The Student Room

Making the Most of The Student Room Rep Tools for Clearing and Results Week

July 2025

Introduction

Clearing is a high-stakes, high-emotion period for students, and for universities, it's a chance to build trust and convert interest into action.

The Official Rep/Student Ambassador tool on The Student Room lets you meet students where they already are: asking questions, weighing options, and looking for reassurance.

This guide outlines strategies to help your team maximise visibility, empathy, and impact across the forums before, during and after Results Day.

Be Visible Early – The Build-Up Matters

Students are active in the run-up to Results Day, especially those feeling uncertain or planning for worst-case scenarios. Visibility now means discoverability later.

What to do:

- Set up your Clearing 2025 thread as early as possible — if you don't, TSR staff may create one on your behalf

- Post in topical forums like "Applications, Clearing and UCAS," "University Life," "A-levels," and subject-specific areas

- Tag your content clearly (e.g. "[Your University] – Clearing 2025: Ask Us Anything") to boost visibility in feeds and search

- Seed helpful, student-led discussions like:
  - What to expect on Results Day
  - What Clearing is really like
  - I applied through Clearing – here's what I wish I'd known

"The more you're posting between now and Results Day, the more visible and findable you'll be when students are at their most panicked."
— TSR Community Manager

Prioritise Empathy and Tailored Responses

Cut-and-paste answers or pushy calls-to-action alienate students. Human, specific replies build trust and engagement.

> *Even if it doesn't relate to your uni directly, if you can help, do. Sometimes you're just a calming presence – and that's powerful.*

What to do:

- Avoid ad-like messaging. Instead, ask students what they value before offering advice

- Acknowledge emotions — even a sentence like "I'm really sorry to hear you're feeling this way" makes a difference

- Avoid copy-paste replies across multiple threads

- Use names and quotes to help students see your replies and feel personally supported

Use the Full Power of Your Rep and Ambassador Team

Different roles bring different value. Peer-led content reassures. Staff responses bring authority.

What to do:

- Ambassadors can share personal stories, emotional reassurance, and day-in-the-life perspectives

- Official Reps can give clarity on process, course availability, and student finance

- Try joint posting — pairing a student and staff reply for credibility + warmth

- Engage with parent threads offering structured reassurance around accommodation, safety, or course options

Be practical, not just positive

Many students will have missed grades or feel unsure what happens next. Clear steps = reduced panic

What to do:

- Provide step-by-step advice where possible

- Help students triage priorities: what's urgent (student finance), what can wait (accommodation)

- Signpost FAQs, course finders, or campus updates in your rep threads

You might not always have good news, but you can still be kind and clear. Honesty is appreciated.

Stay Active After Results Day

Not every student decides on Results Day. Many hold off, panic late, or need ongoing support.

What to do:

- Continue replying for at least two weeks post-results

- Encourage follow-up conversations e.g. "You mentioned you were waiting to hear back — how's it going?"

- Congratulate students who mention enrolling at your uni

Build Subject Strength Ahead of Key Decision Points

Students don't just choose a university — they choose a subject experience. Subject-specific engagement helps you become part of their research journey, long before they hit apply or enter Clearing.

What to do now:

- Create content that showcases your strengths:
  - "Day in the life" posts from current students
  - Spotlights on industry links, graduate outcomes, and placement experiences
  - Threads about subject trends or hot topics (e.g. AI in business, ethics in medicine)
  - "Why I chose [Subject] at [Uni]" stories

- Be active in relevant subject forums:
  - Post regularly and join trending threads with helpful insights
  - Build a history of useful contributions so your rep is known and trusted

- Seed search-friendly content early:
  - Make thread titles searchable (e.g. "Ask a Biomed student at [Uni]")
  - Answer common subject-specific questions before students have to ask

Leverage TSR Support & Tools

- Use TSR's mega-thread to ensure your Clearing thread is easy to find

- Enable keyword alerts to be notified when your uni is mentioned

- Ask for threads to be pinned via the TSR team

- Report any issues or trolling using the in-thread report feature

- Reach out to TSR staff directly in your rep thread if you need help on the day
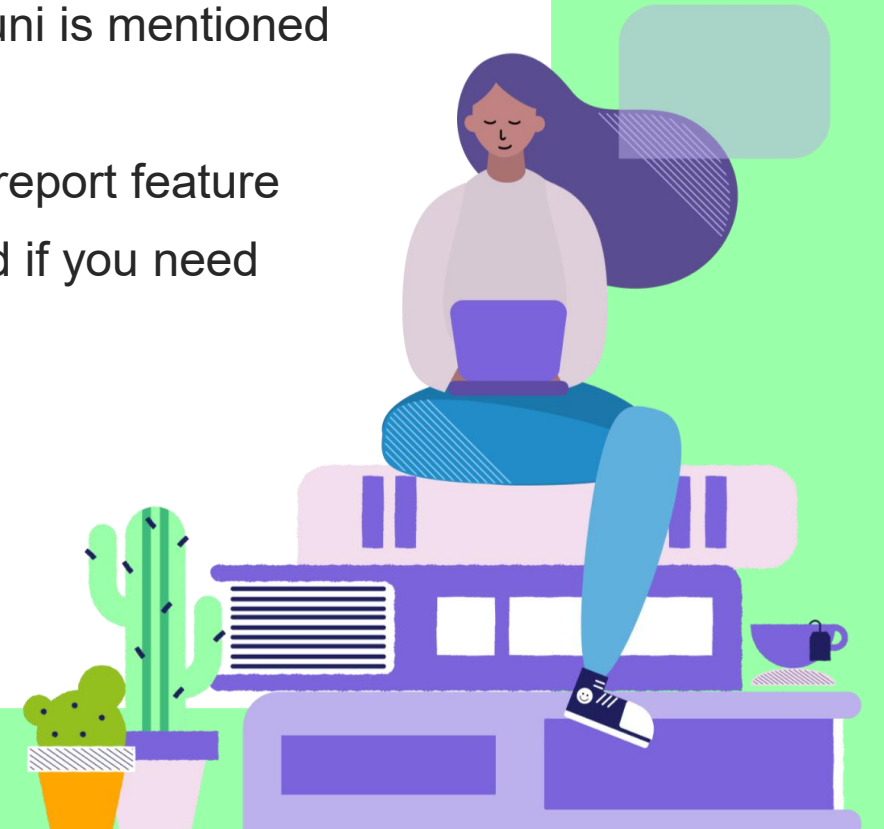
Extra Tips

- Train reps in tone, tagging and escalation

- Ask before you advise — lead with empathy

- Be present across the site, not just in your own thread

- Stay human — students remember how you made them feel

- Keep tone peer-led and informal to boost relatability

- Link subject threads to employability and future pathways

- Turn repeated questions into helpful standalone threads or resources

Thank You