

Since COVID-19 we monitored engagement on site and polled our student audience.

Here is what they had to say:

Behaviour on site:



13% increase in users on the site mostly drawn to life around learning, study help and university advice means your **content strategy** should involve holistic, well-rounded advice that **connects with students emotively**, as well as practically and informatively.

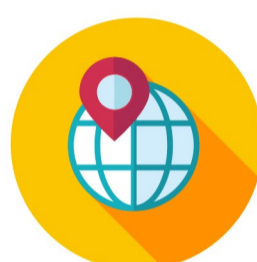


A spike in conversations across the site (**+28% increase in posts**) highlights a more engaged audience than ever, who view TSR as a vital resource. **Don't miss out**, be part of the conversation on site and add value to the audience.



98% increase in email open rates as well as a **67% increase in clicks**. Review your email content campaign as this is the time to supercharge email communication.

Discovering university:



Over 50% of students said they wanted to hear about universities offering virtual campus tours and open days. Connect with your audience more deeply through **online events**.



18% want to see more guest lectures and AMAs to get a feel for your uni; plus, **19% want to see live streaming events**, and **15% to see webinars**. Diversify the rich digital experiences you offer.



There is a **34% increase** in students engaging with university forums and university course forums on TSR. This is likely driven by **wanting more information** and not being able to attend ucas fairs or open days. Be visible and respond to them by having **Official Reps present across the site**.

Student quote:

"I was planning on going to an [Applicant Day on Saturday, which] just got cancelled. Luckily I've seen the virtual tours, there is an online open day at the start of May plus there are live chat sessions every Wednesday as well so I've got that if I need it."

Studying at home:



Study Help **posting is up +134%** attributed to the fact that while schools are shut, students are finding even more value on TSR. Ensure your university is **offering enough IAG** around self-supported learning. **29% of students** polled tell us **they feel disadvantaged** compared to others if they must study at home.

Student quote:

"My house is so loud too so I just wanna run away."

"My issue is that the **ONLY** place I can work is my room which I share and my sister will constantly be in there which just stresses me out. I have anxiety so maybe that's part of it, but I seriously think my A levels are doomed right now."

Key takeaways:

1. Are you doing enough to support your WP applicants and prospects?
2. Have you diversified your online experience?
3. Are you talking to students on TSR and online?