Careers and Employability

Student Focus Group

Session 1: Expanding our marketing through social media

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CAREERS & EMPLOYABILITY WITH PLYMOUTH UNIVERSITY
Why should we expand on our 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

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
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

Attend a Focus Group

Contribute through ideas and solutions

Feedback to CESFG

Group work and collaboration

Management team
Mark Beresford and Sarah Kebby
Why should we expand on our social media?
5 minute full circle timers

5 minutes

5 minutes

5 minutes
What happens now?

What needs to be better? What is working?

What does ‘better’ look like?
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

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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 inviting.

Team girls
- Encourage students to ‘Turn on notifications’ (across Twitter - Facebook - Insta).
- ‘Adapt’ tone of voice to students’ language, style for career professionals in more approachable - adapt to different departments across the different platforms.
- Make socials a bit more interactive, i.e. ask students what lessons they have learned from this career. Have a leaderboard around gaining more likes to the different students, help to display their names across different channels.
- Careers Service too generic - need to specific social media posts to specific degree programmes/subjects.

Team international
- More subject specific articles, industry interviews, alumni stories, more peer/alumni profiles and videos.
- More tailored content to the specific to our audience. 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 timeline/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.

90% 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).
FAQs about the service somewhere visible! (pinned post)
Update cover photo/profile photo often/moving profile photo. More alive!

Idea’s for next time
- Careers adviser appointments
- Accessibility
- Final year support/stage specific help
- Working abroad