

The power of the UPP in Clearing

Leverage your relationships with prospective students

30th June 2021



Presented by...

Hulda Friðriksdóttir

Head of Client Services

- Been with The Student Room since Sept 2017
- Continuously working to make client campaigns more successful and impactful
- Oversee the CS team which is responsible for end-to-end campaign delivery of millions of ads, emails and engagement products

Mallory Payne

Senior Client Services Executive

- Joined The Student Room in 2019
- Responsible for the effective coordination of client campaigns
- Works closely with the TSR community to understand and support student needs

Overview

- **Overview of the University Partner Pack**
- **Recap of Clearing 2020**
- **Official Rep Training**
 - Best practice
 - Monitoring your forum
 - Getting involved in discussions
 - How to best support students over Clearing
- **Key takeaways**
- **Questions, comments and feedback**





Overview of the University Partner Pack (UPP)

Overview of the University Partner Pack (UPP)

What is it?

The UPP is an effective engagement tool that, on a basic level, consists of:

- 3 x Official Representative Accounts
- Keyword alerts
- Editable University guide on TSR
- Roadblocks in both your forum and guide
- Promo to drive traffic to the forum and guide
- Frequent in-depth reporting

It can also include:

- Off-site Remarketing
- TheUniGuide Lead Pack
- Conversion tracking
- Additional display inventory



Overview of the University Partner Pack (UPP)

Why is it important?



Gives your institution an authoritative and trustworthy voice on and off The Student Room - giving prospective students the confidence that they are accessing and engaging with correct information and humanising their educational journey.

Overview of the University Partner Pack (UPP)

How important is the Official Rep?

An extremely powerful tool that allows you to:

- Be at the heart of the conversation on TSR
- Speak directly to students
- Give relevant info at the right time increasing trust with your institution
- Influence student decision making
- Educate students on future education possibilities and careers

Engage. Influence. Convert



Recap of Clearing 2020



Recap of Clearing 2020

Where is the data coming from?

1 July -
31 August
2020



Recap of Clearing 2020

TSR audience behaviour

+13.9m

Users on site

+60k

Members posting
on site

+305k

Posts made by
those members

00:02:39

Average dwell time

Recap of Clearing 2020

Official Rep behaviour

144

Active Official Reps
posting on site

7,175

Posts made by ORs

+7.9m

Post views

524

Private messages

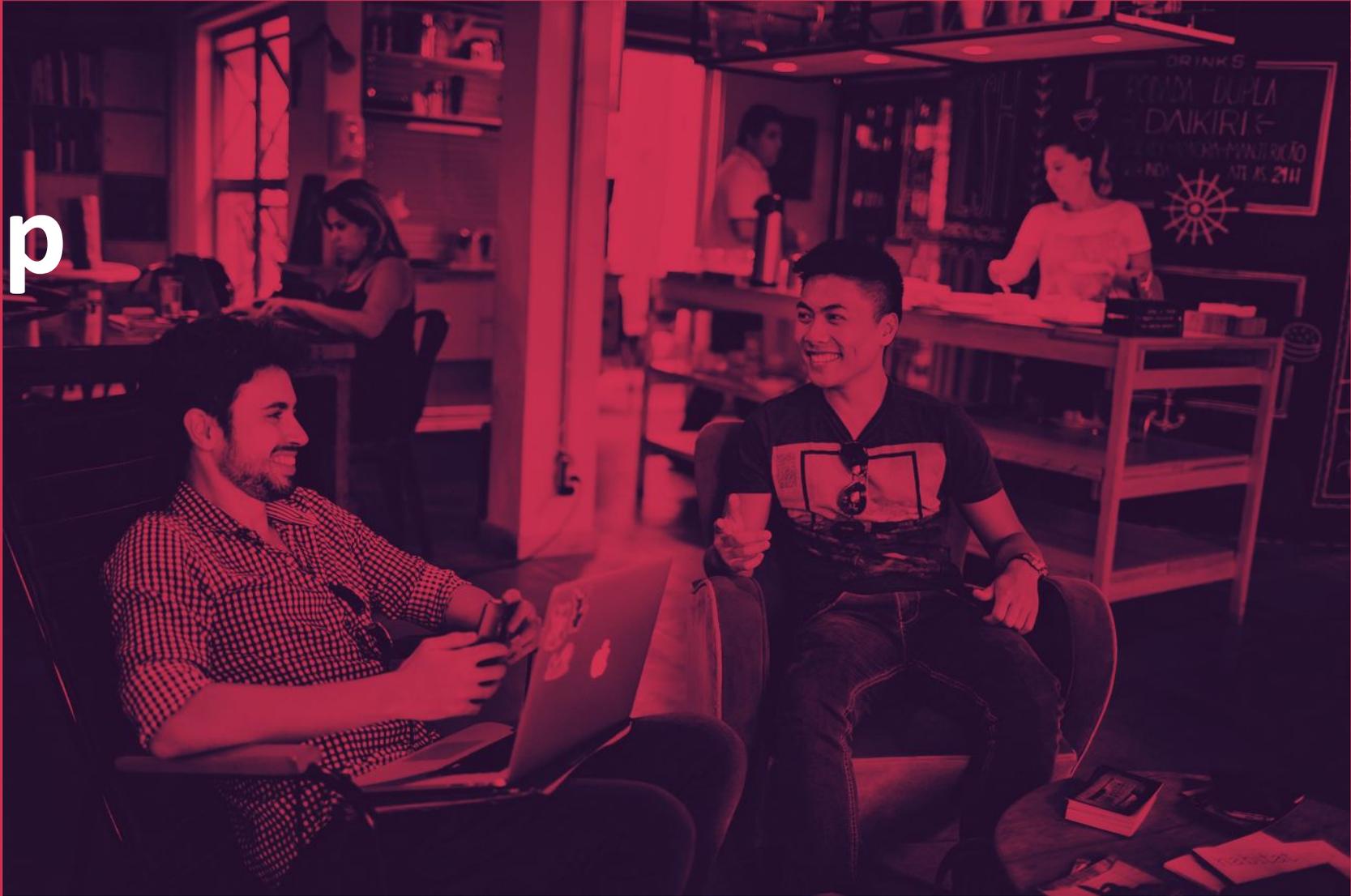
Recap of Clearing 2020

What does that mean for Official Reps?

- **Only 21.21% of all Official Reps active** on site over Clearing of those:
 - **36.81% posted 9 posts or less** in July
 - **40.97% posted 9 posts or less** in August
 - only **22.92% posted 20 posts or more** in July
 - only **13.19% posted 20 posts or more** in August
- Posts made by Official Reps **up 36% YoY**
- **130% up** YoY for post views by the TSR audience
- Private messages **up 39% YoY**



Official Rep Training



Overview

- How you can best support students this year during Clearing
- Monitoring your forum
- Getting involved in conversation across the site
- Helping applicants make informed decisions
- What to avoid
- Best practice for your Official Rep account when posting on site over Clearing
- Supporting Official Reps



Supporting students during Clearing

- Have an increased presence on the site from now
- Conversation around applications and results increases
- Students are exploring their options, contingency planning, looking for advice and reassurance
- Expect questions or concerns on the process in general, plus specific queries about accommodation/ living in a different city/ changing course
- Be a supportive and authoritative voice



Monitoring your forum



Your Forum

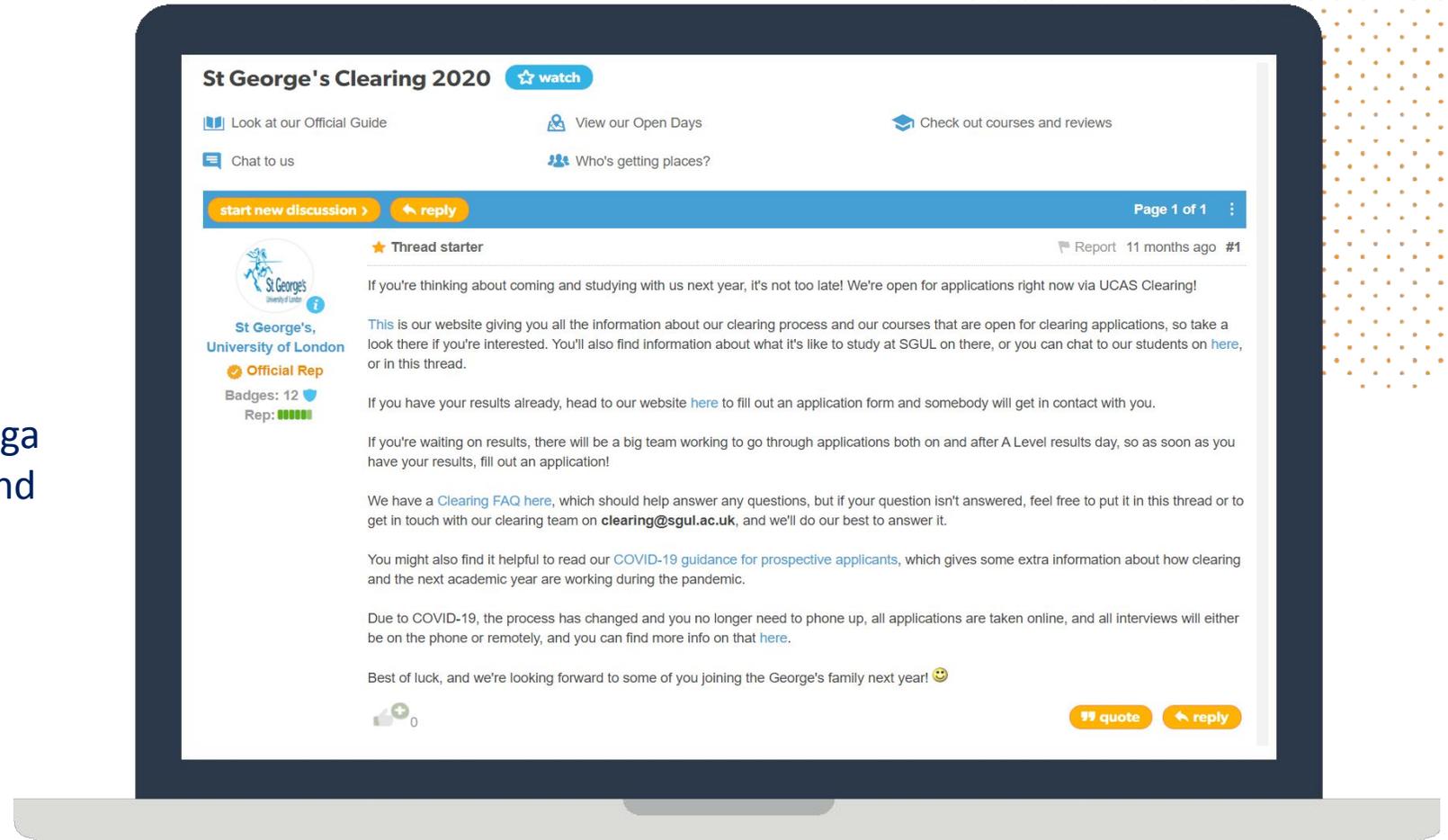
- Update and monitor your sticky threads
- Congratulate those who have applied or received an offer
- Examples: FAQ's, ask a current student, accommodation options, wellbeing tips, revision tips
- Why? To build and maintain your community- create a positive perception of your university and encourage discussion
- Answer all questions that are posted
- Dedicate time to responding to 2022 applicants as well



Your Forum

Clearing opportunities

- Create a thread in your forum
- Informative
- Make it clear you're happy to answer questions about the process online
- Provide contact details
- We'll add this to a Clearing 'mega thread' for students to easily find



Your Forum

Clearing 2021 thread discussion

- Understanding that it's a stressful time
- Human response
- Genuine communication with an applicant
- Reassures others' reading this thread too



Lancaster Student Ambassador
Official Rep
Badges: 13
Rep: ████████

Report 10 months ago #29

“ (Original post by Manlikeytu) ”
Still no response from clearing..

I'm sorry for your wait but unfortunately there's not a lot I can do at the moment. I know our phone line isn't so busy anymore and so more people are working on giving offers, and I know there's a team of people currently working on giving offers out. No news just means your application is still being considered and I know it's a stressful time but there's nothing more I can do for you at the moment - I'm sorry I wish there was more I could do!
Charlotte 😊

👍 +0 quote reply

Find all the info you need:
[Lancaster University guide »](#)





Manlikeytu
Badges: 12
Rep: ███

Report 10 months ago #30

“ (Original post by Lancaster Student Ambassador) ”
I'm sorry for your wait but unfortunately there's not a lot I can do at the moment. I know our phone line isn't so busy anymore and so more people are working on giving offers, and I know there's a team of people currently working on giving offers out. No news just means your application is still being considered and I know it's a stressful time but there's nothing more I can do for you at the moment...
...show more ▾

yeahh sorry for being pushy just a bit stressed right now 😊

👍 +0 quote reply



Lancaster Student Ambassador
Official Rep
Badges: 13
Rep: ████████

Report 10 months ago #31

“ (Original post by Manlikeytu) ”
yeahh sorry for being pushy just a bit stressed right now 😊

Yeah this is completely understandable! Today is a difficult day in lots of ways and I hope you hear from us soon.
Charlotte 😊

👍 +0 quote reply

Your Forum

Changing courses in Clearing

- Honest
- Confirms it's likely there won't be places
- Provides contact details.



Loughborough University
 Official Rep
 Badges: 14
 Rep: ██████

Community Record
 Add Card
 Notes (0)
 IP Address

Report 10 months ago #6

“
 (Original post by joyoustele)
 Is it too late to change course? I have been offered a place in civil engineering, which I am most grateful for, but I was wondering if I could change to computer science, How could I do that?
 ”

Hi joyoustele,

In terms of changing course, it may be a little late. Only given that all of the computer science Clearing vacancies were filled up yesterday. I'd suggest emailing admissions and seeing if there is anything they can do for you (I'm not sure how likely it is that they will be able to offer you a space.) Just bear in mind that they'll be quite busy this time of year so it may take a while to get a response.

Here are their contact details:

Email: admissions@lboro.ac.uk
 Telephone: 01509 223522

If you have any more questions, I'd be happy to help.

Priya 😊

[Edit](#)
[quote](#)
[reply](#)

👍 +1

More about Loughborough University








Getting involved in conversation across the site

Poll

Poll- choose the best response

“I have just finished my mocks and have recieved my results in June, In computer science i have achieved an A overall, in maths and physics i have achieved Cs which are poor for me. Is there any way for me to increase my predicted grades before i apply to uni, and if there isnt what good unis could i apply and get accepted to with around an A*CC (I am eligible for contextual offers)”*

Which would you respond with?

- A. “Hey, are there any Uni's you're particularly interested in and what are you thinking of studying? It may be a good idea to look at the entry requirements and talk to the admissions teams to see what they may accept. Also, speak to your teachers! They may let you resit your mocks, or offer extra activities and work which could help you get your grades up if that's what you want. There are still plenty of unis and courses that would accept these grades, but if you do end up getting better final grades, you can have a look at Adjustment- you can read more about that [here](#). Hope this helps and let me know if you have any questions!”
- B. “Hi X, hope you're well! Don't be disheartened by your predicted grades, at X University we offer X for computer science if that's what you're thinking of studying. Personally I love studying here because of the facilities, teaching quality and societies! Let me know if you have any questions about my uni”

And the correct answer is...

- A. “Hey, are there any Uni's you're particularly interested in and what are you thinking of studying? It may be a good idea to look at the entry requirements and talk to the admissions teams to see what they may accept. Also, speak to your teachers! They may let you resit your mocks, or offer extra activities and work which could help you get your grades up if that's what you want. There are still plenty of unis and courses that would accept these grades, but if you do end up getting better final grades, you can have a look at [Adjustment-](#) you can read more about that [here](#). Hope this helps and let me know if you have any questions!”



Getting involved in conversation across the site



[Applications, Clearing & UCAS](#)

[A-level forum](#)

[BTEC forum](#)

[University life](#)

[2020 Clearing and Adjustment FAQ \(2021 thread from 05/07\)](#)

[Clearing Plus FAQ](#)

[Coronavirus – impact on schools and exams](#)

[Uni courses forum](#)

[All forum list here](#)

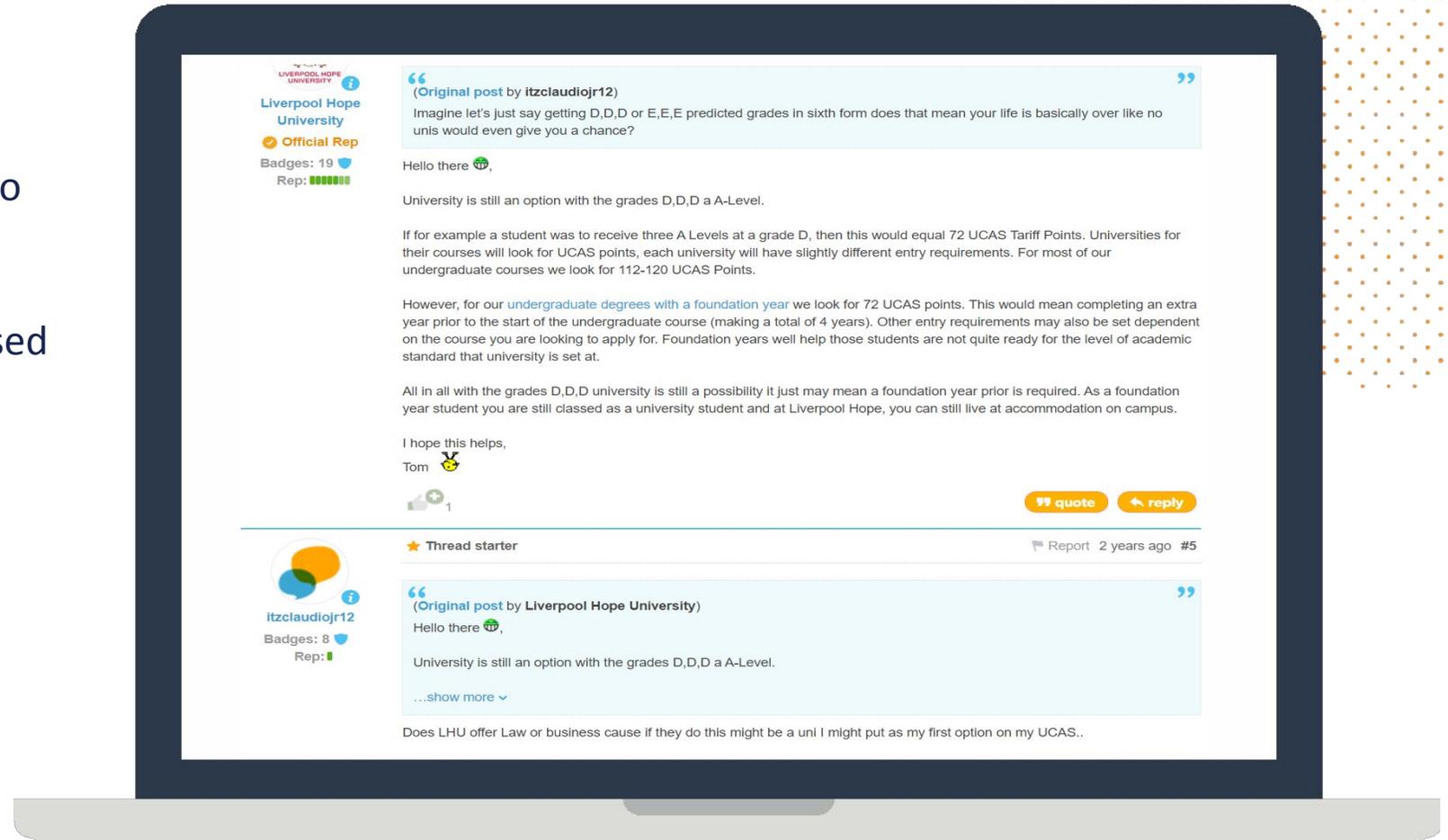
Helping students make informed decisions



Helping students make informed decisions

Helping a student understand their options

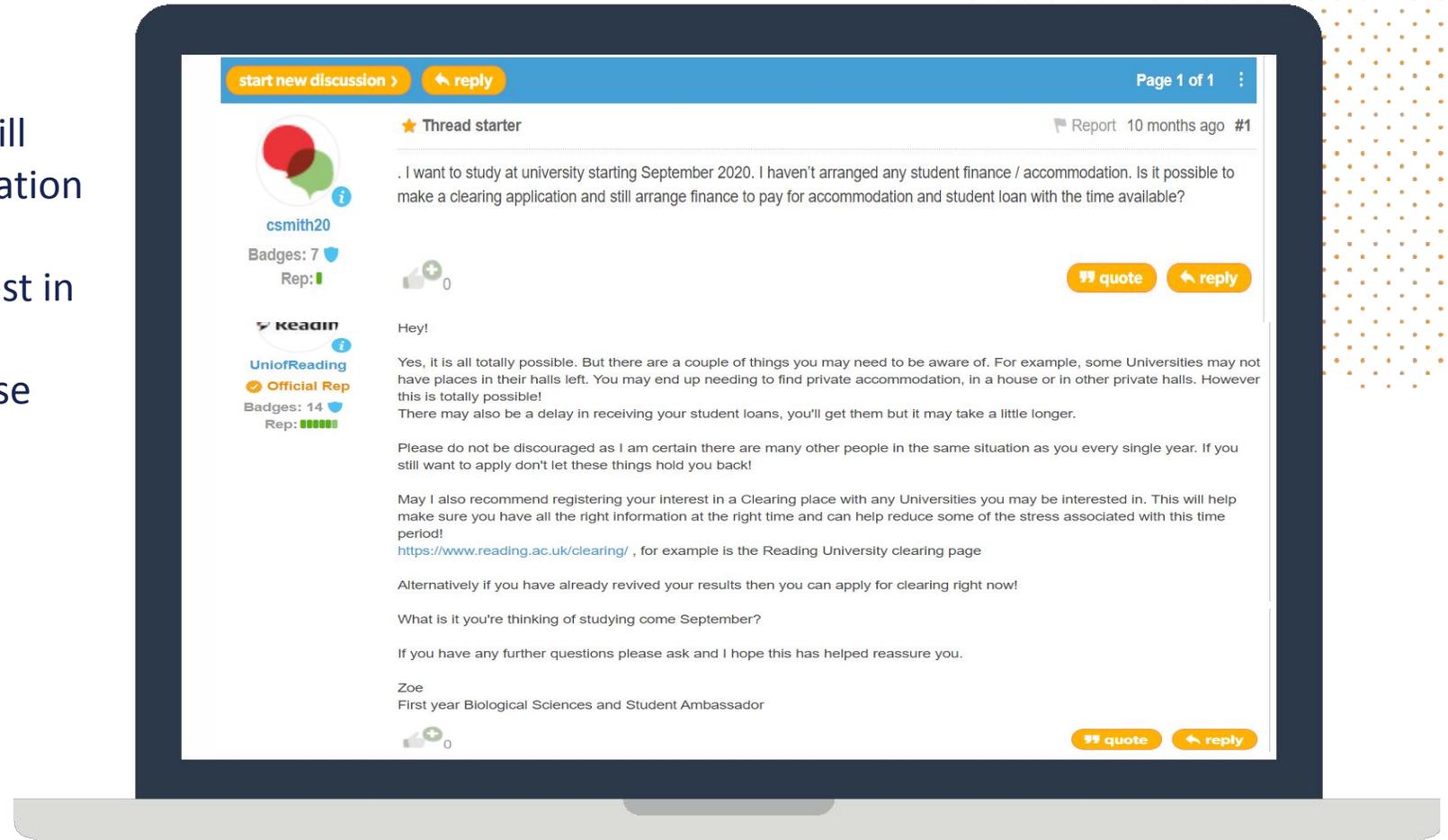
- Provides information relevant to what the student is wanting to know
- Continues the conversation based on what the student asks



Helping students make informed decisions

Helping students with the process

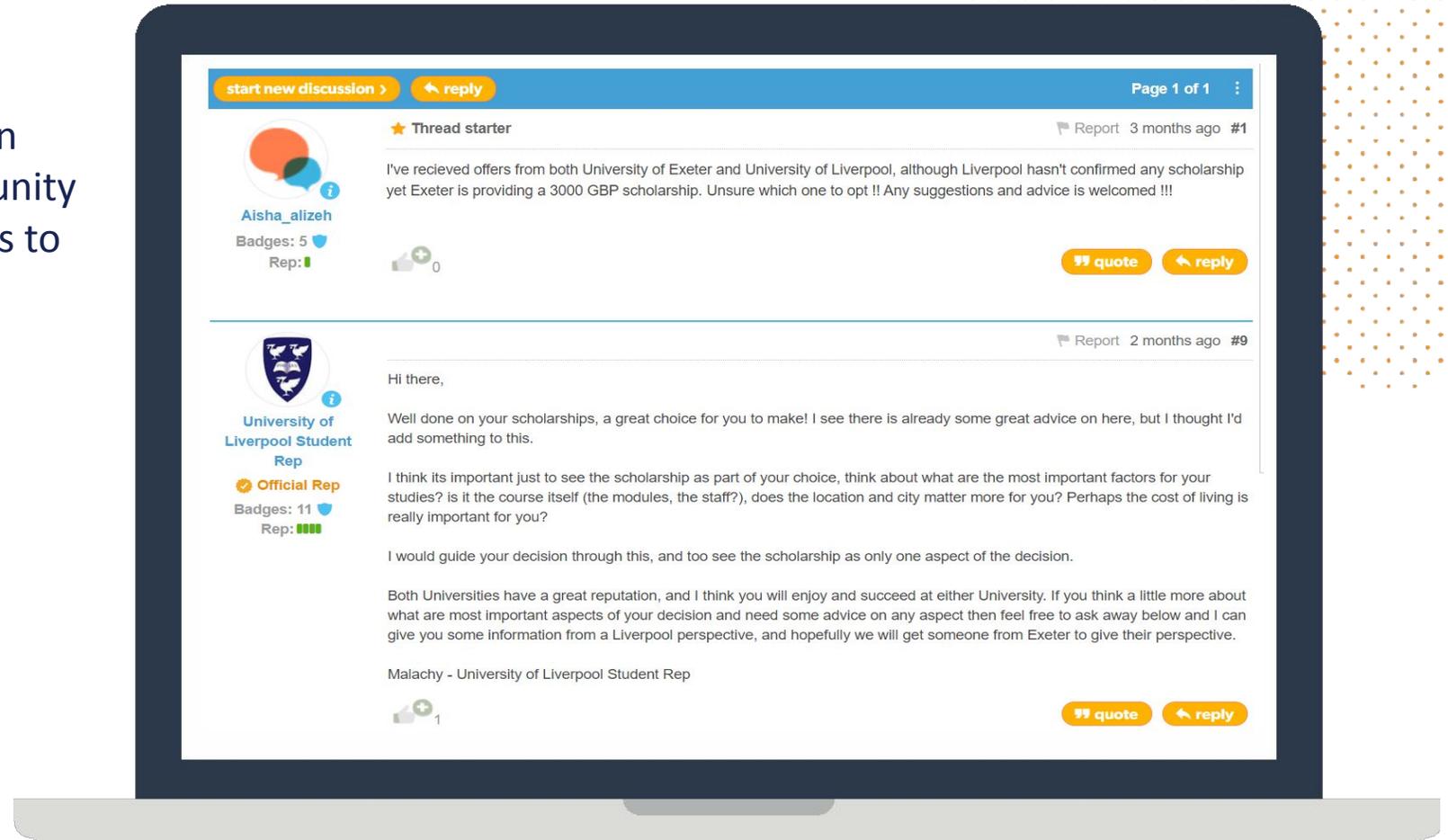
- Reassures a student that it is still possible to arrange accommodation and finance
- Recommends registering interest in Clearing
- Asks a question in their response
- Signs off with their name



Helping students make informed decisions

Comparison thread

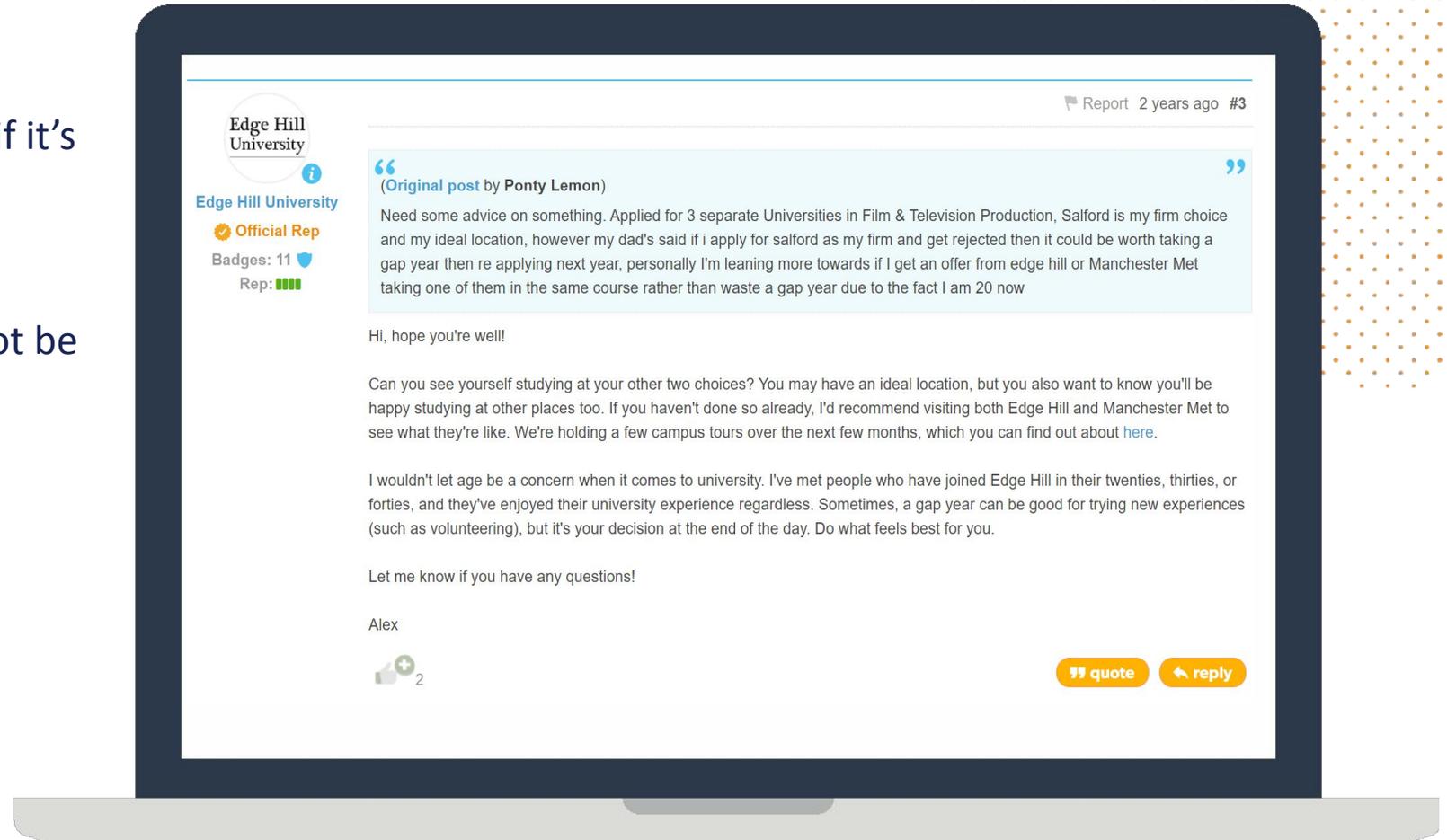
- Refers to advice already given in the thread – part of the community
- Gives the students other factors to consider
- Helps them make a balanced decision
- Offers the opportunity to ask questions



Helping students make informed decisions

Deciding whether to take a gap year

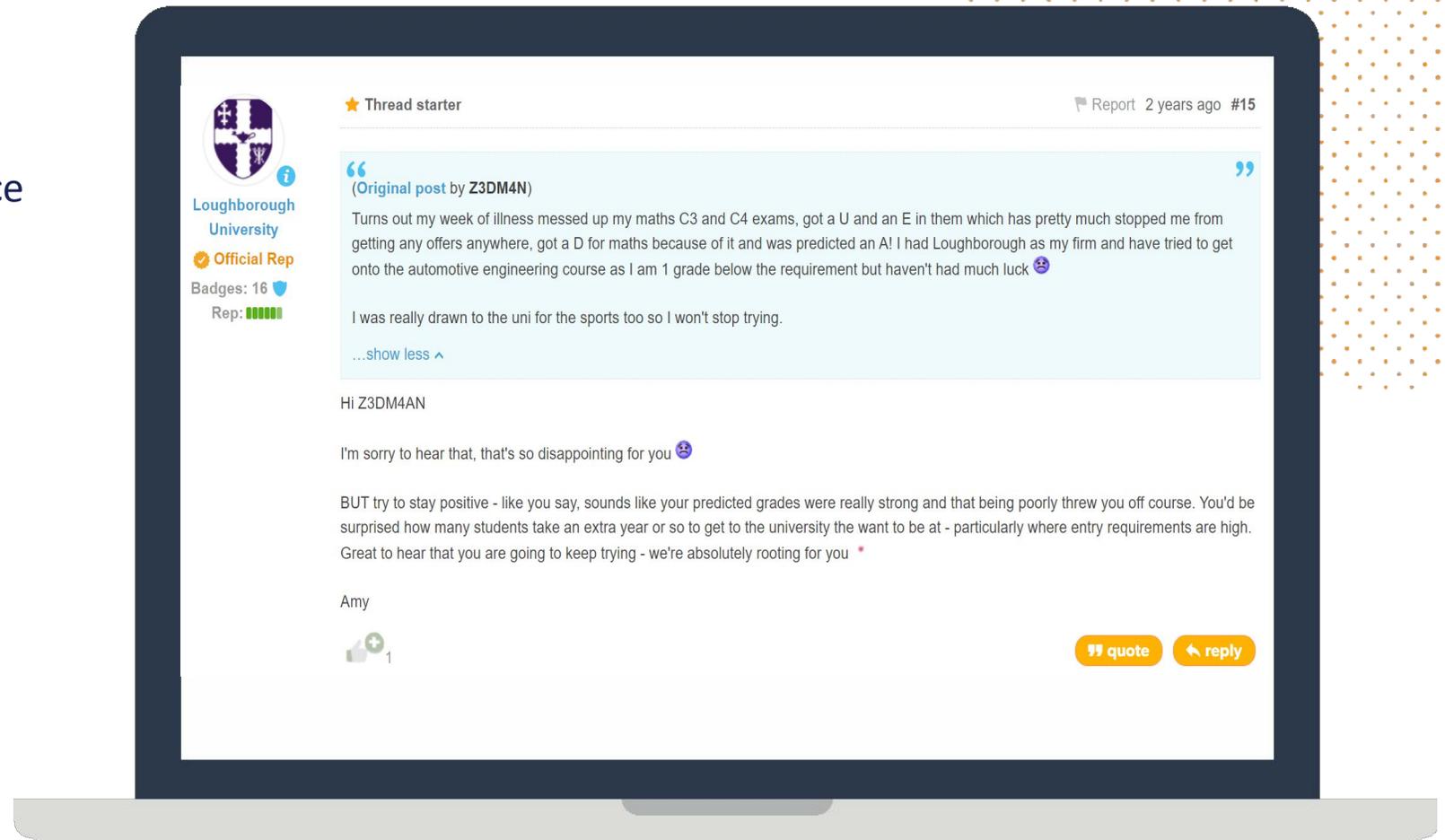
- Helping the student figure out if it's the right choice for them
- Not trying to convince them of anything
- Reassurance that age should not be a concern



Helping students make informed decisions

Compassionate and supportive

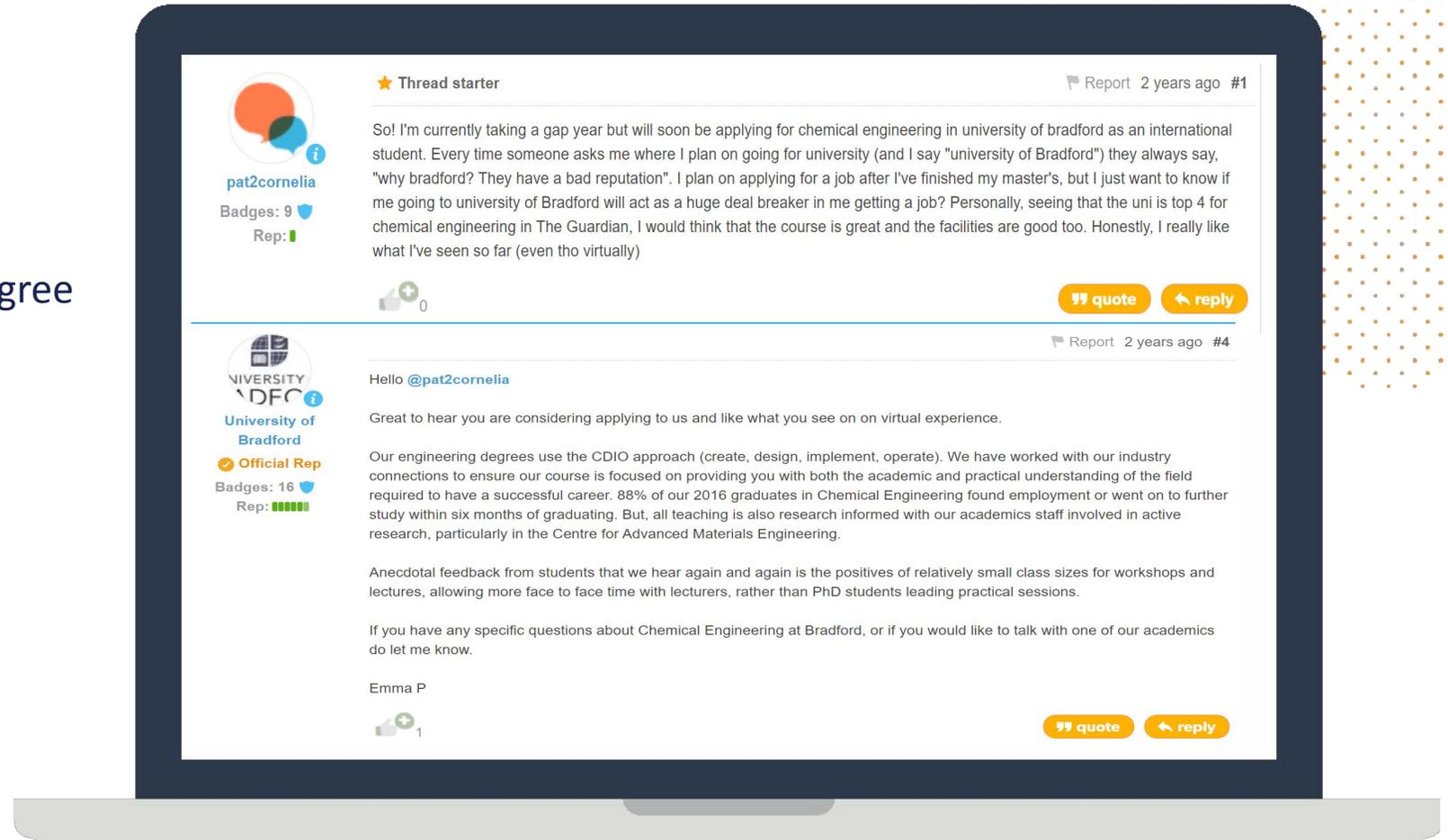
- Empathises with applicant
- Normalises student's experience
- Encouraging
- Really supportive



Helping students make informed decisions

Dealing with perceptions of your university

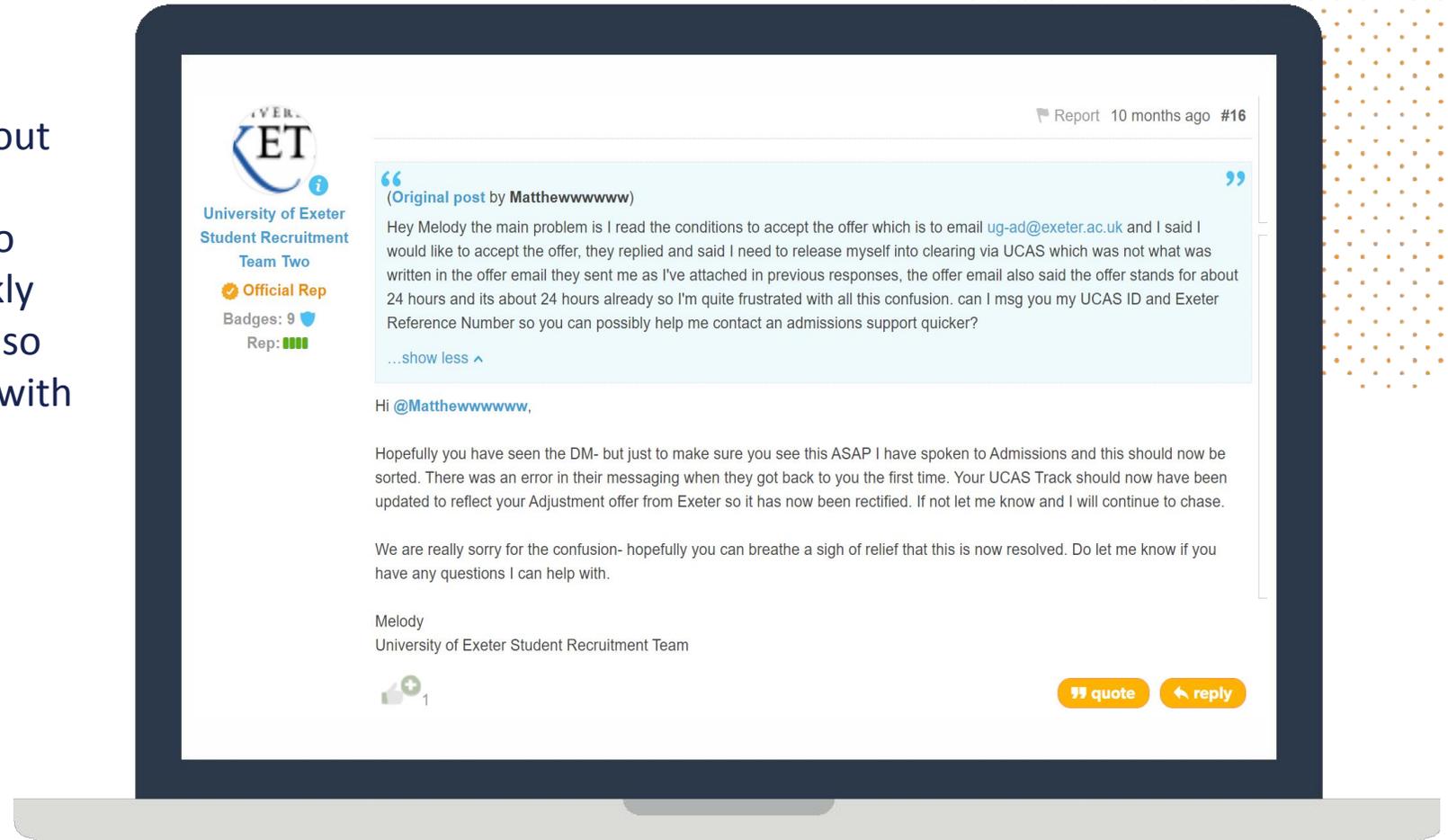
- Provides positive anecdotal feedback
- Gives more detail about the degree the student is interested in
- Offers the opportunity to ask questions



Helping students make informed decisions

Being honest about mistakes

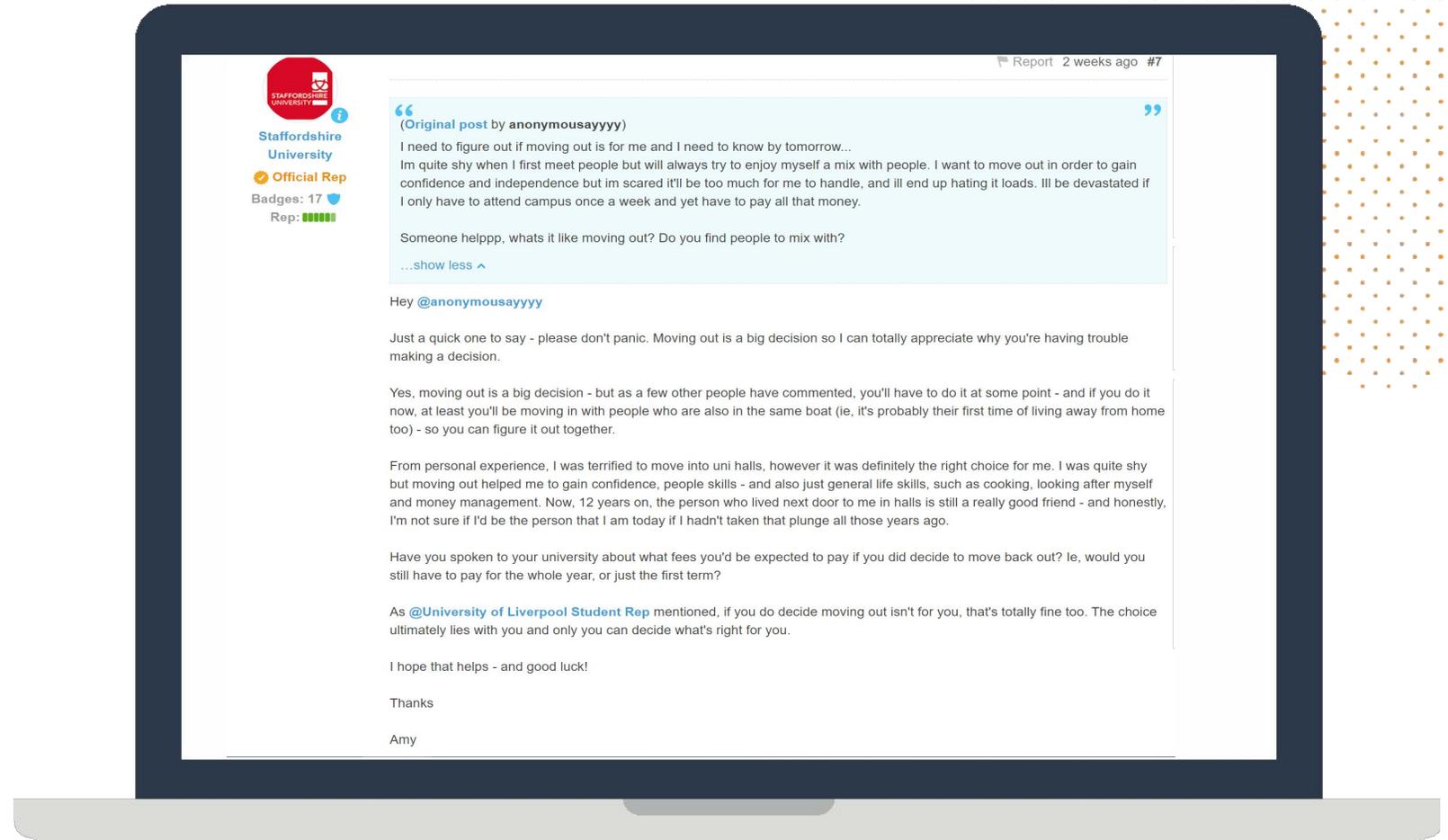
- Obtained more information about the students' situation
- Private messages the student to rectify the situation more quickly
- Addresses the mistake publicly so others' know it has been dealt with



Helping students make informed decisions

Uni Life

- Reassures the student
- Shares personal experience
- Engages on a human level
- More examples like this in the Wednesday sessions



Poll- choose the best response

“When do I get to know what universities are available through clearing?”

What would you answer?

- A. X University is now available to help if you are interested call X or visit our website
- B. Hi! Hope you're feeling proud of the hard work you put into your studies. If you'd like to check out the courses we have in Clearing please click here, call here, or apply online here
- C. Hello! We are officially open for Clearing! We'd like to take this opportunity to say that we're thinking of students during this difficult time. If you're nervous and want to check whether you're eligible for one of our courses, give our friendly team a call on X
- D. Hi @user. You can find all vacancies for Clearing here <https://digital.ucas.com/search>. If there's a particular University/course you are interested in, I'd recommend giving them a call as soon as possible. What are you looking to study and what kind of universities have you looked into already? Happy to help with any questions you may have!

And the correct answer is...

- A. Hi @user. You can find all vacancies for Clearing here <https://digital.ucas.com/search>. If there's a particular University/course you are interested in, I'd recommend giving them a call as soon as possible. What are you looking to study and what kind of universities have you looked into already? Happy to help with any questions you may have!





What to avoid for Clearing 2021

What to avoid

- X Make it read like an ad
- X State the benefits of your university with no context
- X Ignore the struggle
- X Start a chain of responses to advertise your clearing places

Student Posts & Rep Responses

I am holding an insurance offer for mathematics + computer science and can't decide..

We're currently X in the Y League Table 2020 and have an X in student satisfaction rating.

I have a Clearing offer for X to study X..

I graduated from X a month ago having studied X for X years. There are so many fun events held here throughout the year, such as...

I am currently undecided between X and X..

We may be a little bias, but we can't deny that X is absolutely brilliant!

This year things were not perfect but there were no distractions, and I worked my best but still failed..

Have you considered doing a foundation year instead?

You could give our Clearing Hotline a call on X...

Response Checklist

- ✓ Your tone of voice is friendly
- ✓ You've understood and directly answered their question
- ✓ You've asked them a question in return
- ✓ You have signed off the post with your name
- ✓ You have read the post back to yourself
- X You haven't linked off site unnecessarily and you haven't posted a link to a social media group
- X You haven't cut and pasted the same response to multiple users

start new discussion >
reply
Page 1 of 1



Anonymous #1

★ Thread starter Report 5 months ago #1

Interested in both but only going to put one forward, could anyone suggest what one is better? Done some research into both and they seem close but if anyone has any personal experiences that'd be great.

quote reply



University of South Wales

Official Rep

Badges: 13

Rep: █

Report 5 months ago #2

“ (Original post by Anonymous) ”

Interested in both but only going to put one forward, could anyone suggest what one is better? Done some research into both and they seem close but if anyone has any personal experiences that'd be great.

Hi there, I can certainly help regarding the University of South Wales, which course are you thinking of applying for? Have you been to ours and Bangor's open day yet? I would write down the pros and cons of each university, then make your choice. We are very far apart, in North and South Wales. You will have a great time wherever you choose. I hope this has helped. If I can help further, please do let me know. Rebecca 😊

quote reply

Supporting Official Reps

Questions/Advice about posts on site

- Official Rep Lounge and Official Rep Feedback thread (tag @Maple_Leaf, @snowprincess7, @strawberrydreams)

Sticking threads/Keyword alerts/Log in queries

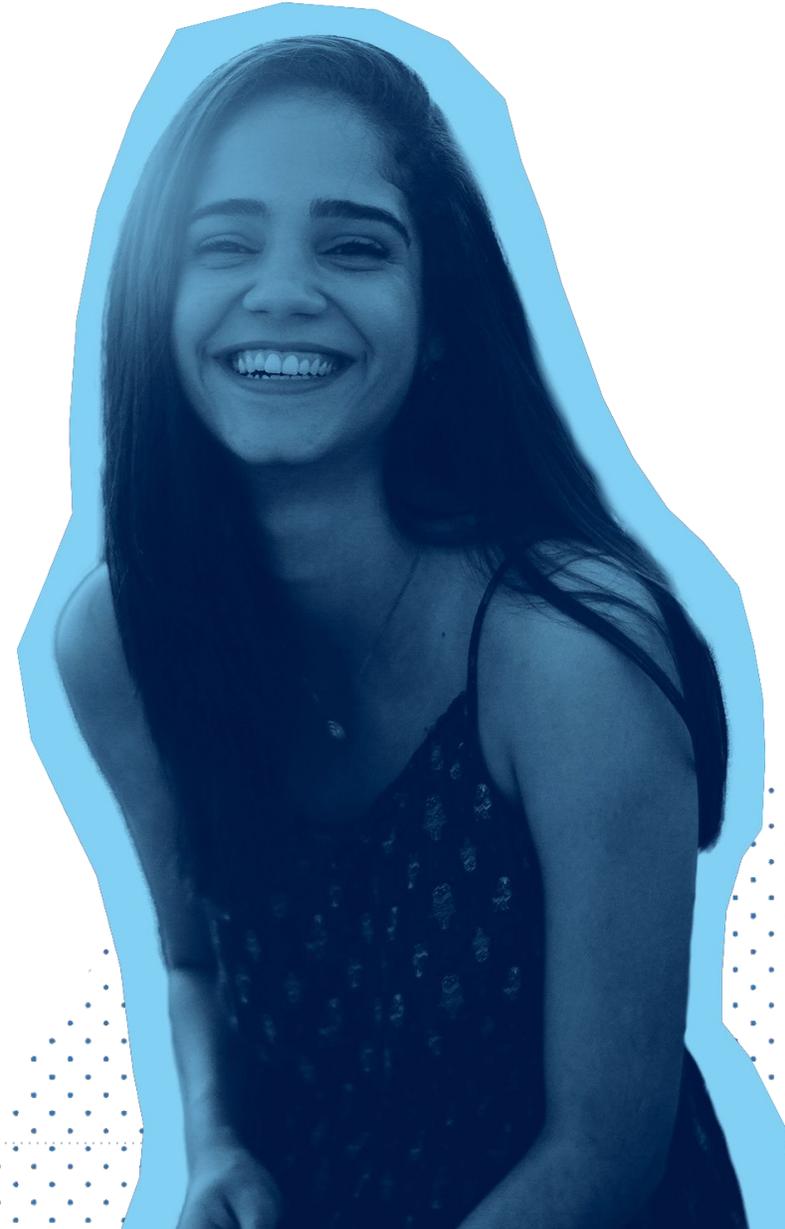
- Email Client Services

Best practice on site reminders

- [Resources on TSR Matters](#)
- Bespoke training/advice

Monitoring Engagement

- UPP report and discussions with Account Manager



Key takeaways



**Create a Clearing 2021
thread in July for questions
and encouraging discussion**



Make sure you have a presence on site- congratulate every student that mentions you and answer any questions



**Help students to make a
balanced decision and
support them in their
choices**





The quality of your response can really impact student engagement – read your post back to yourself and go through the response checklist

**Contact us if you need
additional advice or
support**



**Any questions, comments
or feedback?**



Thank you!

Join us again: tsrmatters.com/webinars

And stay in touch:

hulda.f@thestudentroom.com

mallory.payne@thestudentroom.com

and you can also find us on [LinkedIn](#)

