

# How to edit your uni guide

**The University guide is your official partner profile, the shop window to showcase life at your university.**

**Customisable by you, your guide is made up of key information and engaging content students need-to-know and look for when deciding which university is best for them.**

**This 'how to' document will demonstrate editing your university guide, best practice tips and how you can ensure you stand out from the crowd.**



# How to edit your uni guide

## University guide key features

### **Editable content blocks you can drag and drop**

Your university guide is made up of a number of editable content blocks so you have control over your guides content.

### **Simple and useful navigation**

The 'take me to' buttons help users quickly locate the information they're most interested in.

### **Carousel of images or video**

Showcase your best visual content here. Your image gallery will open up in the same tab and allow users to scroll through each image. The videos will play within their carousel slot when a user clicks 'play'.

For the photo gallery, you have space for a title and description for each element, we recommend keeping the description short and sweet, no more than 100 words.

### **Connect and UniMatch widgets**

A widget pulls through your UniMatch reviews and allows users to search your courses by the subject they're interested in. The 'Connect' widget allows users to network with other prospective students and see the calibre of applicants receiving offers.

### **Join the chat and uni rep**

These give students a chance to see the conversations your university has contributed to and point them in the right direction to ask questions.

### **Search engine optimised**

Search engines like Google can crawl your guide and forum threads, so ensure SEO best practice is applied when editing your guide.

### **Integrates with social media**

Link up your social media platforms and share your feed from the likes of Instagram, Twitter and Facebook.

# How to edit you uni guide

## How to use your guide

### Logging in for the first time

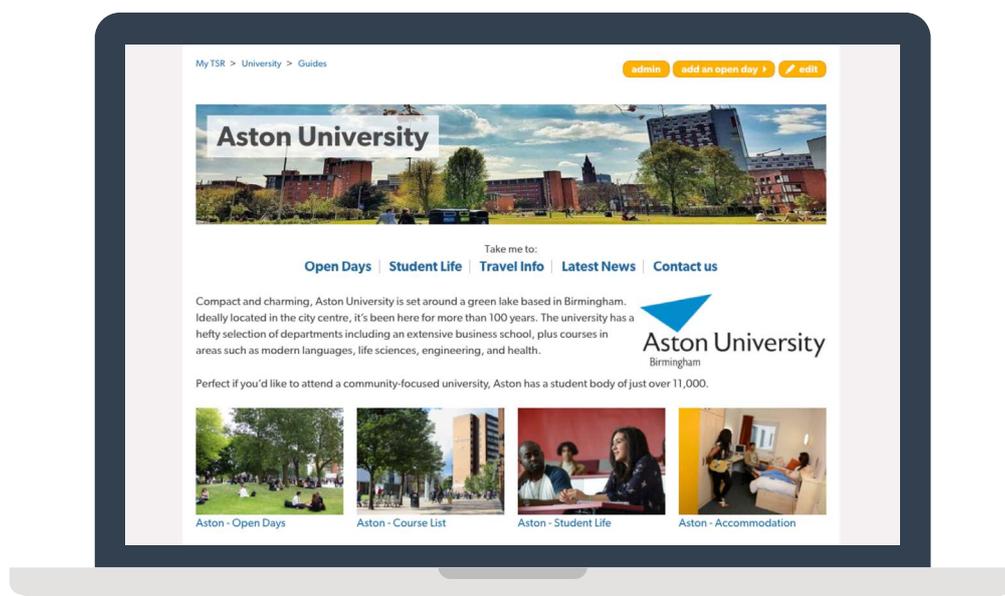
Make sure your Uni Rep has signed up to The Student Room, completed their start-up form and returned it to [clientservices@thestudentroom.com](mailto:clientservices@thestudentroom.com). If you haven't already signed up, simply visit the homepage and click 'register', then once your start-up form's complete, you're ready to go.

### The editing tool

Once you've got access to your guide, use the orange 'edit' button on the right-hand side to take you through to the administrator view. Double check your details are correct and save any changes at the bottom of the page.

To start you off, we create your first content blocks based on the information you provided. To change their order, use the plus sign at the left side of each one and drag them into the order you require. To ensure consistency the first four labelled below are mandatory and can't be moved:

- University name
- Banner
- Logo
- Introductory text
- Picture galleries
- Video carousel



You must complete the 'alternative text' box where it appears next to an image such as the logo so your images are seen by search engines.

# How to edit you uni guide

## How to edit your content blocks

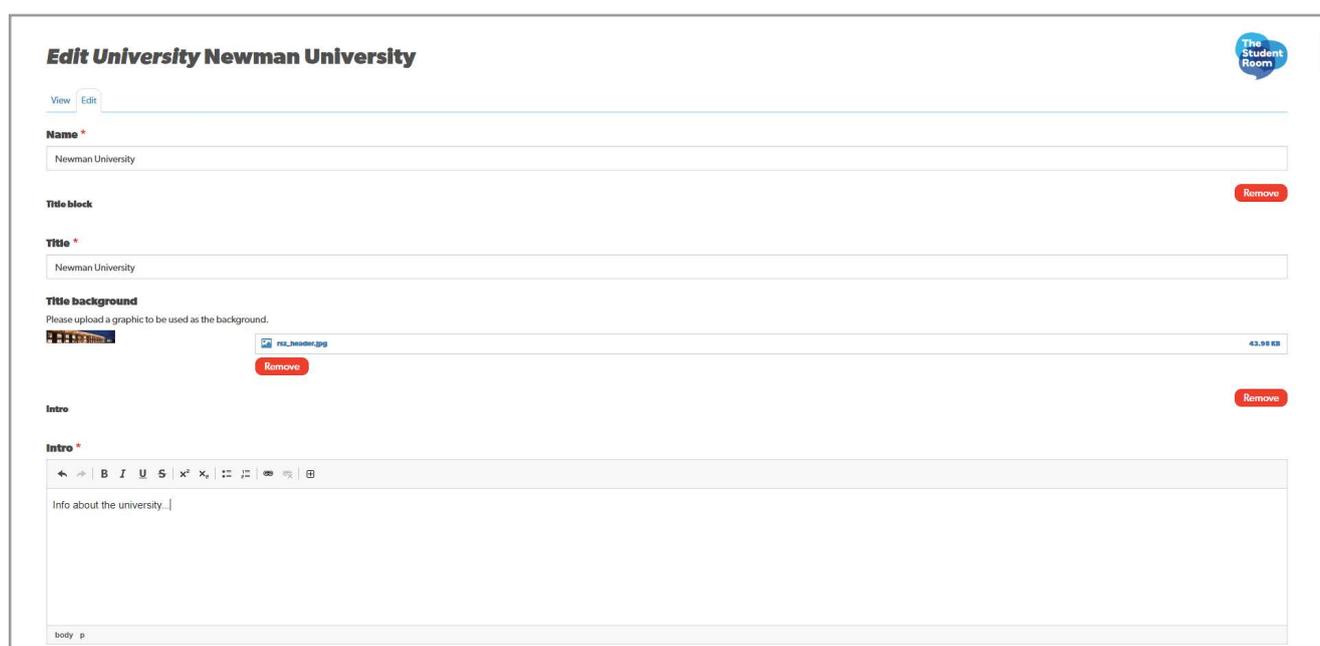
### Adding new content

There is no limit to the amount of content blocks you can have in your guide, but think about the overall look and feel of your page and how to layout these blocks to complement each other. Here's the different types you can choose from:

- Facebook
- Instagram
- Twitter
- Topic Carousel
- Quote Carousel
- Quote
- General Links
- Text and media
- Travel info

The most common block to differentiate your institution will be 'add text and media' but each content block has a different purpose to showcase what your university has to offer.

You can add your social media accounts or different carousels to the page depending on what you want to showcase. Your travel information will pull through google maps, all of which will make your guide useful to the user.



The screenshot shows the 'Edit University Newman University' interface. At the top right, there is a 'The Student Room' logo. Below the title, there are 'View' and 'Edit' buttons. The main content area includes several blocks: 'Name' (Newman University), 'Title block' (Newman University), 'Title' (Newman University), 'Title background' (with an upload button and a 'Remove' button), 'Intro' (with a 'Remove' button), and an 'Intro' text editor with a rich text toolbar and the text 'Info about the university. |'. At the bottom left, there is a 'body p' label.

# How to edit you uni guide

## Video carousel

To edit your video carousel, simply remove the YouTube link to delete the video or change the link to replace it with another. To add another video, click the 'add another item' button and paste in your YouTube URL.

## The 'text and media' block

Simply write the text and then add your image or video. Make sure the 'enable quick link' box is ticked so it appears at the top of the page in the 'take me to' header line. To change the title of the block in the 'take me to' header, type the new one in the 'Quick link title override' box.

## Social media content blocks

All you need to do is add your page names to the blocks, and the content from your feeds will automatically pull through.

## Travel info box

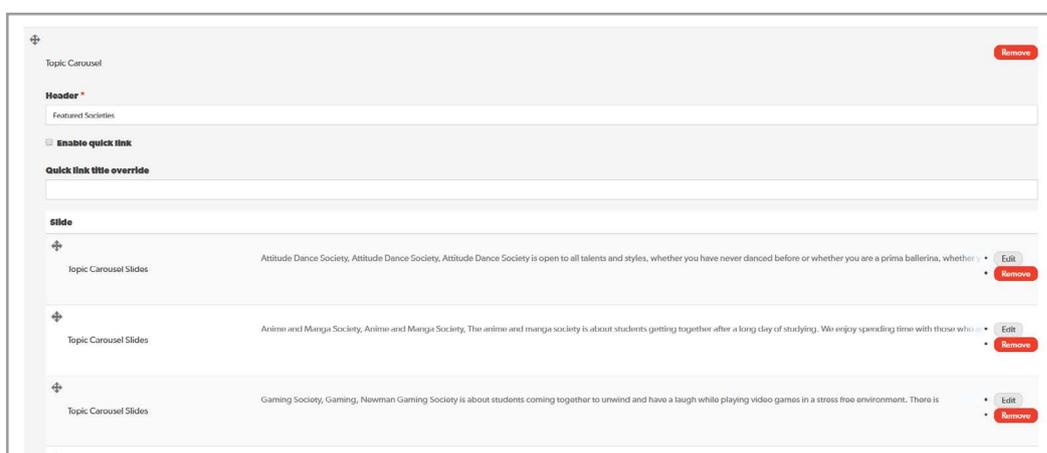
Enter your address details and a Google Maps view will pull through on your guide.

## Topic carousel

Topic carousels allow you to showcase different information from the rest of your guide. You could use it for 'featured courses' or 'featured societies'.

Click 'add a topic carousel' and then 'add topic carousel slides' which relates to the individual content items you want in it. These are a great way to add a snapshot of life at your university and they link out to your site too.

Be mindful of word count here as you don't want the length of the carousel taking up half the page. We would recommend no more than 100 words.



# How to edit you uni guide

## General links

These appear half way down the guide and can be used to direct users to certain areas of your website.

To add, create a 'general link' content block, paste in the URL and decide on the link text which will appear in the green button.

## Uni rep widget

Any changes will be saved once you have finished and clicked the save button at the bottom of the tool. You will see there are two types of 'save'; you can 'save and keep published' which will save the changes and update the guide on the site immediately, or you can 'save and unpublish' if you don't want to make the changes live just yet.

You can also see a 'preview' of what your guide will look like with the changes you made.

Save and keep published

Preview

Delete



# How to edit your uni guide

## 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

