

# Careers and Employability



**Student Focus Group**

**Session 1: Expanding our marketing through social media**

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EMPLOYABILITY  
WITH  
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UNIVERSITY**

**Emily Packer, Careers Adviser**





Student Focus Group

# WELCOME

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**Student Focus Group Coordinator**

**Emily Packer**

**Careers Adviser**

**Careers and Employability Service**



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Why should we expand on our social media?

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Expanding our Marketing through

# Social Media



# Aim of Tonight

- Understand the ethos of the Student Focus Group
- Understand how the SFG will function and key dates
- Understand opportunities for skills development

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- Gather thoughts and feelings regarding the CES Social Media platforms
- Understand your ideas on how we can improve
- Work in teams to come up with ideas and solutions

# What is the Careers and Employability Student Focus Group?

Student discussion and task group

Aims to offer positive suggestions and is solution-focused

Shape the future delivery of Careers and Employability activity for students

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# Key information

- Six sessions across the academic year
- Different topic regarding the service per session
- Repeated sessions
- 15 students per session
- You can attend as many or few as you would like to
- All groups run 16.30 – 18.30 in the Careers and Employability Hub
- All dates and booking can be found on the [Student Focus Group website](#) (link)
- We will let you know how, if and when we will use your ideas and suggestions

# Format



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# Mark Beresford and Sarah Kebby

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Why should we expand on our social media?

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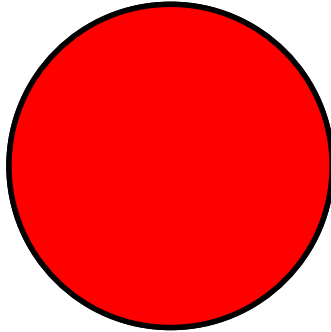
Expanding our Marketing through

# Social Media

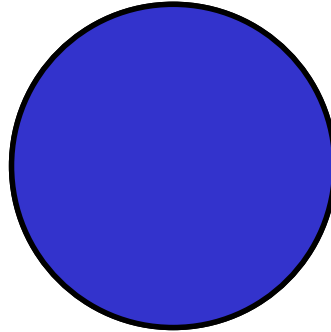


# 5 minute full circle timers

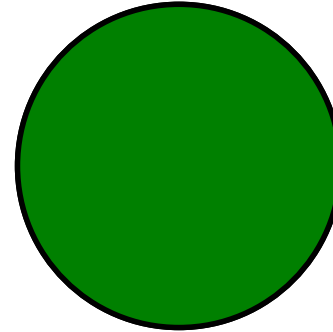
5 minutes



5 minutes



5 minutes



1

What happens now?

2

What needs to be better?  
What is working?

3

What does 'better' look like?

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Flipchart

Groups of 5



Student Focus Group

# KEY DATES

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# Key Dates for 2016

**Tuesday 11 October 2016: session 1**

[Book my place](#)

**Wednesday 19 October 2016: session 1 repeated (introduction for any new starters)**

[Book my place](#)

**Monday 7 November 2016: session 2**

[Book my place](#)

**Thursday 17 November 2016: session 2 repeated (introduction for any new starters)**

[Book my place](#)

**Monday 5 December 2016: session 3**

[Book my place](#)

# Key Dates for 2017

**Wednesday 18 January 2017: session 4**

**Monday 6 February 2017: session 5**

**Thursday 23 February 2017: session 6**

**Tuesday 7 March 2017: celebration event**

# What happens now?

- Emily will collect your ideas
- Emily will type them up and they will be emailed to you with the PowerPoint
- Notes and slides will be available on the website for you to review before the next meeting
- Feedback from the management group will be shared at each session and via email



# Plymouth Award

You can use the time spent on the focus group towards your [Plymouth Award](#).

80 hours of activities:

You can choose activities across at least three of the following:

- Personal health and wellbeing
- Working life
- Volunteering
- Cultural and social awareness
- Supporting the University community



# Amazon e-Voucher

To say  
\*thank  
you\*

For each  
full session  
attended

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# How to Get in Touch



E: [emily.packer@plymouth.ac.uk](mailto:emily.packer@plymouth.ac.uk)



E: [employability@plymouth.ac.uk](mailto:employability@plymouth.ac.uk)

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Join our Linked-In group

### Team colour

- 'Student of the Month' initiative- case studies each month to highlight what the careers service has done for them. Written by the student (student voice).
- Promotions/incentives/giveaways/sponsors 'like, comment and share'- more visibility on facebook
- Facebook posts are too wordy- need to be snappier. Images are there but huge paragraphs to read not inspiring.

### Team girls

- Encourage students in bio to 'Turn on notifications' (across Twitter, Facebook, Insta)
- Adopt 'tone of voice' (casual, humour, wit) but remain professional (more appropriate)- adapt to different departments across the different platforms.
- Utilise societies to get student/bieters that can share their experiences (and how their extra-curricular activity has helped in their career). Prom organising cultural events more likely to be attended- students helping with social media: bigger followers
- Careers Service too general, satellite service for creative subjects- tailor social media posts to specific degree programmes/faculties

### Team international

- More varied content- current articles, industry links/news, alumni stories, more testimonials profiles and articles
- More varied content- current the Hub is too general. Pictures are not very entertaining. Facebook is fast if it doesn't catch your eye immediately it will be ignored. Merge image and text.
- Engage followers in discussion
- Who are your employability team? More information about who works in the service
- Pin the 'Come to the Hub' to the top of LinkedIn/twitter and then don't post it as much

### BAD

2 posts a day- too many that are the same. Do more that are more varied.

Being redirected to another website for registration is not convenient.

80% think we should merge all our social media pages across the service.

Roughly 3-6 at prominent times of the day

If your careers advisor had a professional social media account would you use it to ask questions? Would it be different to the general C&E one? Yes- can ask quick questions (easier than an email)

FAQ could be in the service somewhere visible (pinned post)

Update website LinkedIn/Instagram/YouTube moving profile photo. More alive!

Ideas for posts:

- Careers advise appointments
- Accessibility
- Final year support/stage specific help
- Working abroad

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