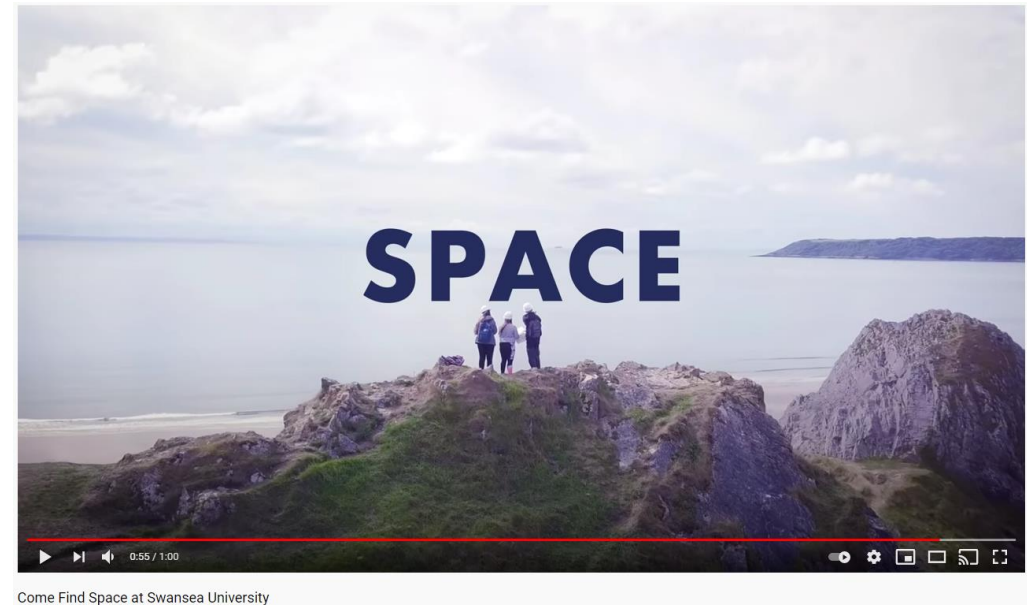


CASE Circle of Excellence Awards – Evidence

Main 'Come Find Space' video URL
(YouTube)

<https://www.youtube.com/watch?v=bGnBnr2aV5o>











LinkedIn comments:

Link to testing post:

https://www.linkedin.com/posts/kenonman_swansea-university-come-find-space-activity-6673924494064668673-vflb

Facebook post:

<https://business.facebook.com/swanseauniversity/videos/2647077668844637/>

-  **Gethin Rhys Jones** • 1st
Student Recruitment Manager at School of Management, Swansea Univer... 8mo ...
Bravo! Super smart storytelling with some skilful editing...absolutely brilliant.
Like | Reply
-  **David Pell FCIM** • 1st
Marketing & Digital for Disruptive Businesses | #defyanddisrupt 8mo ...
Nicely done **Kenon Man MCIM**
Like · 1 | Reply
-  **Ffion Davies** • 1st
President of Swansea University Students' Union 8mo (edited) ...
Brilliant piece of marketing here! Without a doubt shows Swansea Uni and its surrounding area, in all its glory!
Like · 1 | Reply
-  **Rhianne Pritchard** • 1st
Marketing Officer at Swansea University, School of Management 8mo ...
Our team absolutely love this video, cant wait to start using it! well done guys!
Like · 1 | Reply
-  **Catrin Harris** • 1st
Senior Project and Change Officer at Swansea University 8mo ...
Amazing!
Like · 1 | Reply
-  **Sirin Myles** • 1st
International Higher Education Specialist, Transformational Leadership Co... 8mo ...
A really uplifting music and love the images. Very inviting. Best of luck.
Like · 1 | Reply
-  **Joseph Diamond DipCAM (DigitalM)** • 1st
Digital Marketing Manager at CDSM Thinqi 8mo ...
Great campaign
Like · 1 | Reply
-  **Richard Purvis** • 1st
Founder Crunch Digital Media at Crunch Digital Media 8mo ...
Nailed it!
Like · 1 | Reply

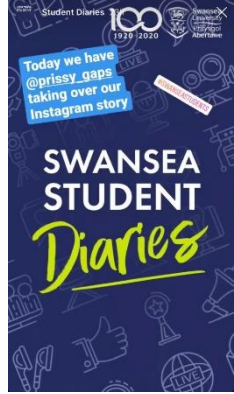
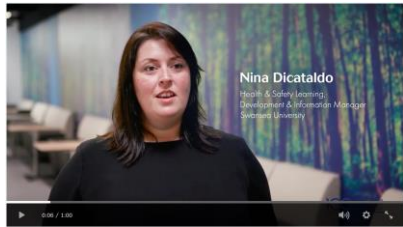
Overview of Content Strategy - Hierarchy

Leading with Space video - location and UG Campaign video - student lifestyle

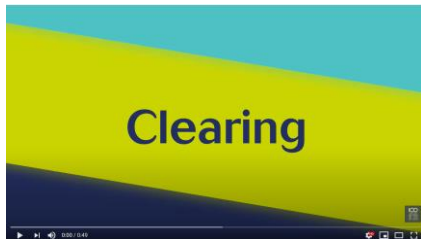


Supporting the 'Space message' with evidence: Campus preparation, supporting the community and Q&As

Supporting the 'Lifestyle message' with student led content – Swansea vs London, Sheffield etc. Clearing blogs.



#SpaceAtSwansea



How to guides, Top tips by ambassadors, settling in to Uni, First day experience, and Good Luck message & you're going to love...

Societies take-over – specifically outdoor sports, fun memes, TikTok content

And it Shows... Memes

Inspired by <https://www.buzzfeed.com/alliehayes/more-some-of-you-have-never-and-it-shows-memes>



And it Shows... Memes

 **Swansea University** ✓
5 August 2020 · 🌐

👉 870miles of Llwybr Arfordir Cymru / Wales Coast Path on our doorstep with Brecon Beacons National Park in the distance, we go far in nurturing our students for graduate success.

- 4th for Course Satisfaction*
- 5th for Career Prospects *
- 6th for Overall Student Satisfaction**

👉 Those are some pretty rad stats so come find space at Swansea
👉 <https://swan.ac/fm12>

#SpaceAtSwansea #OurSwansea

*Guardian University Guide 2020
**National Student Survey 2020



 **Swansea University** ✓
22 August 2020 · 🌐

😊 Our number one priority is to make students feel safe and happy here at Swansea, which is why we are currently ranked 6th in the UK for Student Satisfaction (NSS 2020). We also go far in ensuring success for our students once they graduate, and are ranked in the UK Top 5 for Career Prospects (The Guardian University League Table 2020).

Whether you're Alumni, a current student or a student starting with us in a few weeks, rest assured that we are here to support you and to make your Uni experience one you'll never forget! 😊

📱 With Arrivals weekend just around the corner, why not get a head start on the planning by downloading our MyUni App?
All the information you need to make your transition to Uni life is right here: <http://orlo.uk/Fg34N>

#OurSwansea

— with Ryan Simpson.



 **Swansea University** ✓
8 August 2020 · 🌐

We have over 10million sheep in Wales! 🐏 🐏 🐏

We regularly hear that one of the biggest misconceptions before coming to Wales is that students expect to see our woolly friends roaming freely. 🐏

Unless you are planning your student accommodation on one of our mountains or moorlands you may not encounter a sheep for months. 🐏

What were your biggest misconceptions of Swansea before you arrived? 🐏

Find out how to join us through Clearing
<http://orlo.uk/tguVW>

#SpaceAtSwansea #OurSwansea



And it Shows... Memes

 **Swansea University** ✓
11 August 2020 · 🌐

🏰 Did you know that Wales, a country steeped in rich history, has over 600 castles! That's more per square mile than anywhere else in the world!

These alongside our dramatic coast and countryside scenery have doubled up as scenes in many a Hollywood blockbuster 🎬, including Harry Potter James Bond 007 and Doctor Who, to name but a few!

Come find your #SpaceAtSwansea and make your mark in our very own Hall of Fame! 🌟... See more



 **Swansea Uni Memes** 🦢 @SwanseaUniMemes · 2h

Clearing students: why should I go to swansea it's not even welsh uni of the year
Swansea Uni: LOOK AT ALL OUR FUCKING GEESE



🗨️ 🔄 7 ❤️ 70 📤

Mememes even had approval of Swansea Uni Memes twitter account.

And it Shows... Staff Memes



The meme was created by staff when our building caught on fire the day before Results Day.

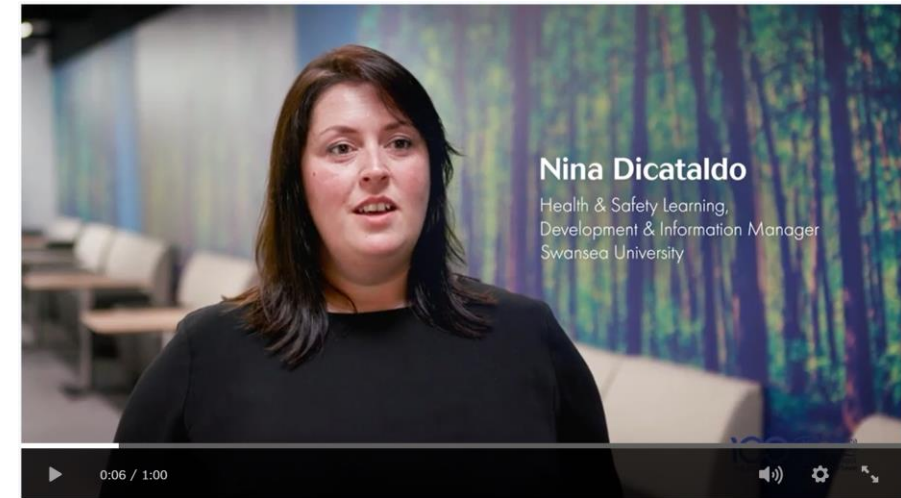


The meme was created by staff when a student drew a penis on the beach on our first clearing physical clearing open day

Corporate videos

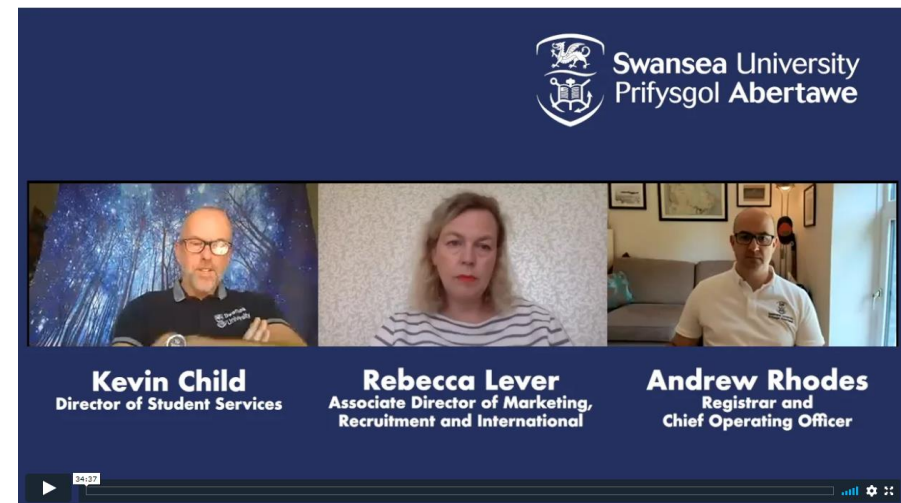
Staff interviews with estates, security, mail and cleaning staff.

<https://vimeo.com/434437063>



Parents' Q&A with Registrar, Director of Student Services and Associate Director of Marketing, discussing student wellbeing, campus preparation and student experience.

<https://vimeo.com/435485676/7a0041bf2e>



Student Vlogs

Student vlogs, discussing mental health, studying in lockdown, activities in Swansea.

<https://www.youtube.com/channel/UCbPOX5d6EC OFKO3Yr9z0BSA>



Study Advice During the Pandemic

Student vlogs #SwanseaUni
296 views • 5 months ago



Supporting your Mental Health at Uni

Student vlogs #SwanseaUni
398 views • 3 months ago



How to access Employability and Careers Support at...

Student vlogs #SwanseaUni
97 views • 3 months ago



Starting my Final Year of University in a Global...

Student vlogs #SwanseaUni
357 views • 5 months ago



Student vlogs | Placement Tips

Student vlogs #SwanseaUni
325 views • 1 year ago

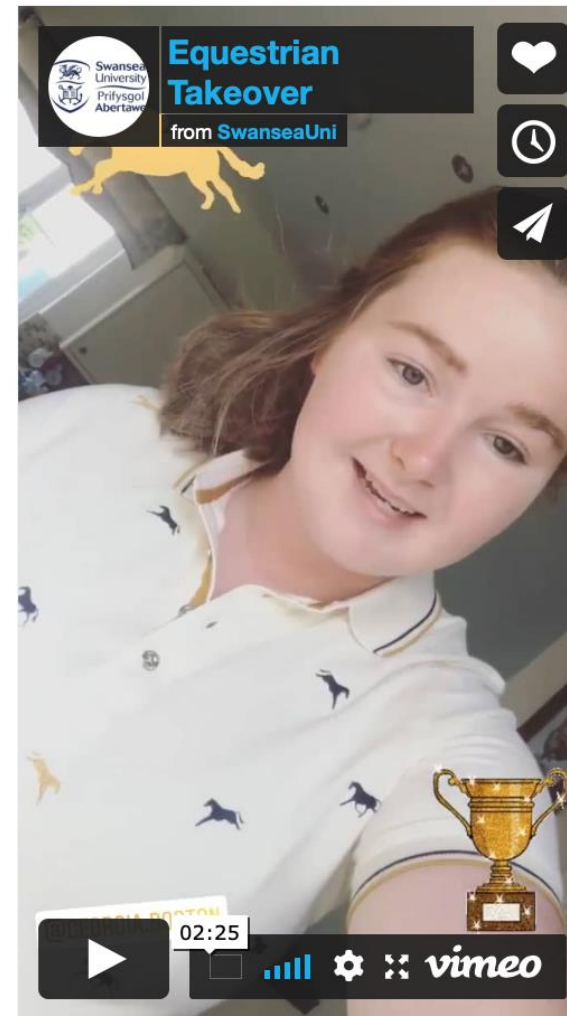
Student Society takeovers

Student IG stories takeovers by

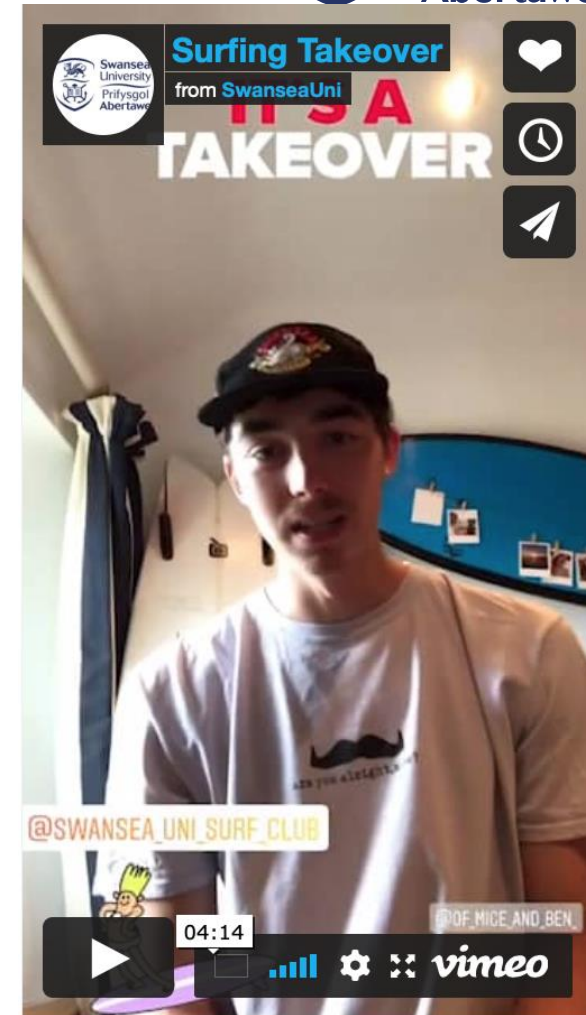
Triathlon, Mountain biking, Sailing, Equestrian, Surfing and more.



<https://vimeo.com/460466565/448b27f0b8>



<https://vimeo.com/461336990>



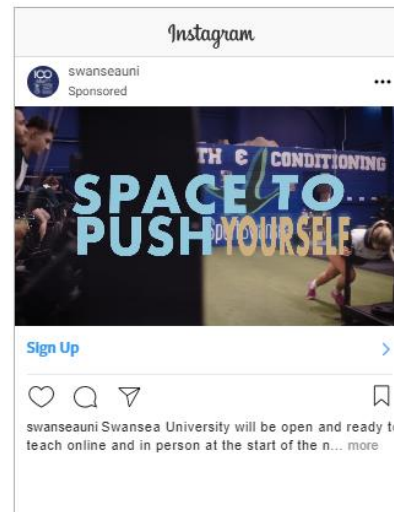
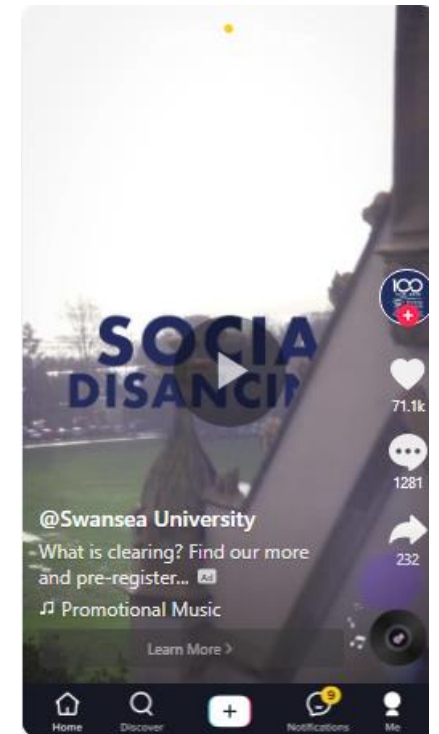
<https://vimeo.com/460467450>

Examples of the video



Come Find Space at Swansea University


Youtube, Facebook, Instagram, Stories and TikTok




An extract from the Future Index Sparks report.

‘We love it when a university sees the big opportunity and executes it well. The University of Swansea did just that with this video celebrating the big thing that many students would appreciate right now - a little bit of space! A great way to hero the Swansea USP - the coastal campus.’


SNAPSHOTS




Not only does UA92 package its student recruitment in one of the most integrated, and striking styles we've seen, but they do a great job in bringing their actual product to life. *Step Forward* is not dissimilar to some other bridging courses to HE but it's certainly articulated better than most. Have a look at how the UG curriculum is promoted too. [Click here.](#)



The University of Hull have partnered up with Team GB to help promote the value of aspiration, motivation and achievement to its potential students. It's a good choice. There can't be many more appropriate teams in world sport. The association also allows for some excellent content including striking, lateral scrolling web pages and a video packed with Olympics inspiration.



Well done UEA on this powerful *Class of 2020* Graduation celebration. Ignore the YouTube views as this video certainly caught fire in its other social media embedded homes - most importantly amongst the graduating students themselves. A brilliant example of making lockdown content by sneaking back onto campus and lighting it up for the night!




We love it when a university sees the big opportunity and executes it well. The University of Swansea did just that with this video celebrating the big thing that many students would appreciate right now - a little bit of space! A great way to hero the Swansea USP - the coastal campus.

08

CLICK IMAGES TO OPEN LINKS

www.thefutureindex.com



General overview of Targeting

Geo and demographic targeting
Manchester, Birmingham and
London

Parents

General interest



Keyword search

Feeder colleges

Lookalike audience 1%

Whitelist websites

Competitor
websites

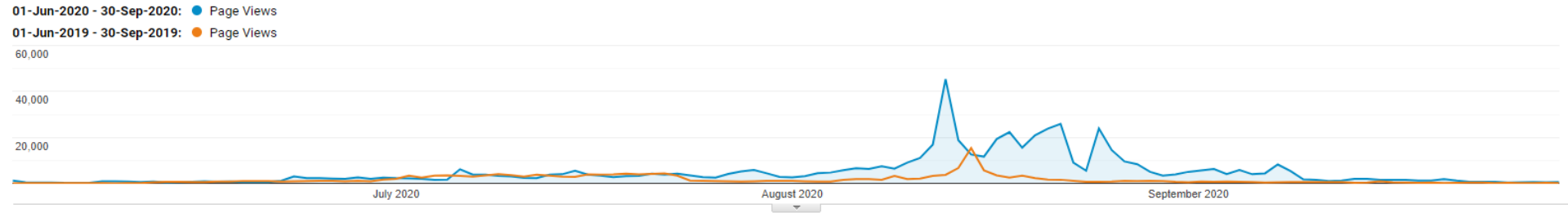
Custom lists: Offer
Holders and enquirers

Retargeting web
visitors and open day
visitors

Retargeting ad engagers



Results



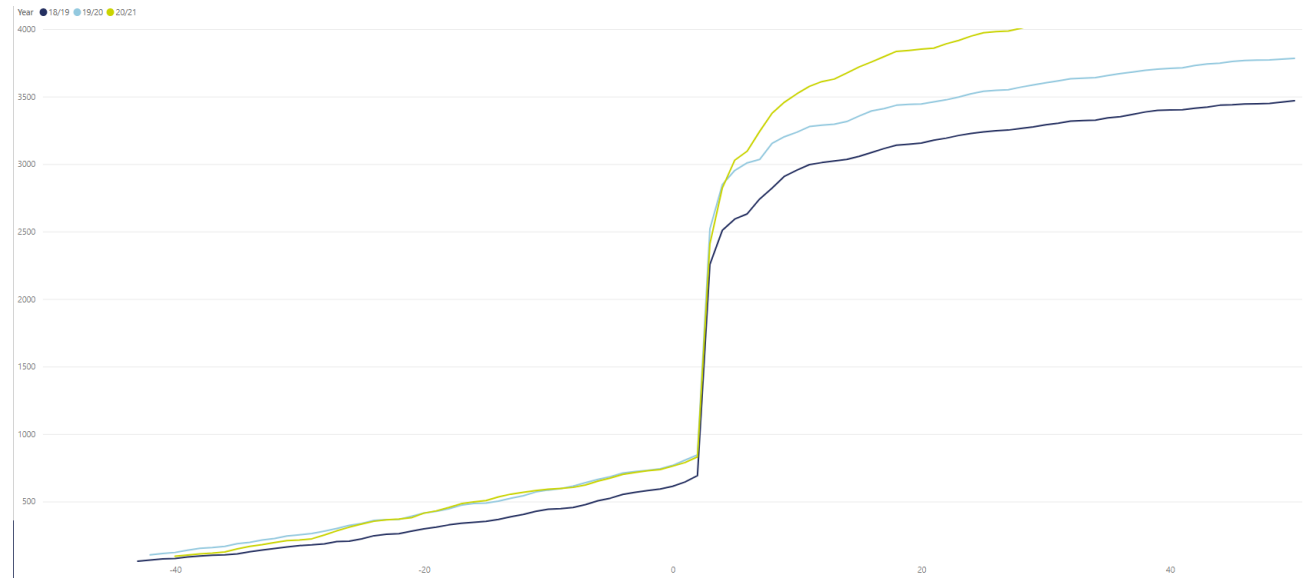
Primary Dimension: Page Page Title Other

Plot Rows Secondary dimension Sort Type: Default

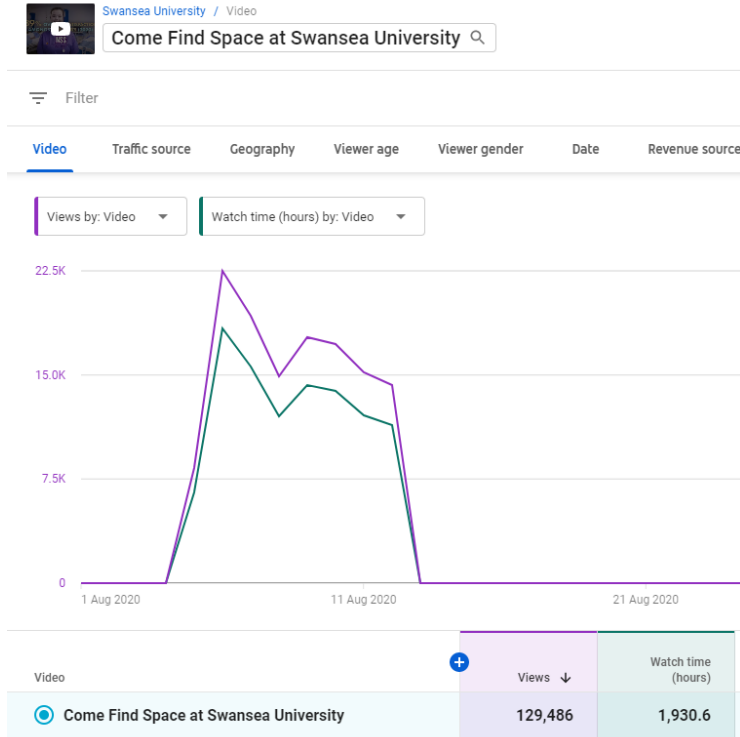
clearing advanced

Page	Page Views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	211.42% ▲ 593,194 vs 190,479	68.03% ▲ 265,001 vs 157,710	59.91% ▼ 00:00:34 vs 00:01:26	76.59% ▲ 194,125 vs 109,927	84.74% ▼ 11.95% vs 78.32%	41.37% ▼ 33.67% vs 57.43%	0.00% US\$0.00 vs US\$0.00

An increase of 211% of page views to the www.Swansea.ac.uk/clearing/ web pages resulting in a record number of applications/enquiries – 12.5% increase (4281 vs 3778) which led to a 13% increase in admissions.

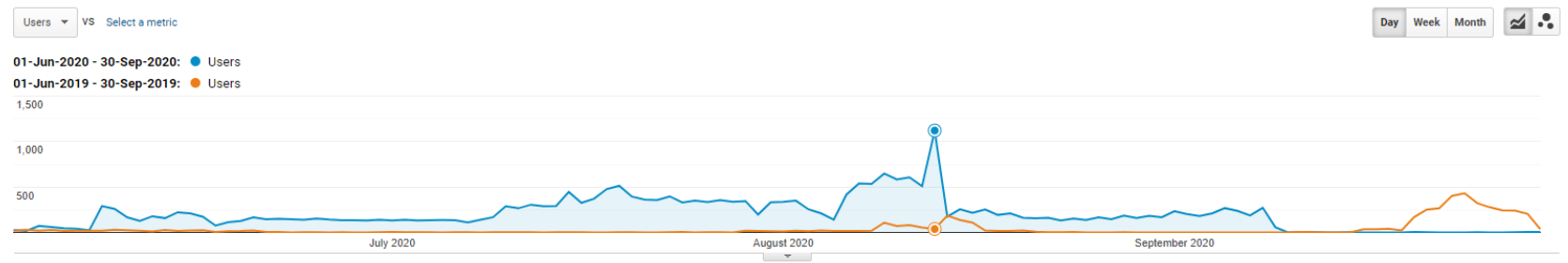


Results



YouTube, Vimeo and Google Referral from TikTok and Facebook Results

Name	Views ↓	Impressions ↓	Finishes ↓	Downloads ↓	Likes ↓	Comments ↓	Unique Viewers ↓	Unique Impressions ↓
#OurSwansea: The people helping to keep campus s...	5,568	103,120	1,116	23	1	0	3,753	22,930
Swansea University - Come Find Space	1,643	80,594	945	9	3	0	1,198	14,126



Primary Dimension: Source/Medium Source Medium Keyword Other

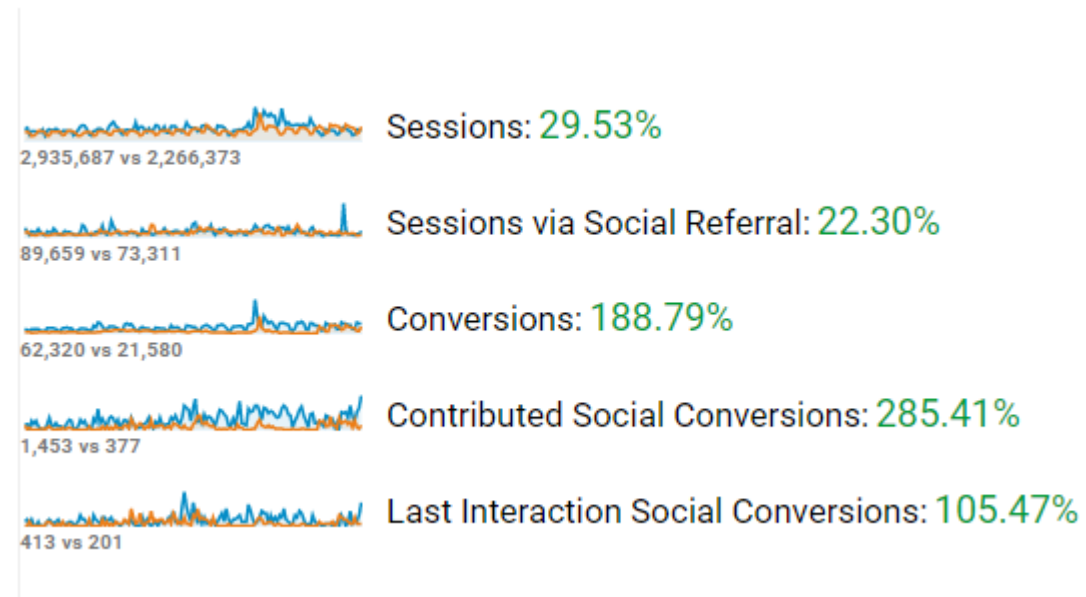
Plot Rows Secondary dimension Sort Type: Default

video advanced

Source/Medium	Acquisition			Behaviour			Conversions		
	Users ↓	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Live Chat (Goal 5 Conversion Rate)	Live Chat (Goal 5 Completions)	Live Chat (Goal 5 Value)
	459.92% ↑ 23,203 vs 4,144	437.07% ↑ 21,821 vs 4,063	413.97% ↑ 24,578 vs 4,782	98.55% ↓ 1.35% vs 93.35%	104.60% ↑ 2.29 vs 1.12	47.30% ↓ 00:00:06 vs 00:00:12	100.00% ↑ 0.02% vs 0.00%	100.00% ↑ 4 vs 0	0.00% US\$0.00 vs US\$0.00
1. tiktok / video									
01-Jun-2020 - 30-Sep-2020	17,529 (75.81%)	16,622 (76.17%)	18,100 (73.64%)	1.00%	2.22	00:00:03	<0.01%	1 (25.00%)	US\$0.00 (0.00%)
01-Jun-2019 - 30-Sep-2019	0 (0.00%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	US\$0.00 (0.00%)
% Change	∞%	∞%	∞%	∞%	∞%	∞%	∞%	∞%	0.00%
2. facebook / video									
01-Jun-2020 - 30-Sep-2020	4,956 (21.44%)	4,608 (21.12%)	5,823 (23.69%)	2.27%	2.45	00:00:16	0.05%	3 (75.00%)	US\$0.00 (0.00%)
01-Jun-2019 - 30-Sep-2019	888 (21.40%)	852 (20.97%)	932 (19.49%)	94.96%	1.08	00:00:06	0.00%	0 (0.00%)	US\$0.00 (0.00%)
% Change	458.11%	440.85%	524.79%	-97.61%	127.22%	162.83%	∞%	∞%	0.00%

Results

Annual comparison of Social Media referrals from all channels from May-September.



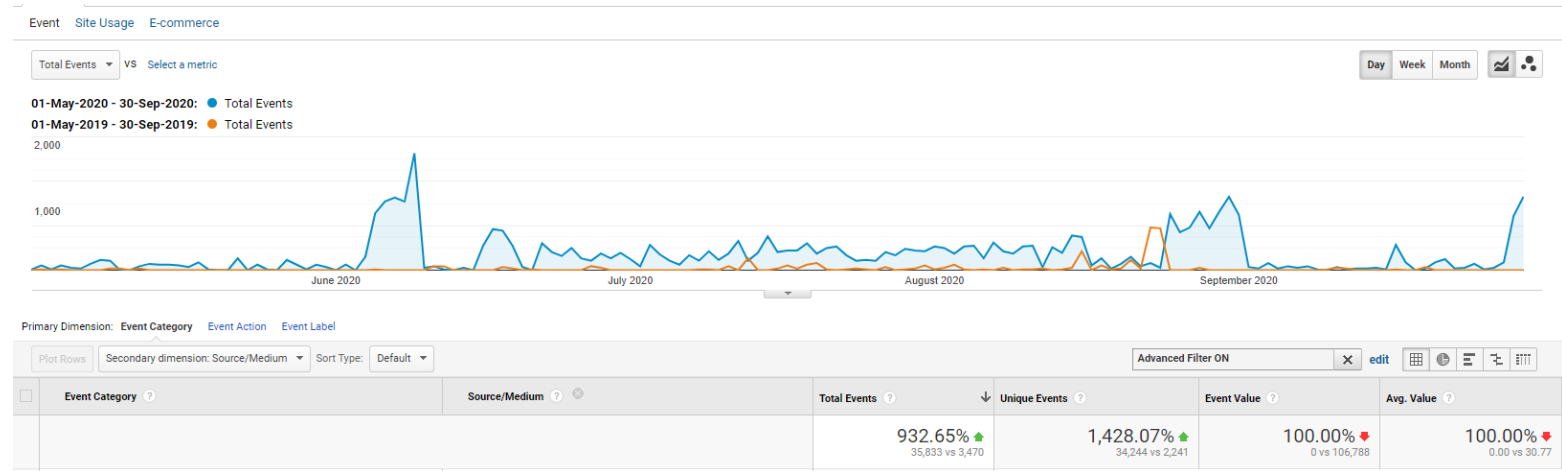
Social Media referrals from Facebook, Twitter, LinkedIn and Instagram

Social Network	Sessions	Page Views	Avg. Session Duration	Pages/Session
1. Facebook				
01-May-2020 - 30-Sep-2020	51,950 (57.94%)	165,317 (55.05%)	00:00:57	3.18
01-May-2019 - 30-Sep-2019	50,222 (68.61%)	92,009 (67.09%)	00:01:01	1.83
% Change	3.44%	79.67%	-5.62%	73.70%
2. Twitter				
01-May-2020 - 30-Sep-2020	24,218 (27.01%)	89,767 (29.89%)	00:01:25	3.71
01-May-2019 - 30-Sep-2019	13,961 (19.07%)	27,708 (20.20%)	00:01:12	1.98
% Change	73.47%	223.98%	17.51%	86.76%
3. LinkedIn				
01-May-2020 - 30-Sep-2020	9,450 (10.54%)	28,000 (9.32%)	00:00:52	2.96
01-May-2019 - 30-Sep-2019	5,211 (7.12%)	8,856 (6.46%)	00:00:42	1.70
% Change	81.35%	216.17%	23.70%	74.35%
4. Instagram				
01-May-2020 - 30-Sep-2020	927 (1.03%)	3,939 (1.31%)	00:01:58	4.25
01-May-2019 - 30-Sep-2019	839 (1.15%)	2,189 (1.60%)	00:01:12	2.61
% Change	10.49%	79.95%	62.39%	62.86%

Results

Number of action taken on website after being referred from social media channel (paid and organic)

Facebook – 933% increase
(35,833 vs 3,470)



Instagram – 372% increase
(1,954 vs 414)

