

University of Luxembourg

Multilingual. Personalised. Connected.

*Connecting with students via Social Media
during the pandemic*

Aswin Lutchanah – Social Media Specialist





Social Media Specialist

Aswin LUTCHANAH

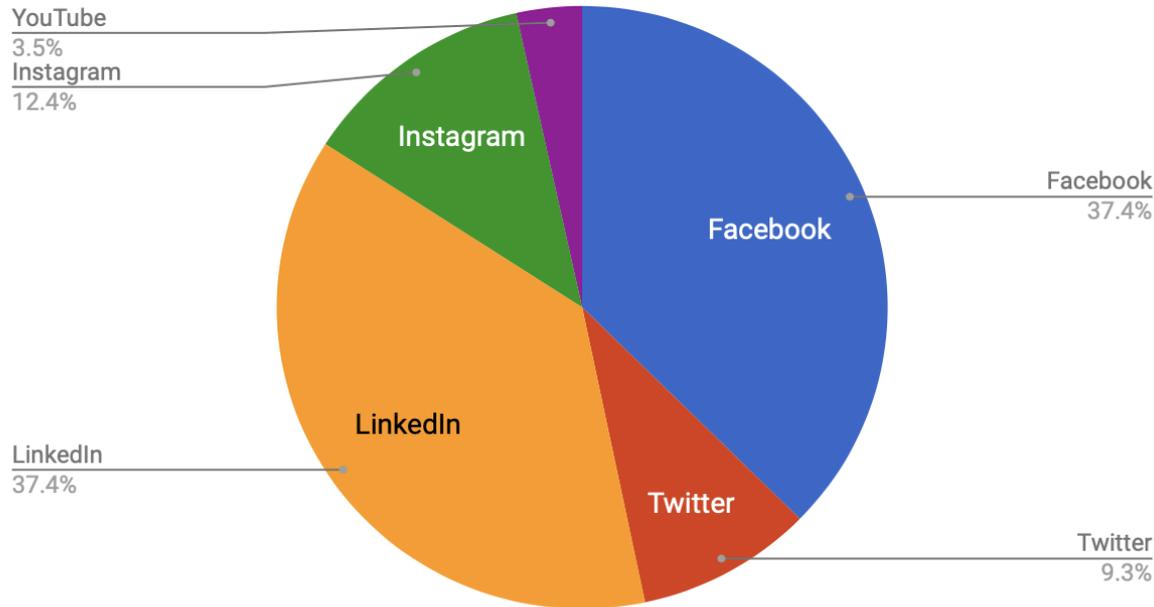
This guy is always
on Instagram ...



...and I'm even
paid for this!!!



Social Media - current status



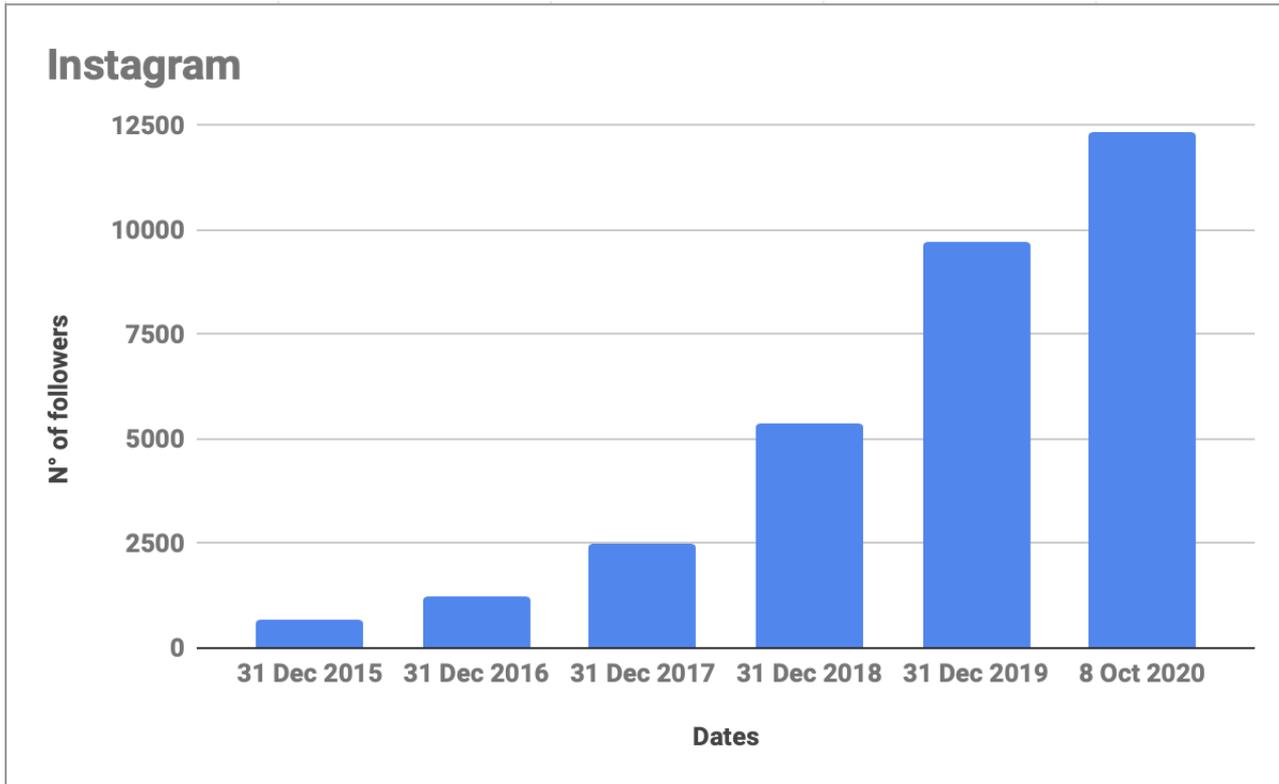
Rankings

1. Facebook
2. LinkedIn
3. Twitter
4. **Instagram**
5. YouTube

% Growth

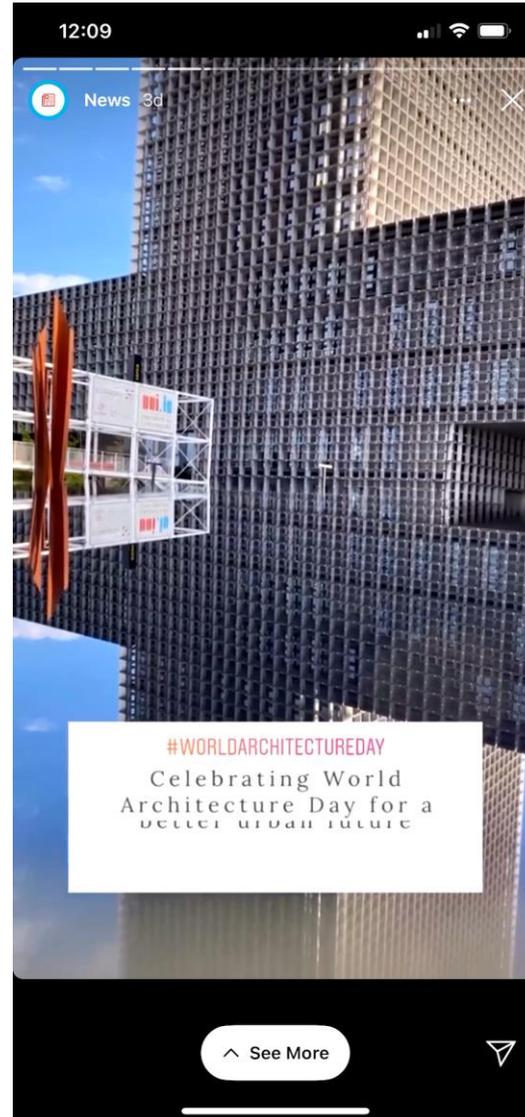
2016	+ 30.2 %
2017	+ 39.6 %
2018	+ 37.1 %
2019	+ 32.1 %

**📣 In 5 years, we have multiplied by 5
our presence on Social Media!**
(from around 20 000 to nearly 100 000 today)



📌 Over 10.000 followers → *swipe up* function!

Swipe up



How do we connect with students on Social Media?

- **Instagram is our go to channel.**
- **Stories are the place to be.**
- **Informative stories → News & Events**
- **Listening stories → to take the temperature (*get feedback*)**
- **Promotional stories → promoting study programmes**
- **Sharing stories → user-generated content**
- **Motivational stories → exams, loneliness**

- **EMPATHY**

“the ability to share someone else's feelings or experiences by imagining what it would be like to be in that person's situation”

Cambridge English Dictionary

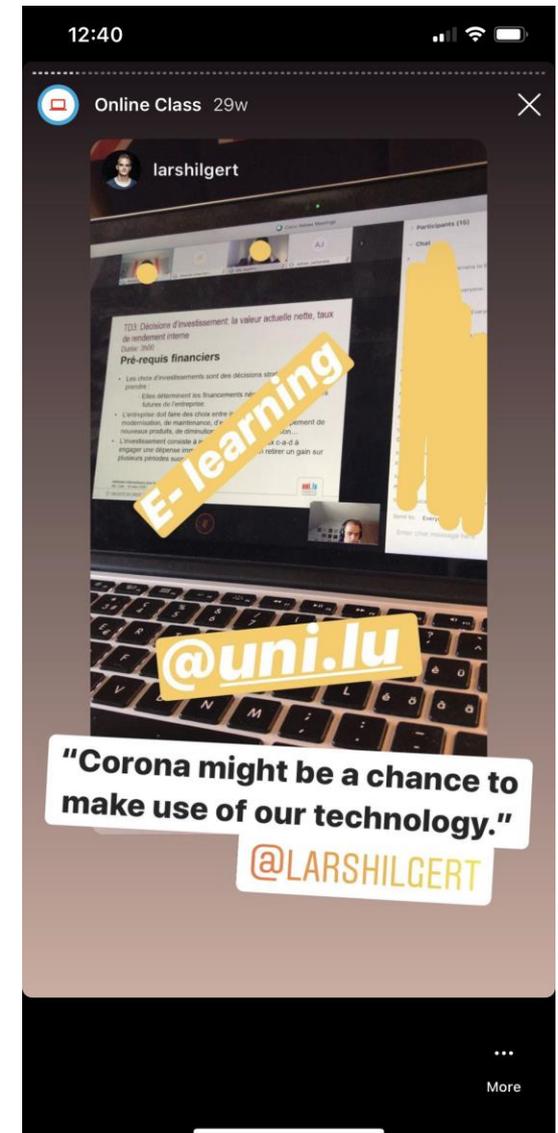
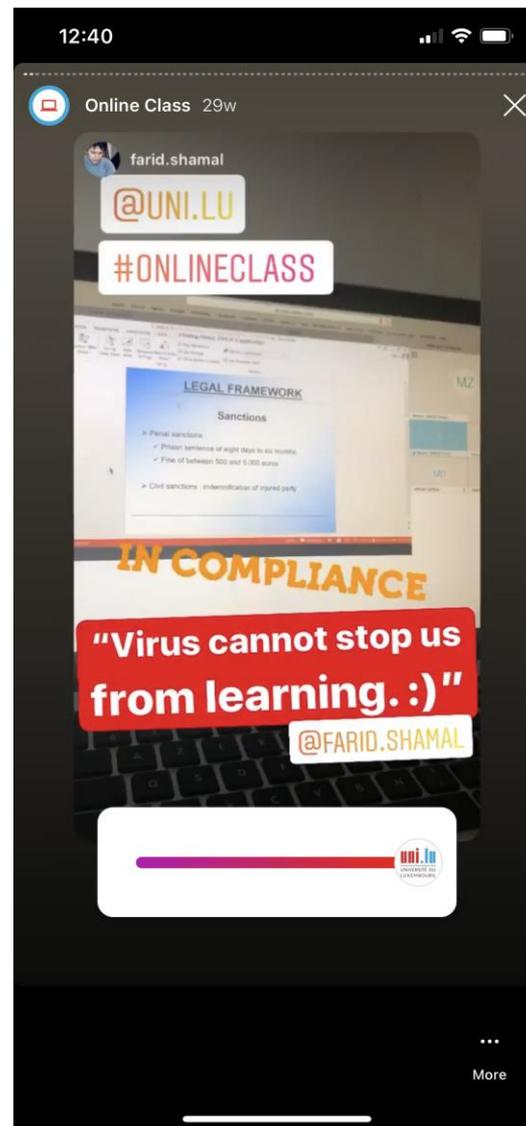
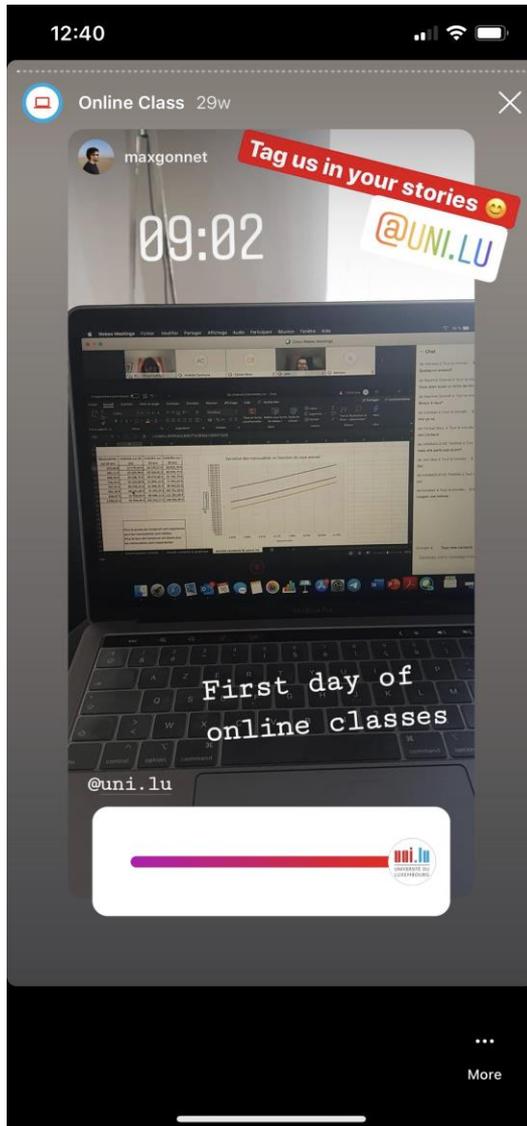
- More than ever important and effective

In Social Media, there is SOCIAL which we tend to forget as we are used to traditional media where we speak and people listen.

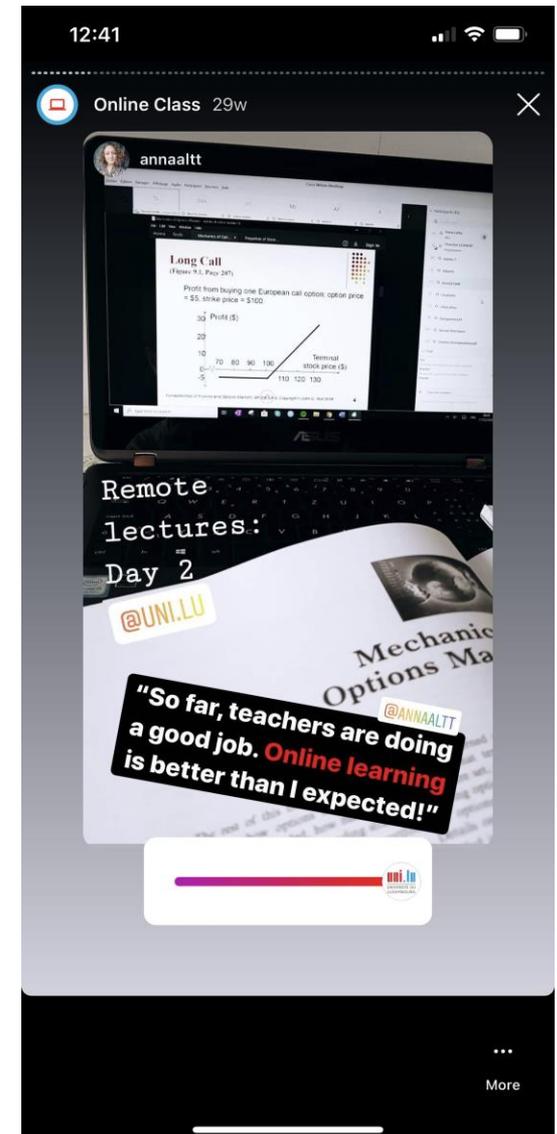
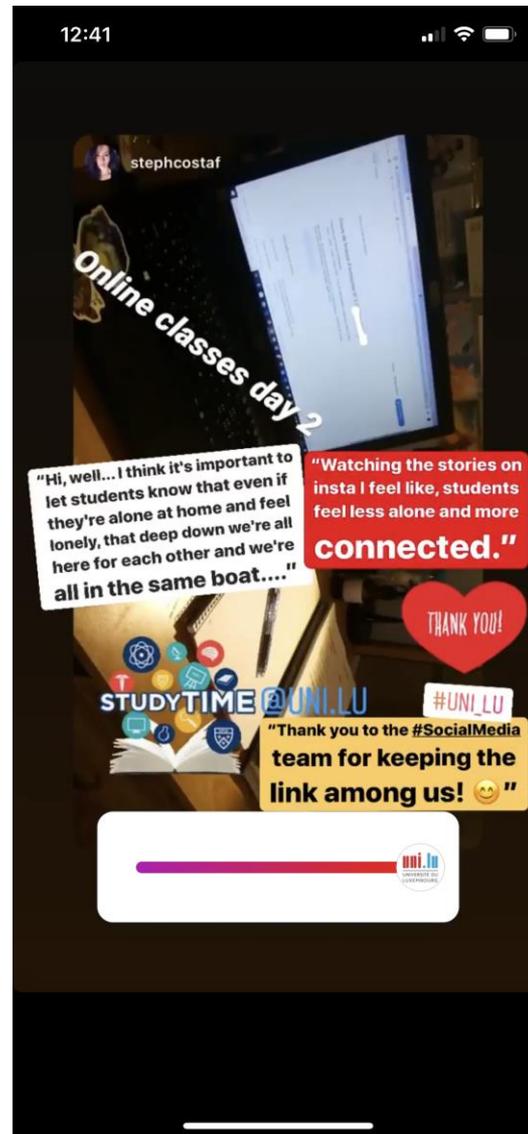
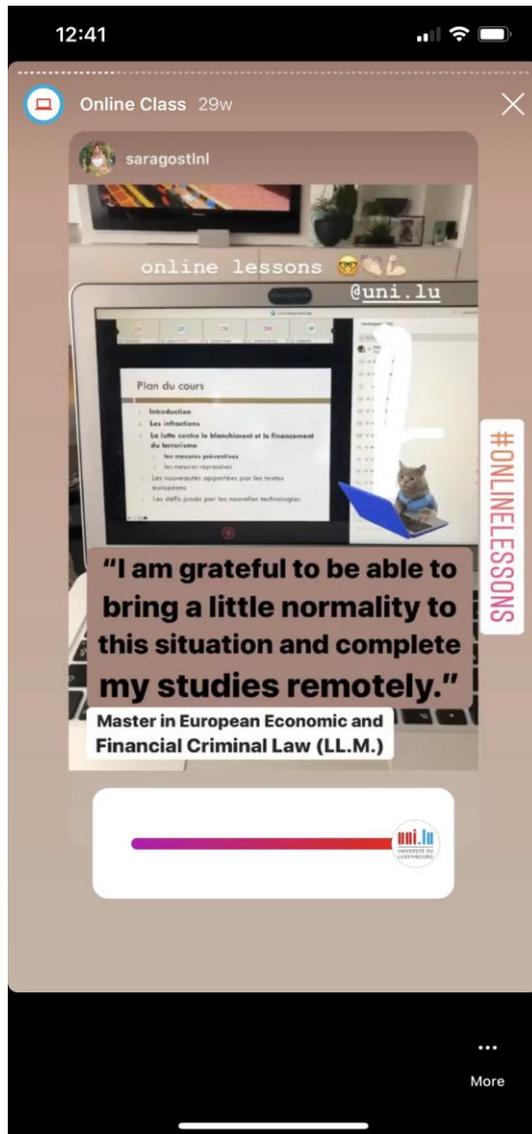
- **Not selling but providing assistance**
- **Embracing the student world (problems, joy, questions)**
- **Think like students**
- **Listen to them**
- **Find solutions for them**
- **Direct them to the right content/ contact person**

- **Ephemeral Communication via InstaStories**
 - Short-term content → 24 hours
 - Videos up to 15 seconds & photos up to 10 seconds
 - Max of 100 slides at the same time per a/c
 - Share Instagram posts in stories: own posts or other posts
 - Swipe up function → they stay within the app

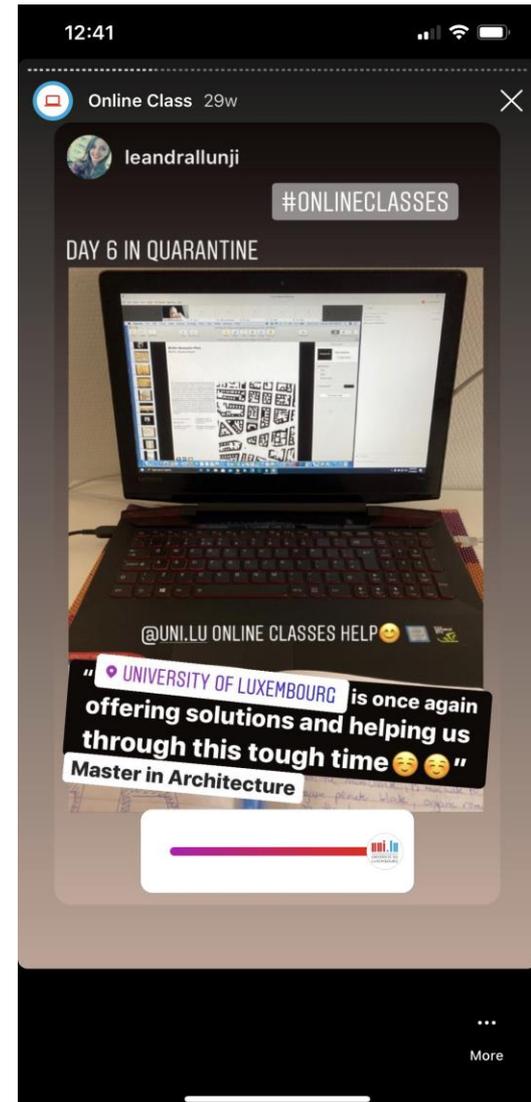
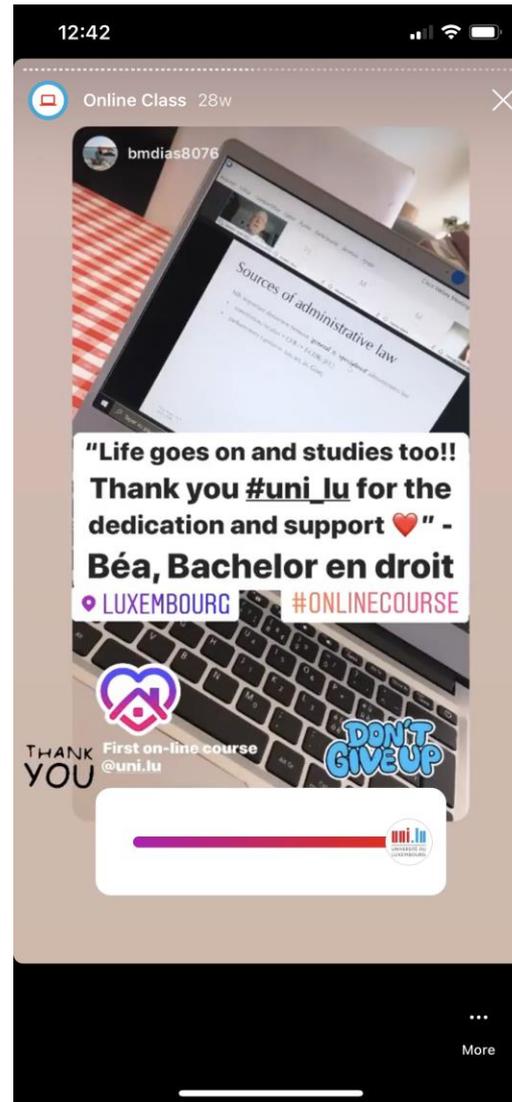
Switching to online classes



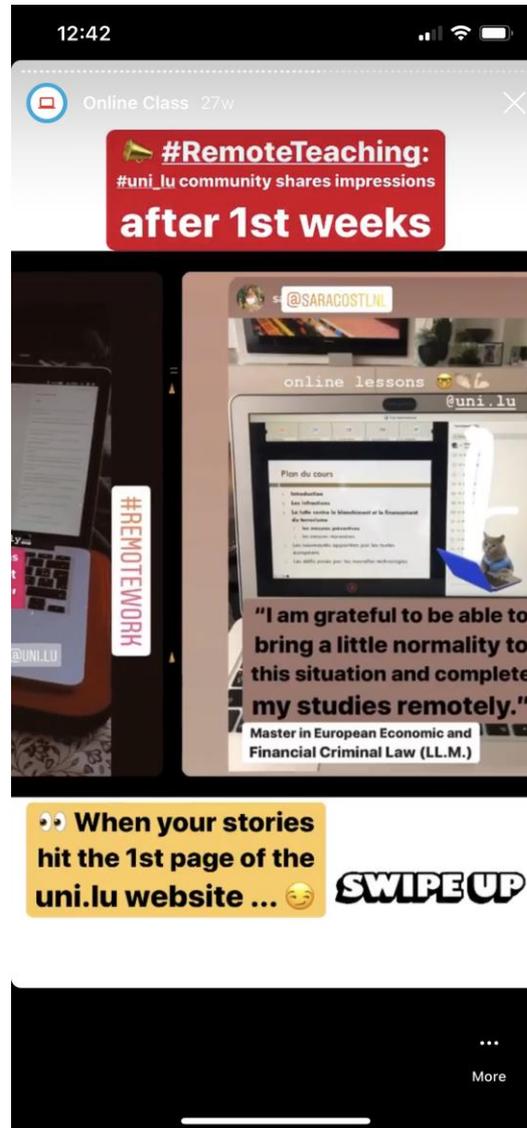
Switching to online classes



Switching to online classes

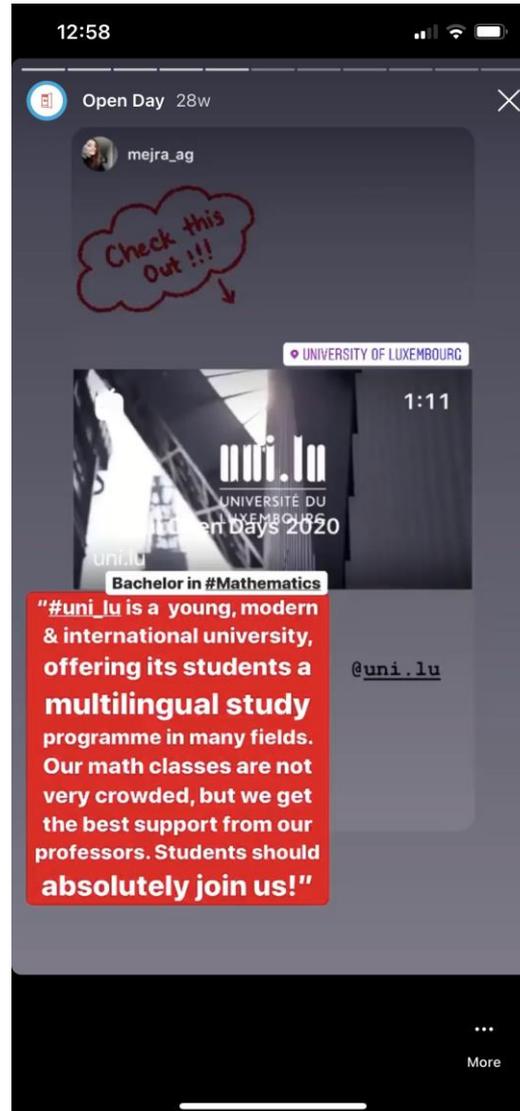


Switching to online classes: story on 1st page of website

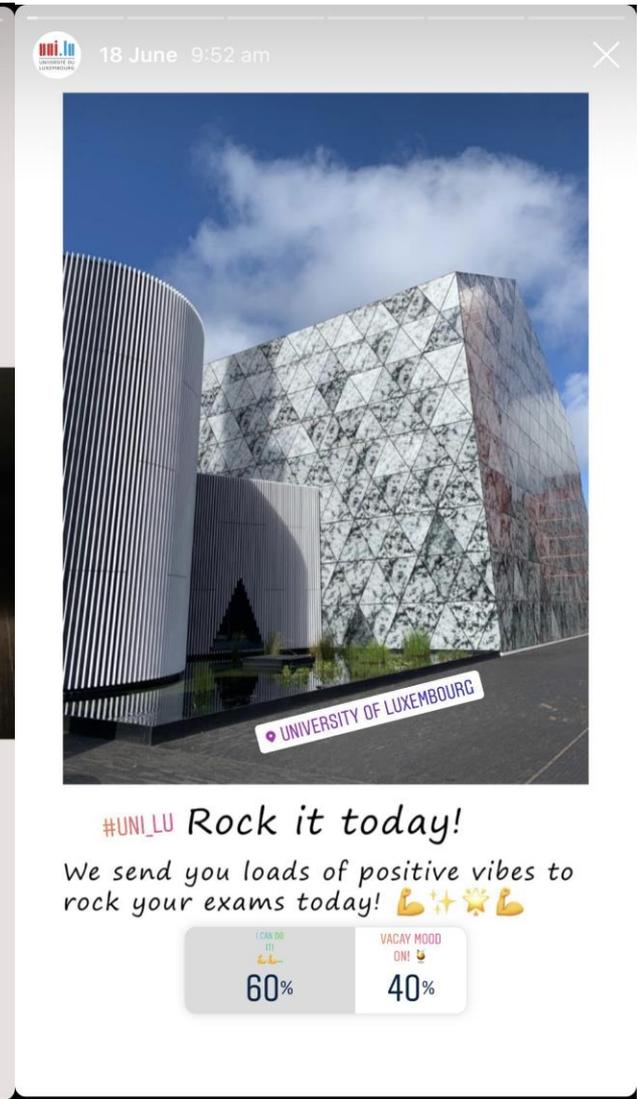
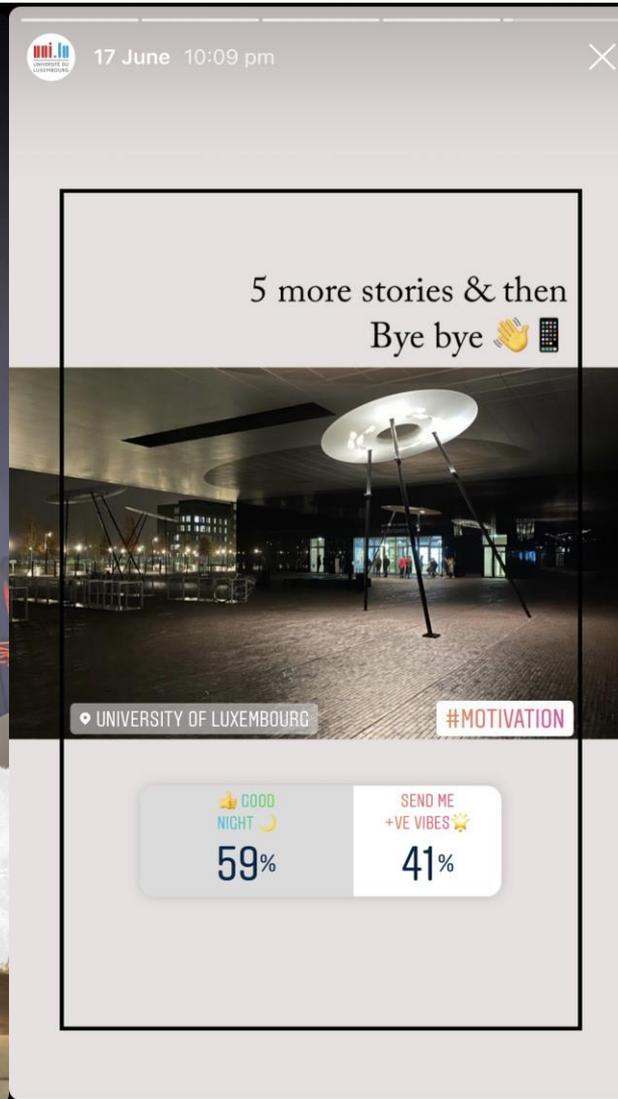




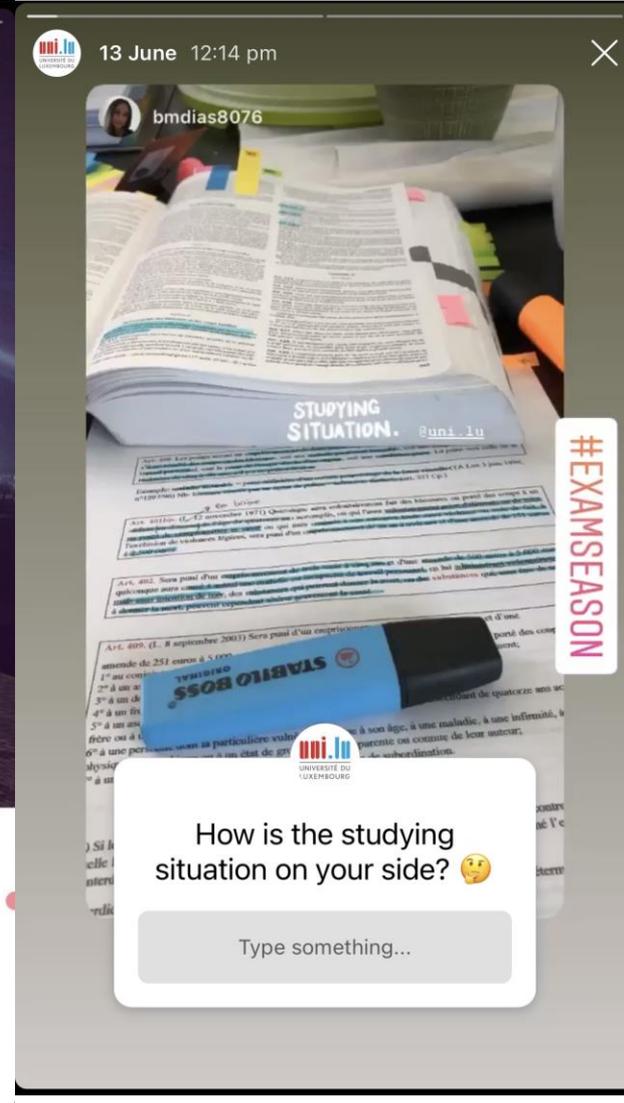
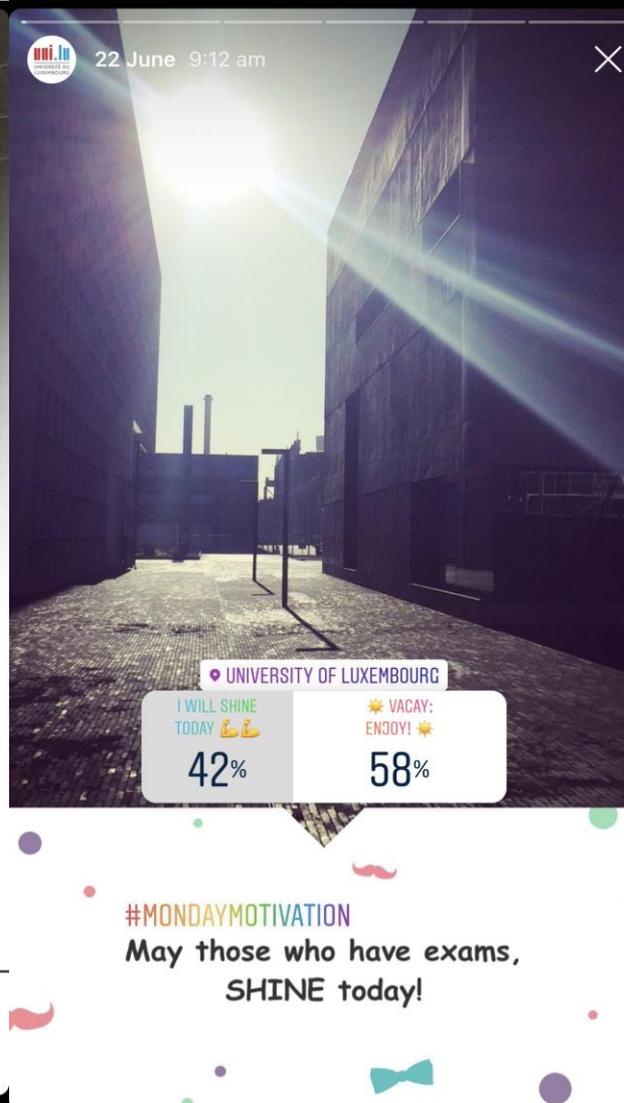
Virtual Open Day



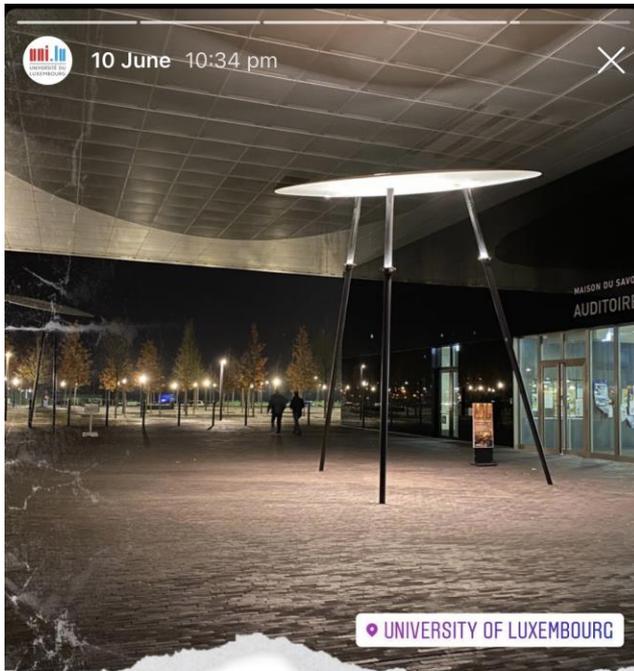
Motivational stories



Motivational stories



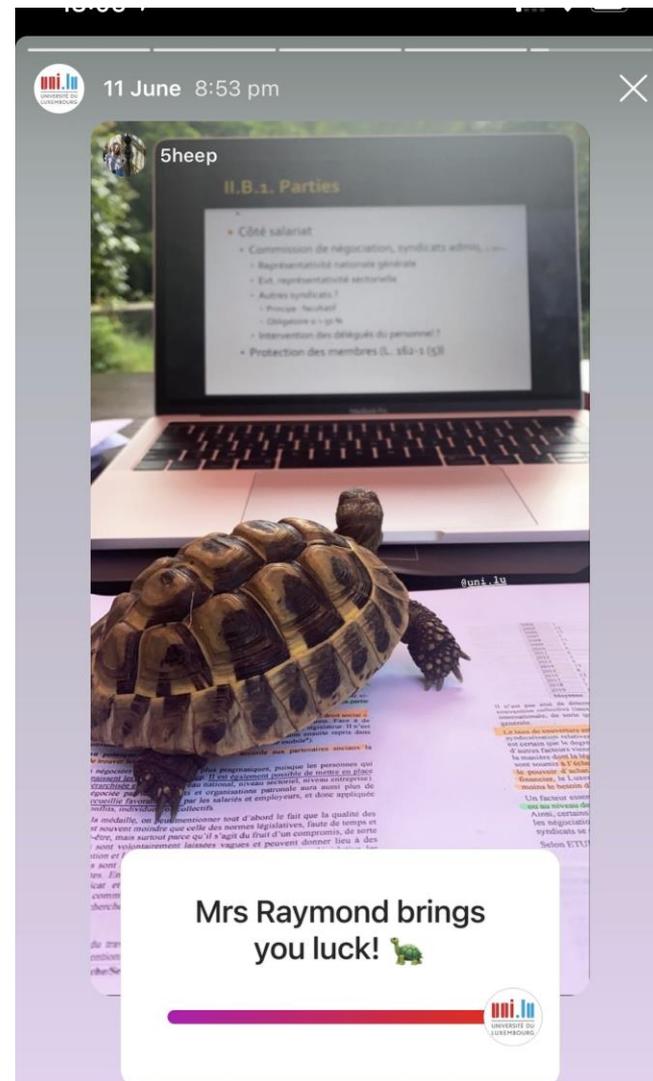
Motivational stories



#UNI_LU
Good night ... zzz

READY
TO 😊
49%

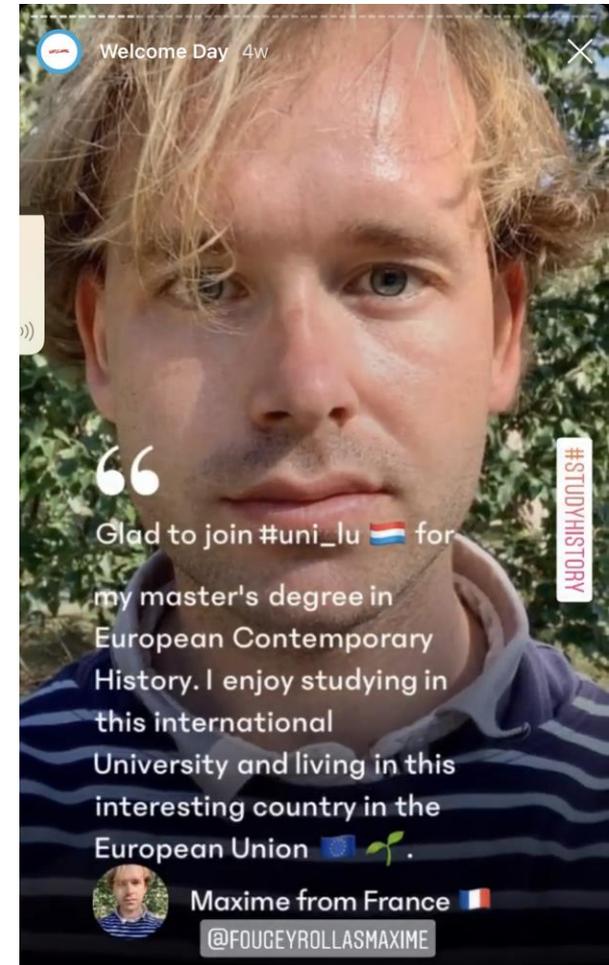
CAN'T SLEEP
✖️ 📱
51%



Welcome Day Stories



"Despite all the challenges that we've all been facing in 2020, I'm still excited to improve my capabilities in this university!" - João from Portugal & joining the Bachelor in Computer Science.

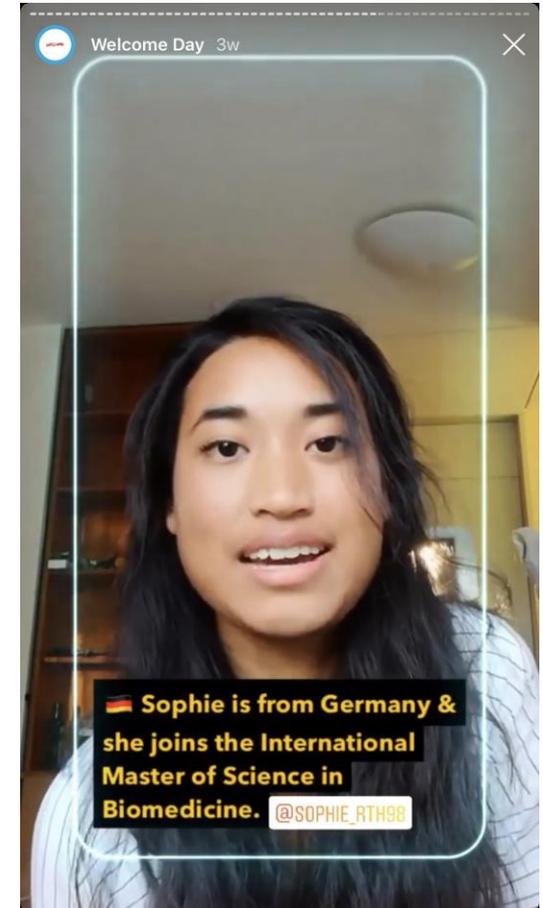


Welcome Day Stories

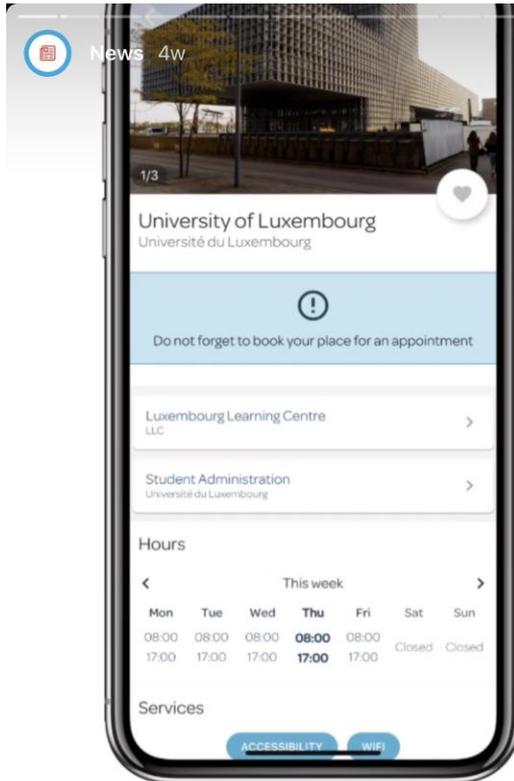
“I’m excited to join #uni_lu because it’s a multilingual university with students from several different countries and I find the mix of culture interesting 😊”



@ALEXIAA294

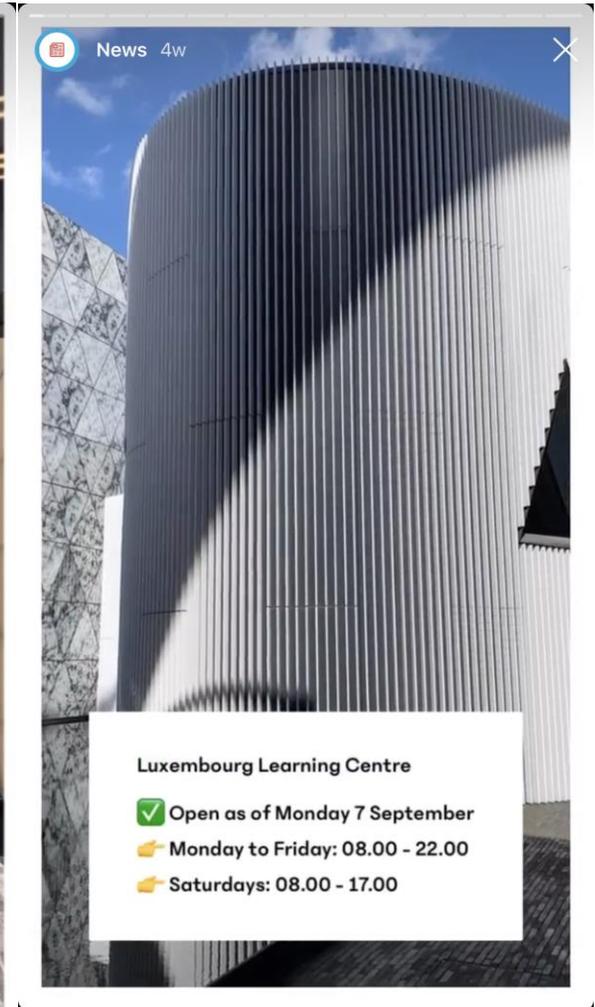
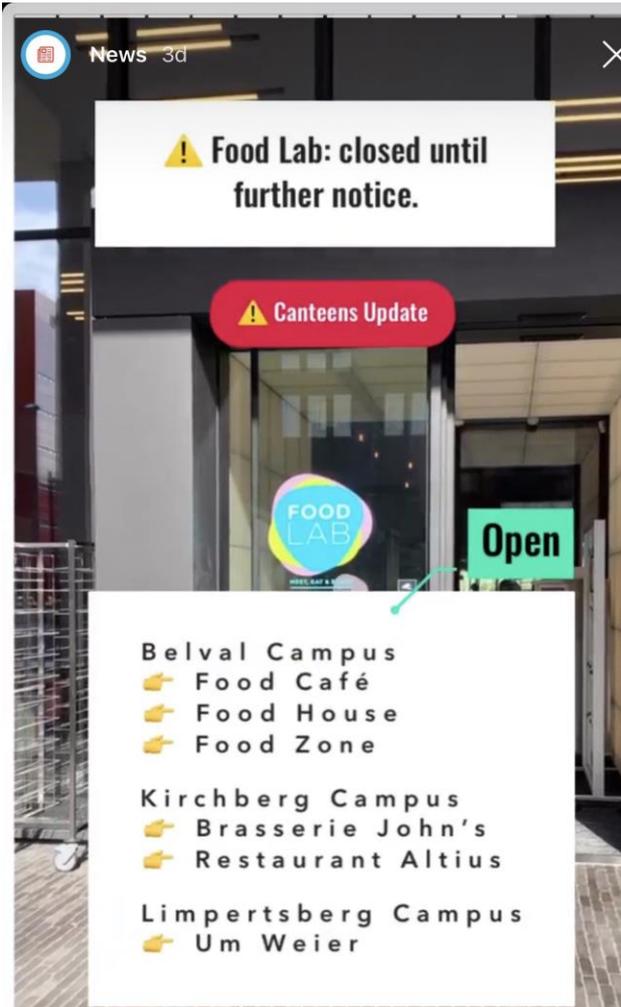


Informative stories



UNIVERSITY OF LUXEMBOURG
Appointments for LLC
and SEVE now via the
Affluences app

DOWNLOAD



FIND OUT MORE

News 3d



#UNI_LU

Online Language Café

by the [UNIVERSITY OF LUXEMBOURG](#) Language Centre

Practise your language skills in French or German

- Every Tuesday
- 14.00 - 15.30
- Registration on Moodle

News 2d

TEDx University of Luxembourg PRESENTS

COUNTDOWN

12-16 OCTOBER 2020, ONLINE
[UNIVERSITY OF LUXEMBOURG](#)

REGISTER NOW! IT'S FREE!

TUNE IN FROM 18.30 TO 20.00 FROM MONDAY 12 TO FRIDAY 16 OCTOBER FOR THE ORIGINAL TALKS & PERFORMANCES!

TEDX UNI.LU 2020

0	4	:	0	3	:	5	4
days	hours		minutes				

Study Buddy stories

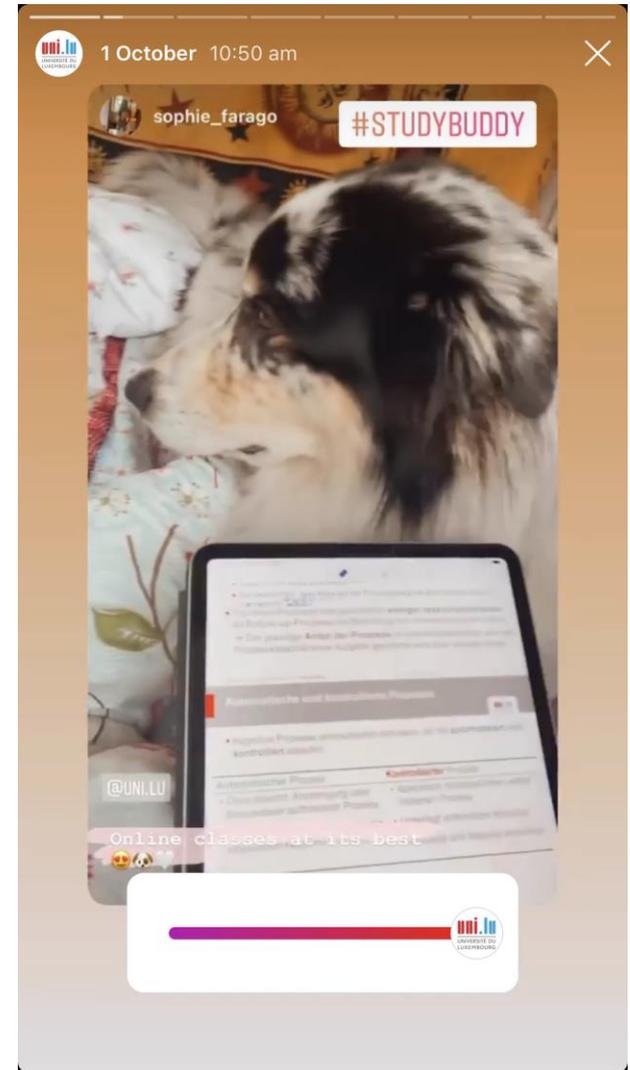
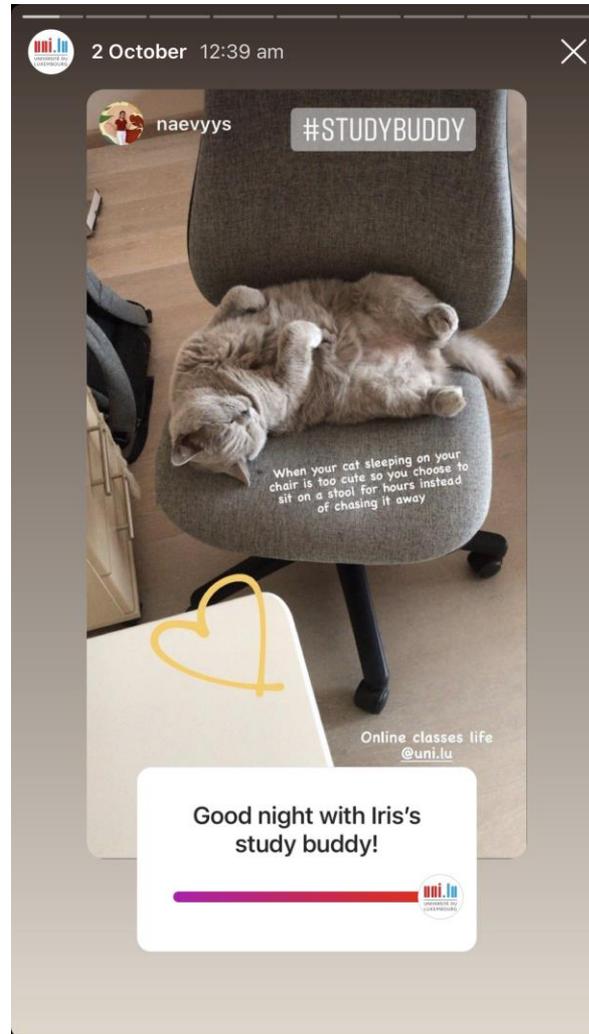


My Study Buddy

@CELINE5MDF

Luna is Céline's study buddy when she has online classes from the Bachelor en sciences sociales et éducatives.

😊 HAPPY MONDAY! Have a productive week! 💪

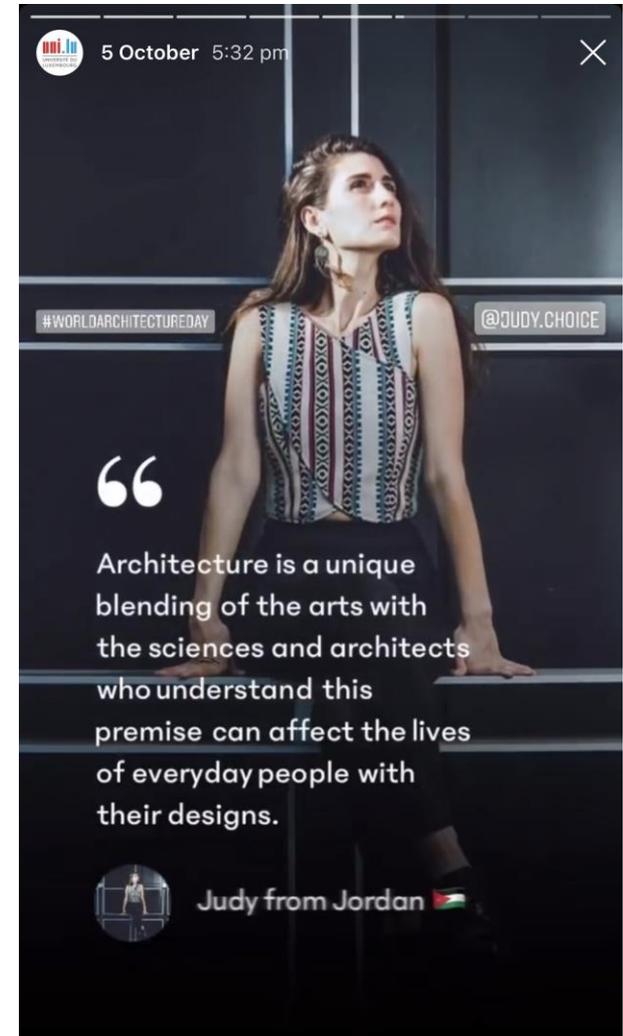


International Day stories



Meet 2 students from the
Master in Architecture
from the University of
Luxembourg

I'm Koushik from
India 🇮🇳



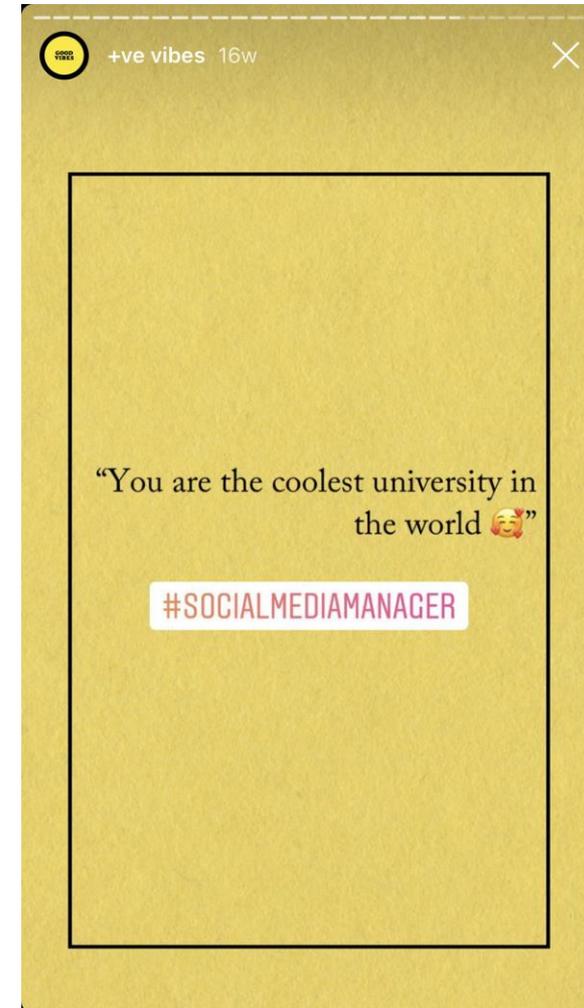
What do students say?

★★★★★

"I'm really happy our Uni has an active insta account. You're doing an amazing job. Super proud as a student to have you!!!

Well it had to be said. Honestly I just keep bragging about this to my friends 😂 Does your uni have an insta account this cool? 😊😎

Keep up the good work!! 💪💪"



- Create a sense of belonging
- Students become ambassadors
- Prospective students get engaged years in advance
- Increase engagement
- Reach wider audiences organically with more impact with micro-influencers

“In **#SocialMedia**, there is **SOCIAL** which we tend to forget as we are used to traditional media where we speak and people listen. People will always remember how you made them feel.



@aswinlutchanah

Stay up to date on Social Media

<https://socialmedia.uni.lu>

#uni_lu

