



**CITY UNIVERSITY
LONDON**

Academic excellence for business and the professions

City University London

Social media

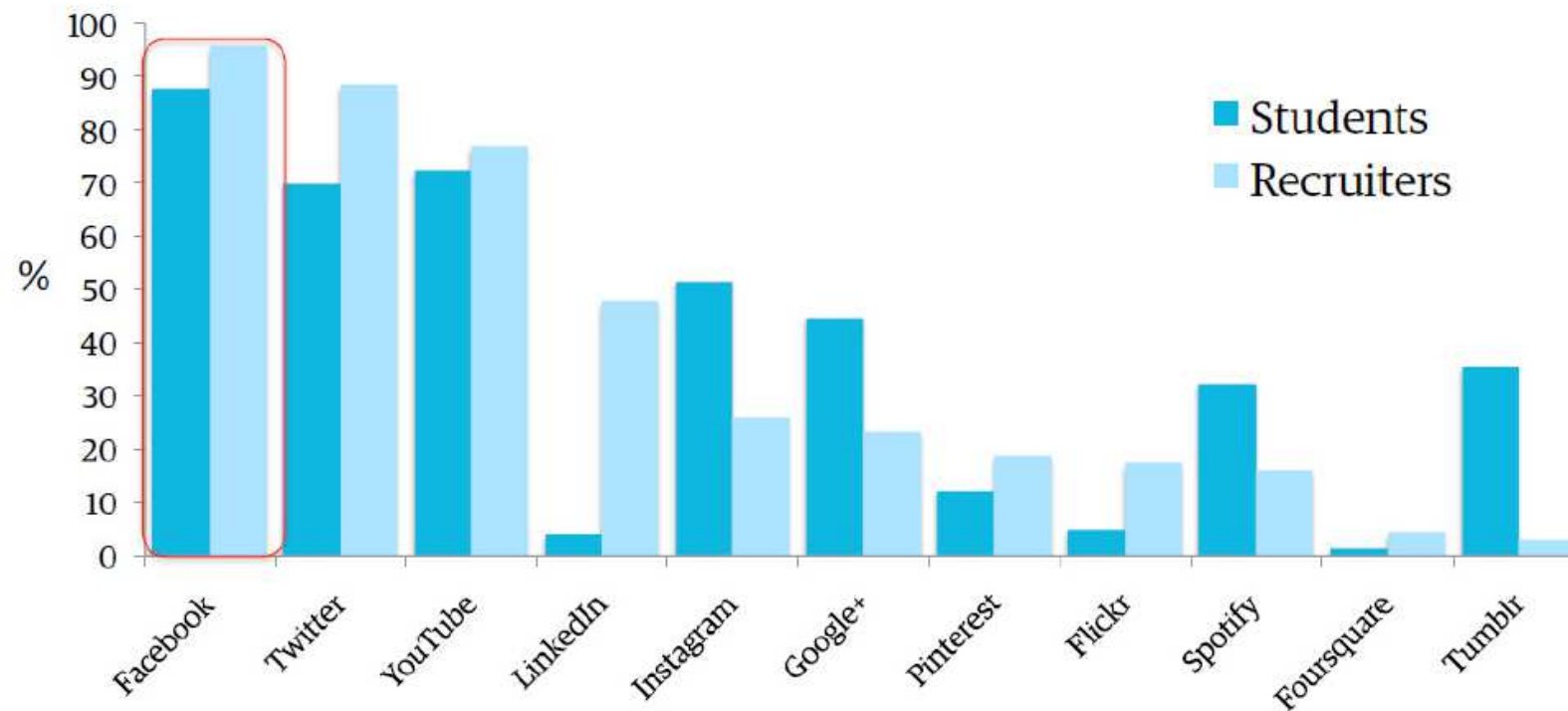
City University London

- Who we are:
 - *City University London is a leading international University and the only university in London to be both committed to academic excellence and focused on business and the professions.*
- Our students:
 - 17,500 students
 - 160 countries
 - Nearly 40% non-UK/EU
 - Almost 70% 18-24



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Social media platforms



Which of these social media sites do you have an account with? (Base: All considering University/FE study, 805)

Which, if any, social media platforms do you actively advertise/market/engage with students on? (Base: All recruiters, 69)





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Social media platforms



Accounts

**CITY UNIVERSITY
LONDON**




City University London


www.city.ac.uk

Following

608 followers | 48,212 views



About Posts Photos YouTube



**CITY UNIVERSITY
LONDON**


City University London

4.2 ★★★★★ (276 ratings)


32,678 likes · 541 talking about this · 26,987 were here

Library · College & University · Public places & attractions


City University London is a leading global University committed to academic excellence, focused on business and the professions and located in the heart of London.




Photos



Likes




Events



Notes 2

Competition Terms and Conditions

1) The competition is to all members of the




University London

@CityUniLondon

Page from City University London. A leading university committed to academic excellence and focused on business & the professions


London, United Kingdom · city.ac.uk



**CITY UNIVERSITY
LONDON**

City University London

Home



TWEETS


2,833

FOLLOWING

489

FOLLOWERS

11.2K



Following

Accounts



The City Law School
@CityLawSchool

The City Law School is one of London's most prestigious law schools, the first in the country to offer students and staff the stages of legal education.

London, UK
city.ac.uk
Joined September 2012



**CITY UNIVERSITY
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City Health Sciences
3.0 ★★★★★ (5 ratings)
626 likes · 3 talking about this · 109 were here

College & University
We are dedicated to the education and development of healthcare professionals

About · Suggest an Edit

Photos · Likes · Events



**CITY UNIVERSITY
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Journalism

City Journalism
2,054 likes · 10 talking about this

Update Page Info · Liked · Following

Visit www.city.ac.uk/journalism



**CITY UNIVERSITY
LONDON**

City Int Politics
@Cityintpolitics
Department of International Politics at City University London
London, UK · city.ac.uk/arts-social-sc...

FOLLOWING 110 · FOLLOWERS 56

Follow



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Use of social media - Facebook



We asked what sixth formers
used Facebook for?

Instant messaging - 69%

Get up-to-the-minute news - 36%

Find friends/contacts - 24%

Activities done most regularly (daily/weekly) - Base: (all respondents who use FB 706)

Use of social media - Facebook



- Informal communications with prospective students and stakeholders
- Platform to field questions



Use of social media - Twitter

- Engage

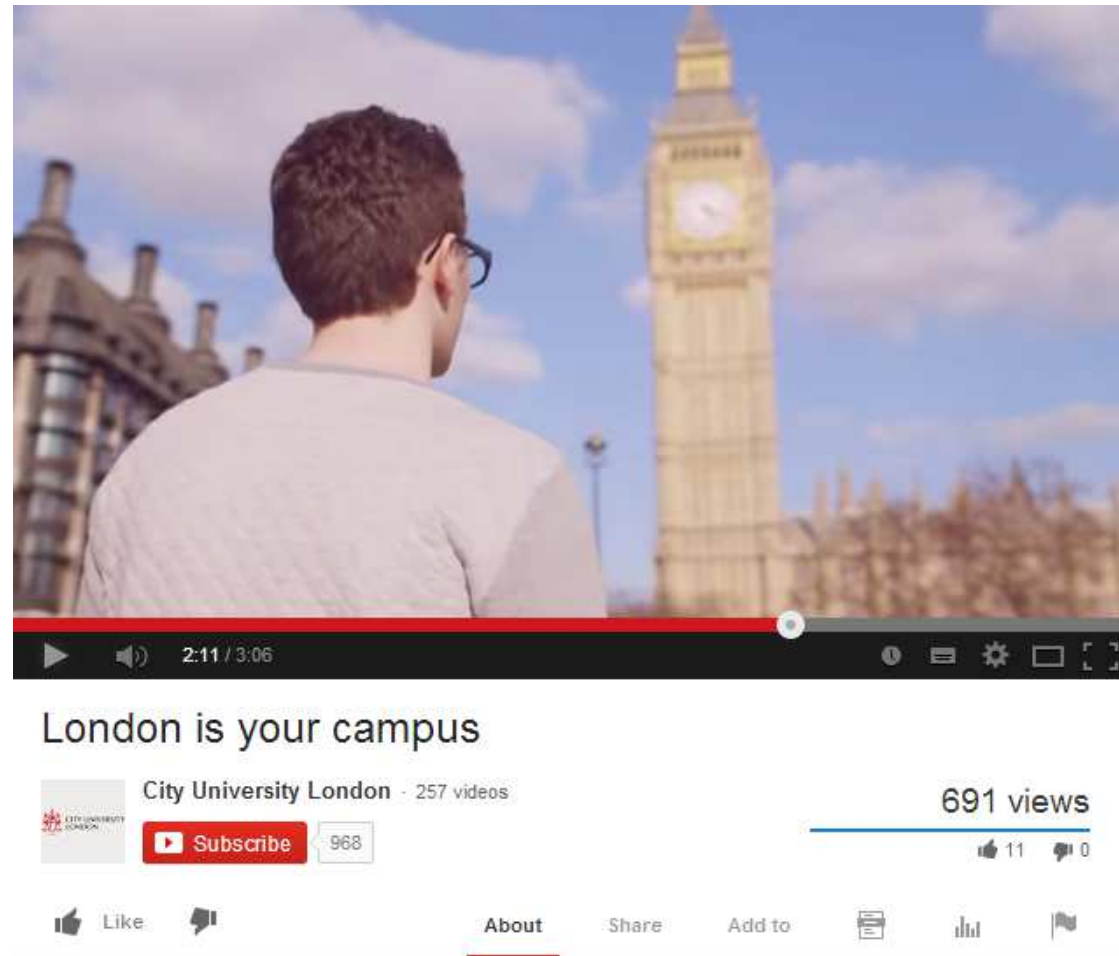
Tweets

-  **CityUniversityLondon** @CityUniLondon · 15h
@desi_casanova Hi, call the IT Service desk on 02070408181 (with your student number to hand) and they should be able to help
[View conversation](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)
-  **CityUniversityLondon** @CityUniLondon · 22h
RT @CityUniHealth: Great article in @OptometryToday on the launch of the new Clinical Skills Centre last week optometry.co.uk/news-and-featu...
[Expand](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)
-  **CityUniversityLondon** @CityUniLondon · May 9
MT @JessieWill5: This video perfectly captures why I want to study and live in London. Brilliant work by City youtu.be/1XLbZqLUjIQ
[View media](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)
-  **CityUniversityLondon** @CityUniLondon · May 9
@JessieWill5 Hi Jessie, we're really glad you like the video!
[View conversation](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)
-  **CityUniversityLondon** @CityUniLondon · May 9
@chrisj92 Hi, ask @culsu - They should be able to tell you.
[View conversation](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)
-  **CityUniversityLondon** @CityUniLondon · May 8
The team from our Student Counselling and Mental Health Service offer their six top tips for exam success. bit.ly/1sqwzEC
[Expand](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)
-  **CityUniversityLondon** @CityUniLondon · May 8
@heyitsmeganrose Welcome! Don't be nervous, we'll look after you!

Use of social media - YouTube

- Inspire

<https://www.youtube.com/watch?v=1XLbZqLUjIQ&feature=youtu.be>





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Campaigns – Graduation

 City University London shared a link.
22 January

January graduations start next week on the 27th

Don't forget that your family and friends don't need to miss your graduation if they can't be there in person. We live stream all of the ceremonies here

<http://www.city.ac.uk/graduation> and you can send us your pictures and favourite City memories on Twitter and Instagram using #CityGrad



Graduation

www.city.ac.uk

Find information about City University London's graduation ceremonies and watch graduation ceremonies online.

 City University London shared a link.
27 January

Congratulations to all of our students graduating this week!

If you're on Twitter, you can send us your pictures and favourite City memories to #CityGrad. Don't forget that your family and friends don't have to miss your graduation if they can't be there in person. We are live streaming all of the ceremonies here <http://www.city.ac.uk/graduation>



Graduation


www.city.ac.uk




Find information about City University London's graduation ceremonies and watch graduation ceremonies online.



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Campaigns – Graduation

 City University London Photos ▾ ✓ Liked









 Photos of City University London  Photos  Albums

Tag

January Graduations 2014

Updated about 3 months ago

A selection of pictures taken at City University London's January Graduation ceremonies.





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Campaigns – Graduation

Congratulations
to all of our students graduating this week!

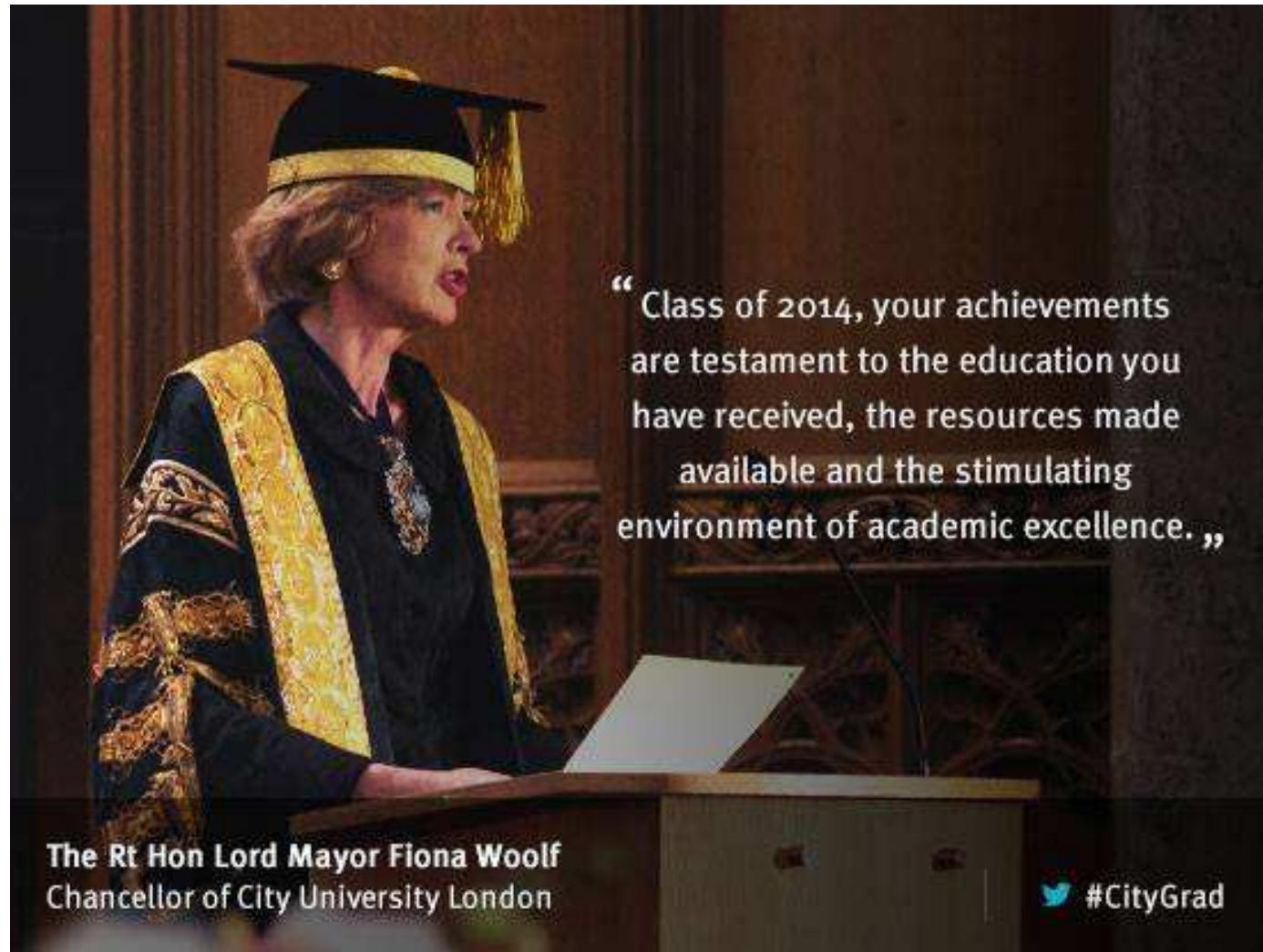
 #CityGrad

Visit www.city.ac.uk/graduation



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Campaigns – Graduation





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Campaigns – Graduation



“Preparing for this speech I realised that the student midwives graduating from City University London today have helped more than 1480 babies into the world. „

Jenny Keys
Student Speaker - Midwifery BSc

 #CityGrad



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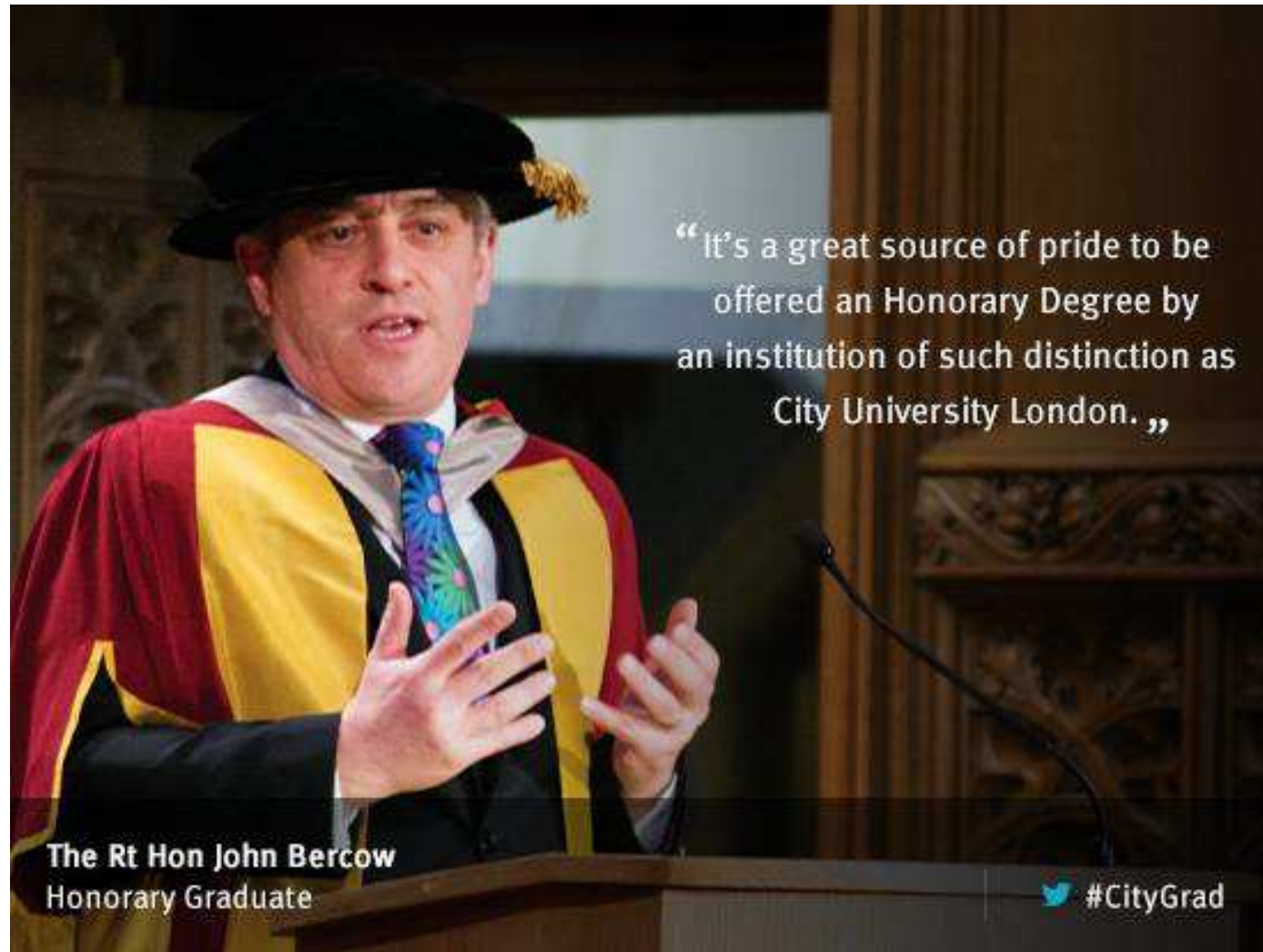
Campaigns – Graduation





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Campaigns – Graduation





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Campaigns – Graduation

Retweeted by Cass Business School
 **Helen Merrills** @HelenMerrills · Jan 31
'These guys are so zeitgeist' Great article on @EatroSocial in @standardnews More @Cassinthenews success :) #CityGrad standard.co.uk/lifestyle/esma...
Expand [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [... More](#)

Retweeted by City Alumni
 **CityUniversityLondon** @CityUniLondon · Jan 31
The final graduation ceremony of the week was for students from the School of Arts and Social Sciences. Congratulations! #CityGrad
Expand [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [... More](#)

 **CityUniversityLondon** @CityUniLondon · Jan 30
Today's Honorary Graduate is The Rt Hon John Bercow. He is Speaker of the House of Commons. #CityGrad
Expand [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [... More](#)


Followed by Journalism.co.uk and 16 others
 **benfromlondon** @benfromlondon · Jan 30
Possibly my last ever #CityGrad ceremony today so took a pic to mark the occasion! pic.twitter.com/0Mfi0vnXKM
[View photo](#) [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [... More](#)

 **City Uni London SHS** @CityUniHealth · Jan 30
The morning ceremony has finished. Congratulations to all of our #CityGrad's. Celebration time! #proud pic.twitter.com/b7N77bUKs8



Followed by Journalism.co.uk and 1 other
 **Noémi Ivicsics** @noemiivicsics · 30 Jan 2012
Graduation time!! Feels like in a #HarryPotter film. So good to see everyone again. #CityGrad pic.twitter.com/Kst7m3Ey
[View photo](#) [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [... More](#)

Retweeted by City Alumni
 **Lucy Gabe** @LucySGabe · 30 Jan 2012
For the first time Campus Clothing are selling personalised Class of 2011 Waterman pens.come get yours now #citygrad pic.twitter.com/NF6tpstM
[View photo](#) [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [... More](#)

 **City Alumni** @cityalumni · 30 Jan 2012
RT @callmequeens: So if you're bored... :) "@CityUniLondon: All of our graduations can be viewed online at ow.ly/8lm2Q #CityGrad"
Expand [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [... More](#)

 **CityUniversityLondon** @CityUniLondon · 30 Jan 2012
Rounding off the graduations is journalism and The Learning Development Centre. Best of luck in the future everyone! #CityGrad
Expand [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [... More](#)

 **City Alumni** @cityalumni · 30 Jan 2012
Enjoying handing out free City tote bags to our Law and Arts students who have just come out of their graduation ceremony! #citygrad
Expand [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [... More](#)

 **Helen Miller** @millerupholster · 30 Jan 2012
So happy to watch from MN USA daughter Lucy graduated #citygrad @cityalumni MA Culture, Policy & Mgmt at Guildhall in London UK #Proud!!!
Expand [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [... More](#)

Followed by Lonely Planet and 3 others
 **Lucy Gabe** @LucySGabe · 30 Jan 2012
Good morning City grads! Make your way down to the East Crypt and got your free alumni bag #citygrad pic.twitter.com/ukf1ms4S
[View photo](#) [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [... More](#)

 **Thahab Al.Osaimi** @methahab · 30 Jan 2012
Today is the graduation ceremony of my sister Najah! So incredibly #proud of her! @CityUniLondon #citygrad



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Campaigns – Student Survey

 **City University London** changed their cover photo.
12 February · Edited · 

www.city.ac.uk/feedback

Your voice, our action:

**take your survey
today**

www.city.ac.uk/feedback

Like · Comment · Share

 16  5



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Campaigns – Student Survey



Your voice, **our action.**

Students and staff at City work together as an inseparable team. Student surveys give you the opportunity to tell us about your experience and us the chance to act on your feedback.

Having your say? Elementary: **take your survey today.**

www.city.ac.uk/feedback

 **City University London**
Liked · 26 March

Student survey 2014

We want to hear from as many of you as possible. You can fill out your student surveys at <http://bit.ly/1bLZ5H6>

Listening to your views and opinions is vital to how we enhance student life and student satisfaction here at City. With your help, we are working together to ensure that your time here is successful and rewarding.

The feedback you provide will be considered by your programme team so that we can identify what we are doing well and what we need to improve.

Like · Comment · Share

13 people like this.

 **Sara J. Bani** GREAT PLACE...still remember.
26 March at 18:02 · Like

 Write a comment... 

Sponsored  [Create Advert](#)

Barclays Account Refunds

bank-account-refund.co.uk



Barclays Customers: Refunds are being made to many people who have had a Barclays account,...



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Be the hero City deserves: **take your survey today.**

www.city.ac.uk/feedback



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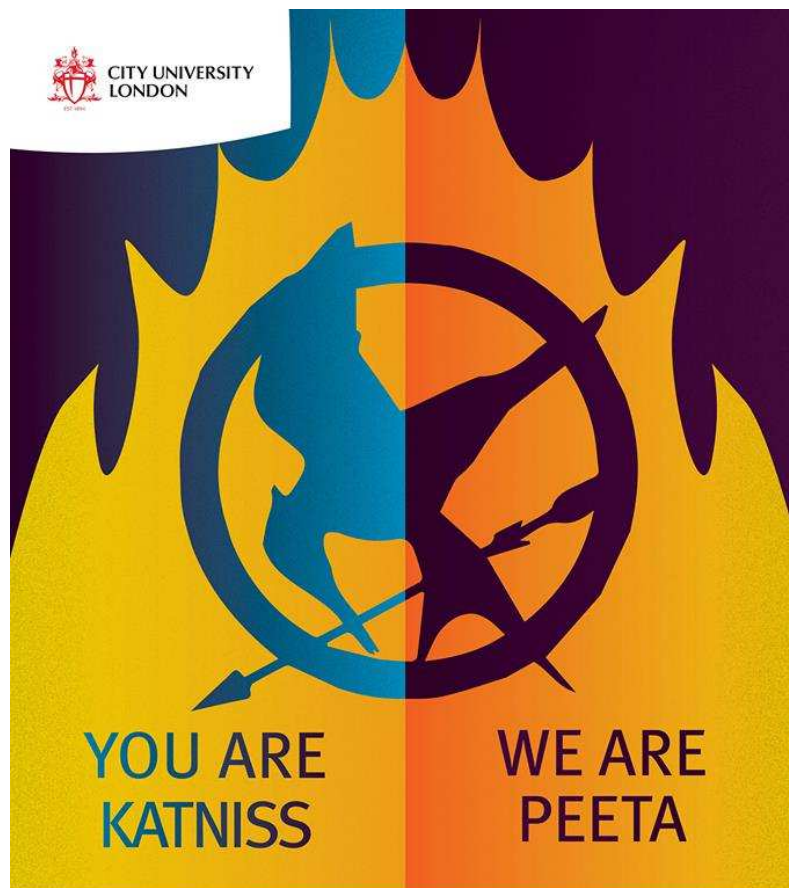
Do or do not. There is no try: **take your survey today.**

www.city.ac.uk/feedback



CITY UNIVERSITY
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Campaigns – Student Survey



Your voice, our action.

Students and staff at City work together as an inseparable team. Student surveys give you the opportunity to tell us about your experience and us the chance to act on your feedback.

Real or not real? Real: **take your survey today.**

www.city.ac.uk/feedback



Your voice, our action.

Students and staff at City work together as an inseparable team. Student surveys give you the opportunity to tell us about your experience and us the chance to act on your feedback.

Don't leave it up to the autopilot: **take your survey today.**

www.city.ac.uk/feedback

Summary

- Informal content driven social media strategy
- Approach determined by platform and what our prospective students use them for
- Focus on success and developing a narrative around stories
- Visually appealing and engaging
- Inspirational