



# The Student Room

where students connect

Case study  
University of  
Chester

# University of Chester & The Student Room Group

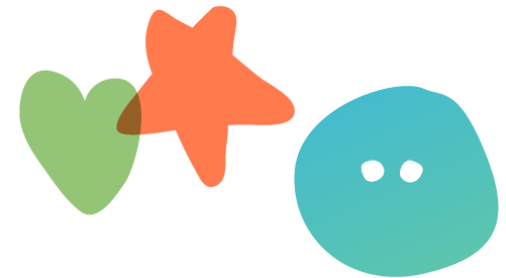
## What was the business challenge you faced?

“Applicants struggled to find the information they needed at key moments in the decision making process (UCAS applications, Interviews, Accommodation etc).”

## Why did you choose The Student Room?

“We noticed that [many conversations were already taking place](#) in our University forum on The Student Room, and we felt that we had something to add. Whether that was offering information, corrections or just pointing students from other channels into a forum where they could meet other people starting university in September.

Students have told us that The Student Room is one of their top sources of information that they go to when researching university choices, and we wanted to be a part of that conversation directly.”



# Product

Official Rep

## How did we help?

The platform really helps us to **engage with students** who need advice and information. The branded profile gives us a **sense of authority**, while allowing us to engage with the students in a space that they already feel comfortable in.

We noticed that large numbers of **students were talking about us** in The Student Room and we wanted to be part of the conversation, to advise, guide and support our students, where necessary.

Using the **excellent monitoring tools** provided in our forum, we've been able to keep an eye on the discussions and offer friendly, trustworthy advice about issues including Accommodation applications, UCAS forms, Finance and student life.

**“Our official rep account allows us to engage with our students in a forum that they are already familiar with, without being overly formal but letting them know that they are receiving reputable advice from a member of University staff.”**

Shai Vure, Digital Marketing Manager

