

## The Student Room

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# Becoming a member of the TSR community

The Student Room is the primary place for students to ask questions and find information about education pathways, life around learning and study help.

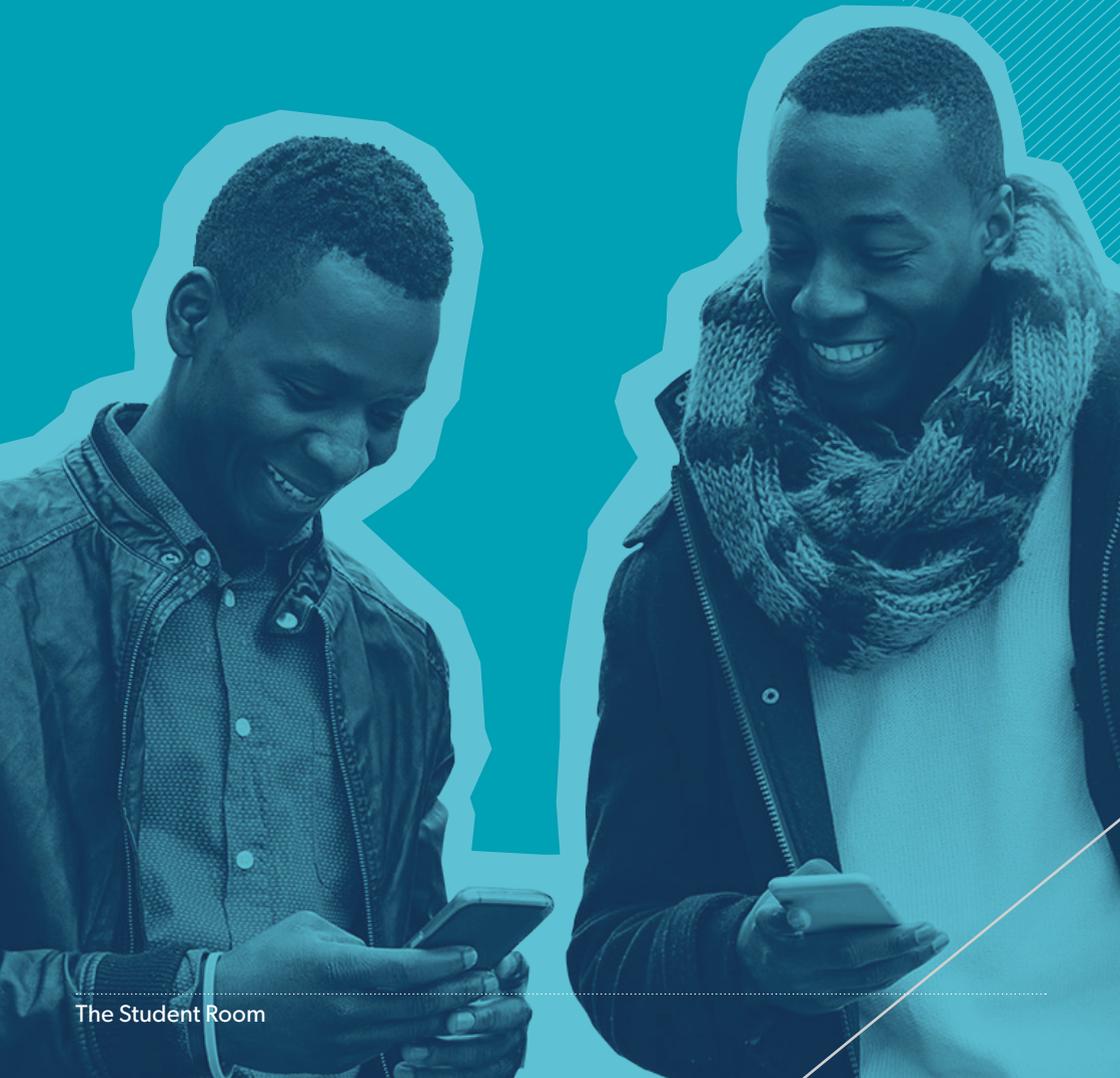
Our social network allows users to post about anything and everything that's on their mind, and in doing so, learn from the rest of the community. Learning from the experiences of other students is invaluable and gives a unique perspective on everyday issues our community face.



## Your role

As an Official Rep, you play a key role in that partnership. You are providing an authentic and authoritative voice on a trusted platform, with the ability for our community to talk directly to your brand, something that is unique to TSR.

You can also use the community to build your narrative and differentiate yourself in the University market. Get involved when they're asking questions, even when they're not directly aimed at your institution and use your additional rep accounts to leverage advocacy from alumni, student ambassadors, international students or your Students' Union.



# Understanding our community

Our community is diverse, and the reasons they use the site differ daily. We've done extensive work to understand their needs and personalities so here's a snapshot of the kinds of groups you'll be engaging with and the sorts of things they come to TSR for:



## The Specialist

Keen to study a specific type of course and talks extensively in course forums, looking for recommendations.

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## The Undecided

Want to continue education but not necessarily convinced university is the best way forward so they're exploring all options.



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## Widening Participation

This group are determined to further their education; we fill all the gaps in their life in all pathways areas.

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## The Floating

Work hard and relatively affluent, open days are hugely important to them so the more info and support the better.



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## Ready to be influenced

This group are mainly younger, GCSE or early A levels who are grade focused, rather than looking at the bigger picture. They mainly post in study help but this doesn't mean they're not watching and reading.

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## The Super Directional

Strong views on where they want to go and what they want to do, very opinionated and come to TSR for hints, tips and tricks and sharing their thoughts.

