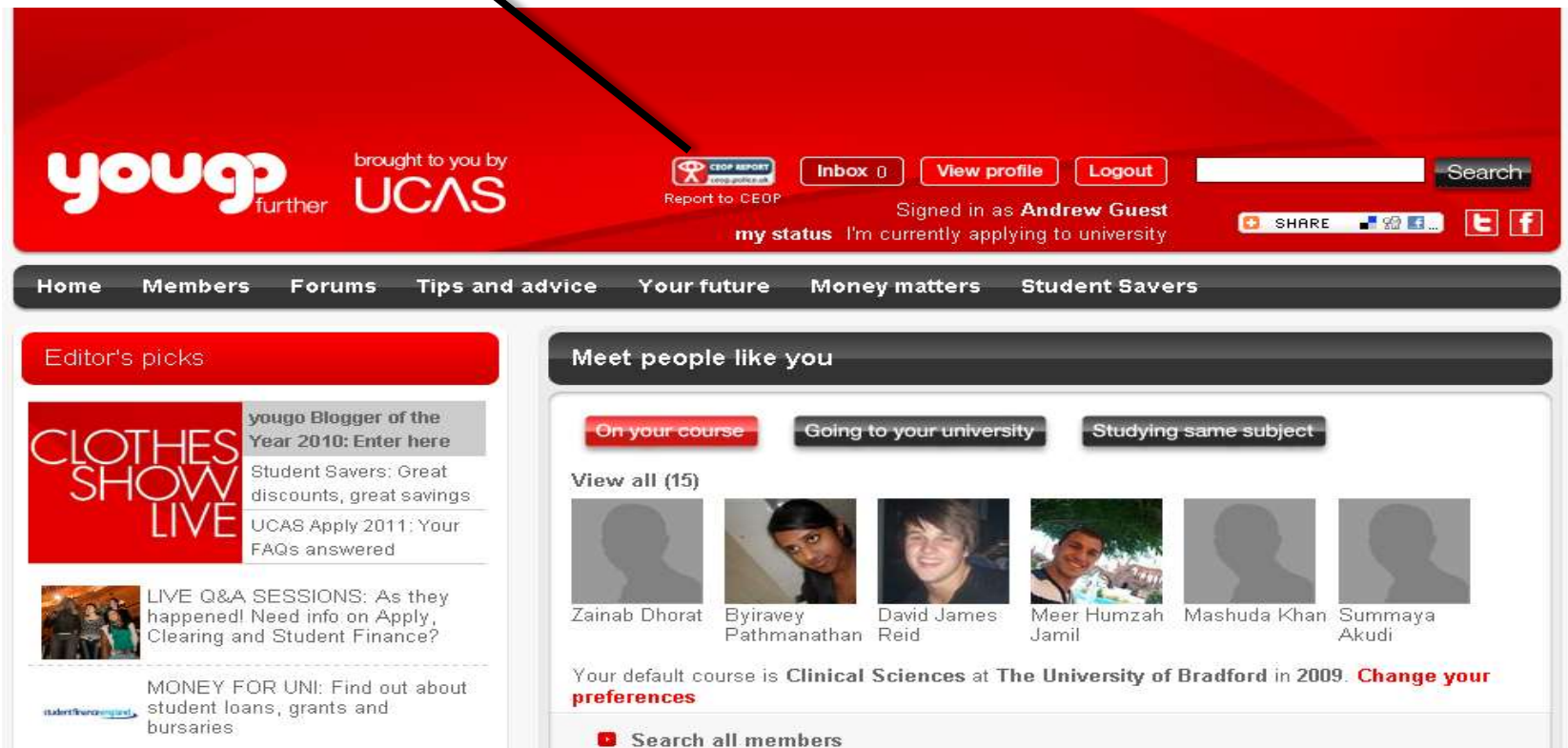
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> Online safety is paramount

- Established a Member Conduct Policy
- Members use real names
- Logged-in/out environment
- eModeration contracted to provide out of hours moderation.
- Added CEOP – Child Exploitation and Online Protection Centre button to the site



> CEOP button example:



yougo further brought to you by **UCAS**

[Report to CEOP](#) [Inbox 0](#) [View profile](#) [Logout](#) [Search](#)

Signed in as **Andrew Guest**
my status I'm currently applying to university

[SHARE](#) [Twitter](#) [Facebook](#)

[Home](#) [Members](#) [Forums](#) [Tips and advice](#) [Your future](#) [Money matters](#) [Student Savers](#)

Editor's picks

CLOTHES SHOW LIVE
yougo Blogger of the Year 2010: Enter here
Student Savers: Great discounts, great savings
UCAS Apply 2011: Your FAQs answered

LIVE Q&A SESSIONS: As they happened! Need info on Apply, Clearing and Student Finance?
[studentfinance.org.uk](#)

MONEY FOR UNI: Find out about student loans, grants and bursaries

Meet people like you

[On your course](#) [Going to your university](#) [Studying same subject](#)

[View all \(15\)](#)

Zainab Dhorat	Byiravey Pathmanathan	David James Reid	Meer Humzah Jamil	Mashuda Khan	Summaya Akudi

Your default course is **Clinical Sciences** at **The University of Bradford** in 2009. [Change your preferences](#)

[Search all members](#)

> Exploring other social media channels - Facebook

- Created a profile for one adviser in June 2009 to enable UCAS to provide online customer service with the human touch



2500 friends reached. Demand established.

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> Extending Facebook

- Transformed the page into a UCAS fan page in June 2010, controlled by two social media advisers (shown) to answer applicant queries, give advice and post important UCAS-related information.

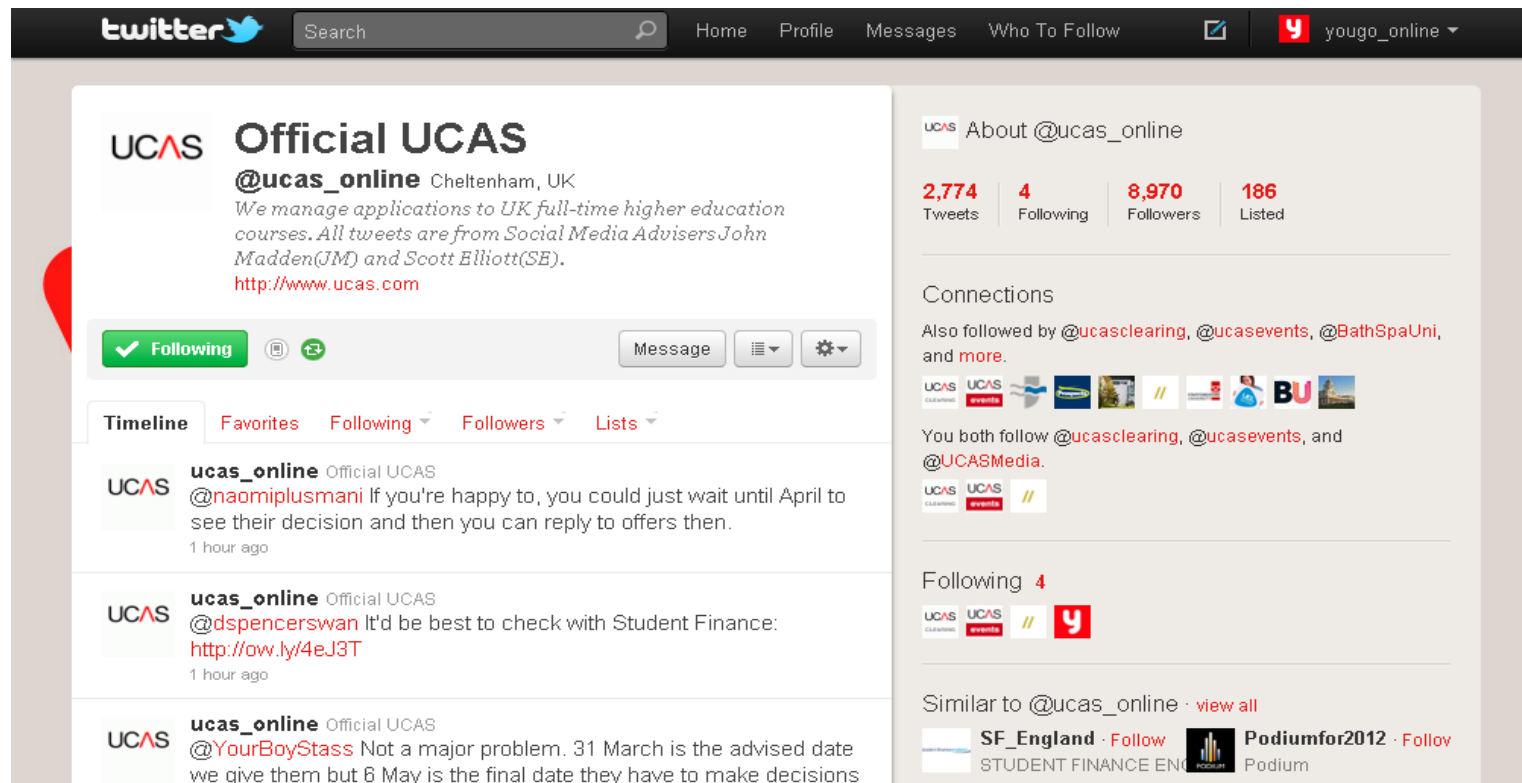


Over **12,500 fans** - **10,000** are **active users**

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> Twitter – UCAS Online

- Two main Twitter streams – UCAS/yougo
- UCAS Twitter – over 9000 followers since June 2009



The screenshot shows the Twitter profile of UCAS Online (@ucas_online). The header includes the Twitter logo, a search bar, and navigation links: Home, Profile, Messages, Who To Follow, and a user switcher for 'yougo_online'. The profile section displays the UCAS logo, the name 'Official UCAS', the handle '@ucas_online', and the location 'Cheltenham, UK'. A bio states: 'We manage applications to UK full-time higher education courses. All tweets are from Social Media Advisers John Madden(JM) and Scott Elliott(SE). http://www.ucas.com'. Below the bio are buttons for 'Following' (with a checkmark), 'Message', and a settings icon. The 'Timeline' tab is selected, showing three tweets from @ucas_online. The first tweet is from @naomiplusmani, the second from @dspencerswan, and the third from @YourBoyStass. The right sidebar shows statistics: 2,774 Tweets, 4 Following, 8,970 Followers, and 186 Listed. It also includes a 'Connections' section with 'Also followed by' and a list of accounts, and a 'Following' section with 4 accounts. At the bottom, it lists 'Similar to @ucas_online' with links to SF_England and Podiumfor2012.

UCAS Official UCAS
@ucas_online Cheltenham, UK
We manage applications to UK full-time higher education courses. All tweets are from Social Media Advisers John Madden(JM) and Scott Elliott(SE).
<http://www.ucas.com>

✓ Following Message

Timeline Favorites Following Followers Lists

UCAS @ucas_online Official UCAS
@naomiplusmani If you're happy to, you could just wait until April to see their decision and then you can reply to offers then.
1 hour ago

UCAS @ucas_online Official UCAS
@dspencerswan It'd be best to check with Student Finance:
<http://ow.ly/4eJ3T>
1 hour ago

UCAS @ucas_online Official UCAS
@YourBoyStass Not a major problem. 31 March is the advised date we give them but 6 May is the final date they have to make decisions

About @ucas_online

2,774 Tweets 4 Following 8,970 Followers 186 Listed

Connections
Also followed by @ucasclearing, @ucasevents, @BathSpaUni, and more.

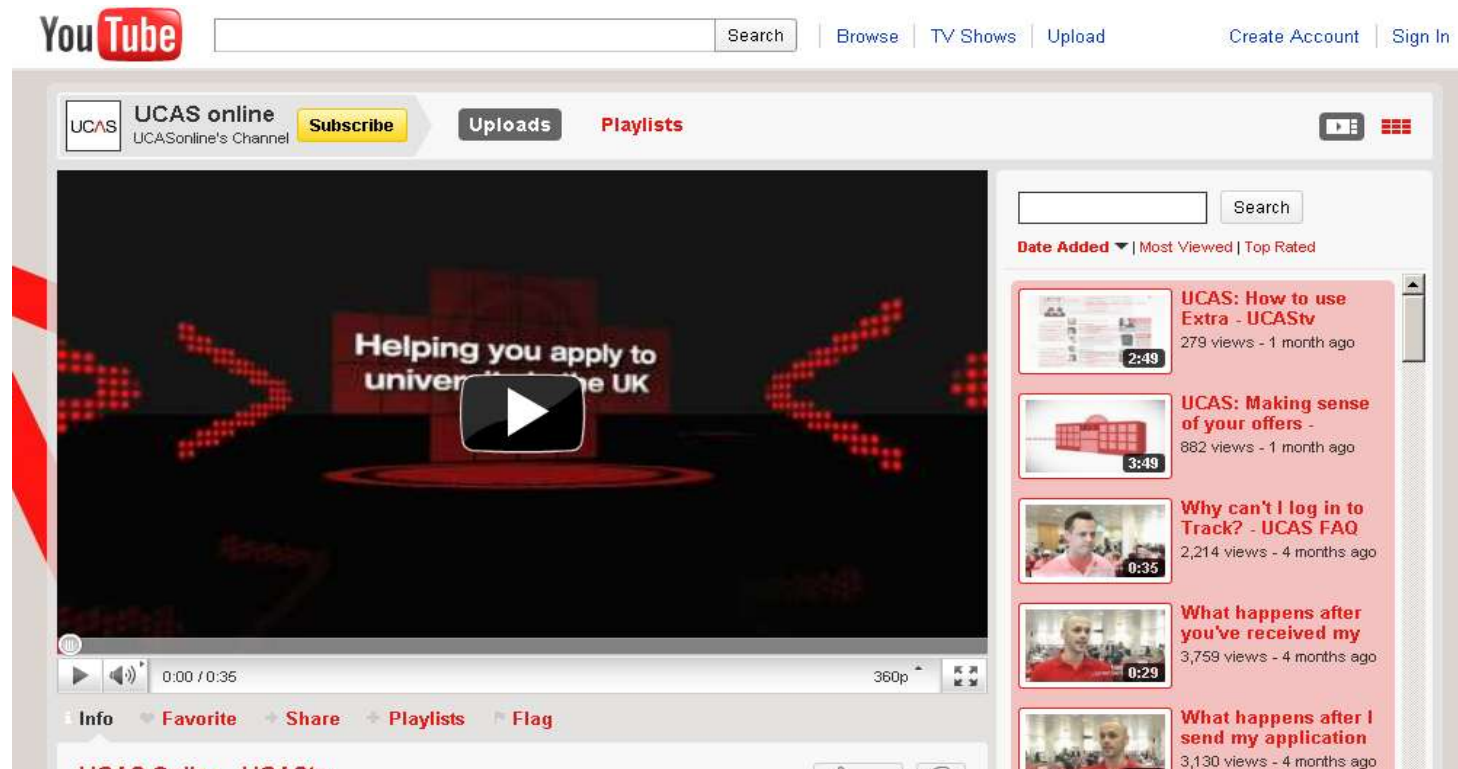
You both follow @ucasclearing, @ucasevents, and @UCASMedia.

Following 4

Similar to @ucas_online · view all
SF_England · Follow Podiumfor2012 · Follow
STUDENT FINANCE ENG Podium

> YouTube – UCAS online:

- Over 40 videos – how-to guides and FAQs from UCAS advisers
- Over 100,000 upload views of the UCAS videos









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Integrating social media with other communications channels

- Promotion of social media channels on UCAS.com 'contact us' page

Connect with us and get involved

We realise that not everyone can call us easily, you can get in touch with us online. If you have a question or want to know more about what's happening at UCAS, there are different ways to get involved.

Contact us Call us on 0871 468 0 468 	FAQs Find answers to other questions 	YouTube Your questions answered on YouTube 
Twitter Find answers on Twitter 	yougo Meet people before you go on yougo 	Facebook See what others are asking on Facebook 

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Integrating social media with other communications channels

- Promotion of social media channels in emails to UCAS applicants
- Integrated promotion between social media channels
- UCAS Demand Analysis tool identifies common queries/themes/issues – results feed into development of content and services to reduce customer queries and improve customer experience
 - High volume of calls regarding qualifications – video guide published = **over 15% reduction** in calls in previous years

> Digital hub

- Clearing 'Digital Hub' created for 19 August 2010, placing all social media channels together
 - **yougofurther web chat** - 900 unique page views
 - **Twitter** - 100 individual questions answered, followers increased by over 1200 across three accounts
 - **Facebook** – 250 queries answered, 500 page likes



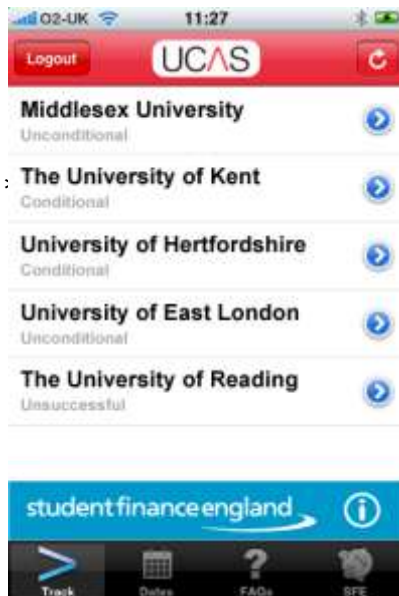
> What's next for social media?

- Extending its purpose to cover market research and customer campaigns
- Encouraging engagement with the page – more likes
- Investigating the use of facebook apps
- Coordinating our approach across all channels, ie community site for all video and social media pages
- User-generated video content

> Our mobile experience

- 30% of smart phone users accessed social networks via mobile browsers, up from 22.5% in 2009
- Twitter usage via mobile browsers was **up 347%** while Facebook mobile browser usage was **up 112%**

Source:ComScore MobiLens, January 2010



UCAS iphone app launched June 2010

93,659 downloads to date*

* 20/3/11



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> What's next for mobile?

- Extending mobile services across platform
- Web optimisation for mobile v apps
- Mobile campaigns



> Questions



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