



UNIVERSITY OF
BATH

Clearing and Confirmation Social Media Report (2018)

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Introduction

This report highlights the outcomes from the social media activity which took place in July and August 2018 to support the clearing and confirmation activity for the University.

The campaign operated across Twitter, Facebook, Instagram and Snapchat.

The campaign aimed to:

- Promote places on courses available in clearing through paid advertising
- Welcome new students to the University through co-ordinated social media activity

Campaign highlights

5,866

The number of link clicks from the University's targeted Facebook and Instagram advertising over the clearing period.

272,832

The number of users saw an advertisement from the University on Facebook and Instagram over the campaign duration.

6,900

The number of views on Facebook for the University's #BelongatBath campaign video



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Paid clearing campaign

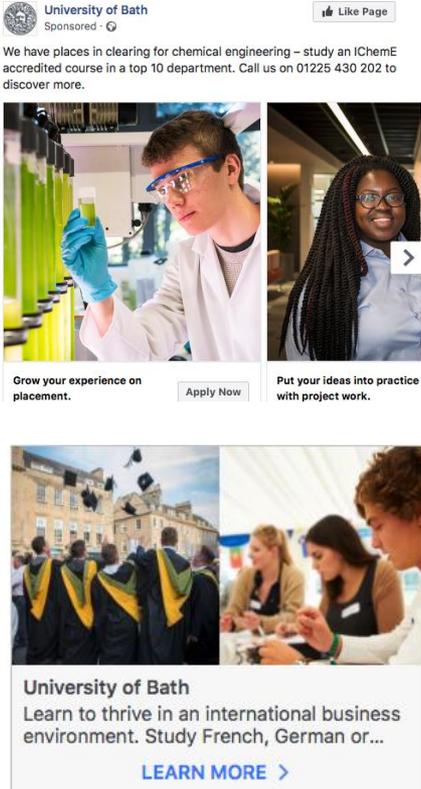
The Social Media Manager in the Marketing & Communications department co-ordinated the University's paid social media advertising for clearing. This was the first time the University delivered a co-ordinated clearing campaign on social media.

The clearing campaign ran across Facebook, Instagram and Snapchat. Colleagues in the Faculty of Science and Faculty of Humanities and Social Sciences provided key messages and collateral for use in the campaign. Colleagues in the Recruitment and Admissions team provided insight into the audience demographics to ensure adverts were shown to the appropriate prospective students.

The Marketing & Communications department were responsible for delivering and monitoring the campaign on the University's central social media channels.

Facebook and Instagram

- The 2018 clearing campaign generated 5,866 link clicks to the University's website through advertising on Facebook and Instagram.
- £4,376.64 was spent over the duration of the campaign.
- The campaign directed prospective students to the course page most relevant to their interests and education.
- The average cost per link click was £0.75.
- 272,832 users saw an advertisement from the University on Facebook and Instagram over the campaign duration.
- Modern Language and European studies drove the most clicks (1,021).
- Language and Politics drove the least clicks (312).



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Snapchat advertising campaign

- The University trialed a Snapchat advertising campaign to assess the viability of the platform for generating website traffic.
- The University advertised its science courses on the platform with a budget of £350.
- 883 users clicked the advertisement. The average cost per click was £0.40.
- The advert was seen on 324,500 occasions.



Creating clearing content

Social Media created a number of content pieces for use on social media to promote its clearing campaign. This content was also shared with marketing and communications practitioners across the University to use on their own channels.

A video guide to the clearing process was created for social media and email marketing. This video gained 4,200 views on Facebook.

A video highlighting the availability of clearing places at the University was viewed on 2,600 occasions on Facebook, 1,289 times on Twitter and 2,350 times on Instagram.

A graphic promoting the clearing helpline number was seen on 5,910 occasions on Twitter.



Confirmation activity

The University launched the #BelongatBath campaign to welcome new students to the University.

The Department of Communications & Marketing created a video to launch this campaign. The video, featuring poet and Chemical Engineering alumna Claire Guest, gained 6,900 views on Facebook and 2,614 views on Twitter.

Students celebrating their entry into the University on Twitter were sent personalised video clips welcoming them to Bath. Over 100 individual messages were sent to students, parents and schools on August 16. The University received 5,088 engagements from this content on Twitter, equivalent to 70% of engagement in an average month.

The University shared photos submitted by new students celebrating their results. This was seen by 2,364 followers on Instagram.

