

|  |
| --- |
| **UNIVERSITY PARTNER PACK (UPP)** |
| **GUIDELINES AND TECHNICAL SPECS** |

# INTRODUCTION

**THE** UNIVERSITY PARTNER PACK PROVIDES **UNIVERSITIES WITH A TRUSTED AND HIGHLY VISIBLE PRESENCE ON TSR, HELPING YOU TO CONNECT WITH AND CONVERT STUDENTS**

This document is designed to help you understand and deliver the content we require to get everything up and running for you. It is divided into four sections:

* [Content for your Guide Page and Traffic Drivers](#_Content_for_your)
* [Official Rep setup](#_Official_Rep_on)
* [Alerts setup](#_Alerts)
* [Adding Open Day Dates](#_Adding_Open_Day)

If you would like advice on putting together content for your guide, please contact your account manager who will be very happy to help. Once you’ve provided all of the requested data, please send it through to your account manager or client services contact.

# CONTENT FOR YOUR GUIDE PAGE & TRAFFIC DRIVERS

When providing written content please think about the fact that it will live on thestudentroom.co.uk:

* Our audience are used to a relatively casual and fun tone of content.
* It’s worth considering asking a student ambassador to write this content for you as that will provide a unique student perspective of your university – our students often respond well to content from their peers.
* Please do not copy content from your own website. Google considers content duplicated from other websites as “spammy” and will therefore not display it in search results for related terms. Or worse, we may end up knocking your official website out of the [search results](http://www.pi-datametrics.com/fatal-flaw-googles-inability-recognise-stolen-content/)!

|  |
| --- |
| **IMAGERY**  |
| One 300px wide image of your institution logo. Any height up to a maximum of 300px. | <Please add file name provided to The Student Room> |
| One 940 x 190px image (to be your main banner image throughout the profile) – your institution name will be super-imposed on the left of the image. | <Please add file name provided to The Student Room> |
| At least 6 and up to 10 high resolution images that will be included within the various sections within your guide. Max sizes of 300px high and 300px wide. | <Please add file name provided to The Student Room> |
| **VIDEO** |
| Please provide links to videos you would like to embed within the profile. These videos will need to be hosted where we’re able to copy the embed code (such as YouTube). | <insert link URL> |
| **KEY LINKS**On your guide we will display the following button links, please give the most relevant link for each:  |
|  | <insert link URL> |
|  | <insert link URL> |
|  | <insert link URL> |
| **TWITTER FEED** |
| Please provide your main Twitter account @name – we will use it to include a feed in your guide. | <@name> |
| **WRITTEN CONTENT** |
| **Intro text**Please include key points you would like to include in an introduction. Suggestion: 250 words |  |
| **Facilities**Suggestion: Up to 1200 words | Recommended headings:* Location
* Library and study facilities
* IT
* Careers service
* Amenities
* Student Union
* Sports
* Medical and welfare services
* Financial aid
 |
| **Courses & fees**Suggestion: Up to 1200 words | Recommended headings:* Entry Requirements
* Faculties / Departments
* International
* Tuition fees
* Bursaries and scholarships
 |
| **Accommodation**Suggestion: Up to 1200 words | Recommended headings:* Halls of residence (sub-headings for each)
* Other housing options / Private halls
* Costs
 |
| **Open days**Suggestion: Up to 1200 words | Recommended headings:* Why come to an open day
* What are undergraduate open days like
* What are postgraduate open days like
* Virtual tours
* How to get to the uni

No need to add in your open day dates in this section – See the “Adding Open Day Dates” section for how you can enter open day dates that will automatically appear in your guide and our open day calendar. |
| **Living here**A page that discusses the city / town / region your institution is situated in. Suggestion: Up to 1200 words | Recommended headings include:* On campus
* Sports and recreation
* Entertainment
* Nightlife
 |
| **TERM DATES**We can include your term dates in your guide – please add the details here |
| Term dates |  |
| **ADDRESSES/POSTCODES** |
| We will include a map of your location(s) on your guide. Please provide us with the addresses of your main locations or campuses. |  |
| **TOP QUESTIONS**We also have some top questions our members want to know about universities and colleges. **Please answer as many of these as you like** and we’ll include them in the ‘top questions’ section of your guide. We recommend about 2-6 sentences per answer for open questions. Please be aware we may edit your responses, as appropriate to fit the page**. You can always add more Q&A after your guide has been set up!** |
| What do you look for in your students? |  |
| What's the weirdest thing to happen at the university? |  |
| Do you have any famous or notable alumni?  |  |
| What grants/scholarships do you offer?  |  |
| How much of an emphasis do you place on building workplace skills like presenting, project management and people skills?  |  |
| What's university welfare and disability support like? |  |
| What support is available to students who are struggling for any reason?  |  |
| Do you offer any courses/sessions to help mature students with the university experience? |  |
| What social events do you offer when people first join to help people make friends and settle in? |  |
| What will my first few weeks at your uni be like?  |  |
| Is it a campus or city based university? What advantages do you think this offers?  |  |
| What sort of societies are there? |  |
| How far is the campus from the town centre and what is the public transport like? |  |
| How far apart are different university buildings, and how far away is the accommodation?     |  |
| How much one-to-one contact time do students receive from their lecturers?    |  |
| What percentage of your students get a full time job after 6 months of graduating?  |  |
| Roughly how many students start each year? |  |
| What’s the ratio of male/female students? |  |
| How much is a pint at the student union? |  |
| What fields of study is the university best known for? |  |
| What is the ratio of applications to places at your uni?   |  |

TRAFFIC DRIVERS

We will drive traffic to your university guide throughout the year using advertorial announcements. We set these up as standard and will use key calls to action relating to the university to link to the guide. If you wish to provide us with specific text for the announcement, this should be no longer than 85 characters including spaces. You can provide us with a number of different variations should you wish, that will be used on rotation.

OFFICIAL REP SETUP

* You can find brilliant advice on how to use the Official Rep account here; <http://tsrmatters.com/using-your-official-representative-account/>
* You can find a list of our official advisors here; <http://www.thestudentroom.co.uk/representatives.php>. From this page you can look at other rep’s profiles and the conversations they’re involved in which you may find inspiring!
* If you’re ever in doubt of how to respond to something or how to start a specific conversation, you can contact the community team through the private Official Rep Lounge forum and they’ll be happy to help. You’ll be able to see this once your account has been set up.

|  |  |
| --- | --- |
| **Username** Will be displayed on the site when posting – Max 40 characters |  |
| **Email address** Alerts and notifications will be sent to this – you may want to use a group email address so it goes to multiple people. |  |
| **About me** An introduction which will be displayed within your profile |  |
| **Links**Please provide links that can be included in your profile, including a description for each. |  |
| **Signature** Optional – any information to be displayed below each post you make. Max 350 characters.  |  |
| **Avatar Image – Max 100px x 100px**This is the image that will display next to your username, every time you post. | <Please add file name provided to The Student Room> often logo is best |
| **Profile Picture – Max 100 x 100px**This is the image that will display within your profile. | <Please add file name provided to The Student Room> often logo is best |
| **YouTube video**(If available) Please provide a link to 1 YouTube video – this will be embedded within your profile. | <insert link URL> |

ALERTS

Alerts are a great of way of managing your work load! Everyday you’ll be notified of mentions of your university so you can check out opportunities to get involved in conversation and answer questions.

Why not track what’s happening around your competitors to get an idea of how the competition are being discussed? Or look into course specific conversation to get an idea about what matters to students looking to study a specific subject at undergraduate or postgraduate level?

Alerts can be received either daily or weekly depending on how often you’d like to be updated on conversations.

|  |  |  |
| --- | --- | --- |
| ALERT TYPE | FREQUENCY | TERMS |
| **Brand**Make sure you’re engaging with relevant conversation around your institute! | *Daily OR Weekly?* | < Please let us know which terms relating to your University you’d like to be alerted to mentions of. If you’d like us to exclude specific forums like “Football” or “chat” where irrelevant mentions often appear let us know here too> |
| **Competitor**Track what your competitors are up to on the site and how people are discussing their institutes!  | *Daily OR Weekly?* | < Please let us know which terms relating to your competitor Universities you’d like to be alerted to mentions of. If you’d like us to exclude specific forums like “Football” or “chat” where irrelevant mentions often appear let us know here too> |
| **Course Specific**Keep an eye out for key conversations relating to courses you recruit for! | *Daily OR Weekly?* | < Please let us know which terms relating to key courses you’d like to be alerted to mentions of. If you’d like us to exclude specific forums like “Football” or “chat” where irrelevant mentions often appear let us know here too> |

ADDING OPEN DAY DATES

You can add your own open days to our new open day listing. Remember to select the ‘featured’ option when creating them. You can add as many as you like, including undergraduate, postgraduate and faculty/department open days.

Once your official rep account is up and running, you can add your open days here: <http://www.thestudentroom.co.uk/openday-calendar.php?do=add>