

The Student Room's tone of voice

The
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Students turn to The Student Room (TSR) to investigate their options, build relationships and find out what life is really like at university. They look for honesty, authenticity and clarity, so they can be confident they're making the right choices.

This 'tone of voice' guide will showcase what information students want from you and top tips to ensure your content is digestible and resonates with our audience.



What our community want to know

Our Options 2017 report showed 80% of preuniversity students use TSR to research universities.

Students turn to TSR when they want to get a true feel for life at university; your University guide should give them an insight into what the next step in their educational journey will look like. Apply the “so what” test by asking yourself what your audience wants to know and what value your copy adds to the overall message.

Here's some key topics your guide should cover:

- Money
- Accommodation
- Societies or social activities
- Advice on how to settle in
- Careers
- Life in your city

Tone of voice

TSR is built on peer-to-peer advice and authentic conversation so build your brand presence through honest discussion with a conversational tone.

Strong marketing messages can prevent students from engaging with your guide. Aim for a conversational tone that provides genuinely helpful information and you will be on the right track.

As for the content you include, think about what students love about your university and focus on the benefits for them.



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Do's and don'ts

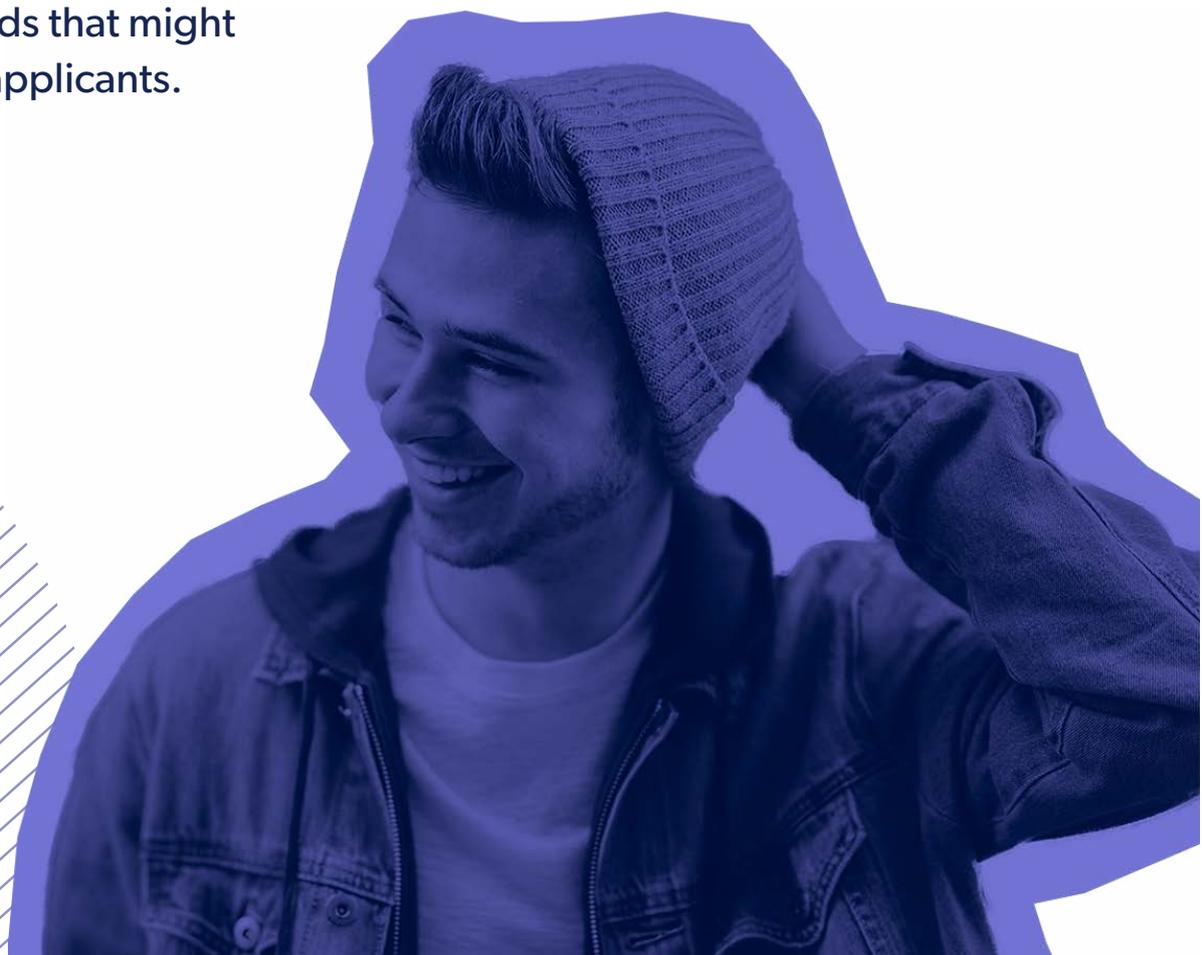
Do get student input to help shape the tone and content. Look at what your students are currently talking about and how they describe your university and use this to inform your guides' content.

Do use the term 'we'. This will make the reader feel part of your community and will make you sound more approachable.

Do keep your language straightforward, friendly and accessible. Try to avoid using industry buzzwords that might isolate potential applicants.

Don't cut and paste from your prospectus or website. Students already know where to go for that information, they're reading your TSR guide to get a different view of what you're offering them.

Don't try to be all things to all audiences. Keep the focus on your strengths.



Any questions?

We hope you have found this document helpful and are looking forward to taking control of your University guide and making the most out of your UPP Partnership. If you have any questions, then please contact your Key Account Manager.

Remember in addition to your guide, your University Partner Pack also gives you:

Three official rep accounts

Why not use one rep for your official university profile, and additional accounts for student ambassadors, international students or the alumni?

Competitor ad-blocked forum

A brand safe space for direct engagement

Premium open day calendar presence

To drive conversions and encourage Open Day Registrations

Enhanced position on UniMatch tool

To communicate the depth and breadth of your courses to students comparing options