Student Communications training

Jo Cole – Student Comms Manager

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Rebecca Wilson – Student Comms Assistant

Student Comms Team – What do we do?

Weekly newsletter - [University Updates](#)

Communications [toolkit](#)

Podcast series - [Exeplore](#)

Support social media team

National Student Survey campaign

Academic skills support

Health comms e.g. meningitis

Gender Safety comms leads

Student Comms Team – What do we do?

Exams communications

Support wellbeing, including Mind Over Natter talks

Transition comms

Work with Students' Union and Students' Guild colleagues and Falmouth Uni

Crisis comms – e.g. WW2 bomb

Support colleagues on student communications

Run the Student Comms group for staff

And more...

Tips for communications

Think about:

Your audience – who are you talking to?

Your message – why it's important to them?

Your channel – where are they going to be / see it?

Spokesperson – who is a trusted authority on this?

Call to action – What do you need them to do?

Consider any sensitivities / permissions

Tips for written communications

- Use clear headings
- Bullet points
- White space
- Call to action

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And you will read this last

You will read this first

Then you will read this

Then this one

Tips for written communications

- To the point and digestible

- Clear subject line

- Plain language

- Short sentences

- Active language - you and we

- Link out to more detailed information

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Dear Sarah,

We are pleased to invite you and your guests to the Summer 2022 Graduation Ceremony on DATE at TIME (Ceremony #).

Graduation is the exciting culmination of your time here at Exeter and a wonderful chance to mark and celebrate your achievements with your family and friends. We want you and your guests to have the best time possible and in order to make sure everything goes smoothly with your registration, please read the following important information carefully and follow all instructions by the deadlines noted.

You can also find useful, up to date information and checklists on the Graduation website

Register for graduation by DATE

You must register for graduation by DATE Graduation registration is open from DATE through the Student Record System in iExeter (https://i.exeter.ac.uk)..

- Please do not wait for confirmation of your award before registering your attendance – you need to register for the ceremony in advance, by the deadline date or you won't be able to attend the ceremony. All eligible graduands who register by the deadline will be permitted to attend.
- If you are not able to attend the ceremony, please register your non-attendance and select how you want us to deliver your award documents to you.
- To register, please log in to iExeter and click on the Student Record/Registration tab.
- When you register for your ceremony you will be able to book up to 2 complimentary guest tickets. If additional guest tickets are available after registration has closed we will email you with details of how to buy them.

Clear all outstanding balances owed to the University by DATE.

You must clear all balances by this deadline to be eligible to attend graduation.

Summaries

- Bulleted list

- Social media summary

- Video summary – 'in case you missed it'

Video: ICYMI University Updates summary

https://www.youtube.com/watch?v=i5t99FrIjE8

Quick tips for engagement

- Positive behaviours

- Local context

- FOMO

- Ownership

Watch at: https://www.youtube.com/watch?v=g0dsHB7LWlc

Accessibility

Text on off white background

Use emojis sparingly, never repeat and don't replace keywords

Avoid relying on graphics

Enter alternative text for images and caption speech in videos

Contact the EDI Team with any queries – EDI@exeter.ac.uk

Podcasts

- [Exeplore](#) – Official University podcast

- What will your audience want to know?
- Avoid dating the episode
- Guest(s) must sign [a consent form](#)
- Review before releasing

Filming

- ## Easy brief and digestible

can help explain complex information easily

Video: explaining APACs

Ever wondered how your degree's awarded!

https://www.youtube.com/watch?v=b2MCFIUWmGA

can highlight key points in larger comms

Video: ICYMI University Updates summary

0:09 / 0:59

https://www.youtube.com/watch?v=i5t99FrIjE8

Filming

- ## Keep it simple

more detailed information should be available

in different formats

Video: Tips for exams

- ## Use people

they get more engagement on social media

Video: Bella from The Guild on why it's important to complete the NSS

https://youtu.be/SmyB8zHNVXc

https://www.youtube.com/watch?v=aYcty-DIlUo

Filming

- Simple, informal - use phones DIY
- More formal – use Design Studio for animation / professionals
- Script writing
- Tips for recording to camera

Crisis comms – if it goes wrong!

- Don't engage straight away
- Talk to someone early before it escalates
- Contact student comms/social media
- We're here to support and advise
- Considered response – reputation
- Examples

Other considerations

Sensitivities

Permissions

Accuracy

Proof reading

Fresh eyes – get other opinions, what makes sense to you may not make sense to someone else

Ask us for help

Contact us

studentcomms@exeter.ac.uk

Questions

Help and advice

Contacts for suppliers

Tell us information for us to share centrally

Also see the house style guide at https://www.exeter.ac.uk/staff/web/writing/styleguide/