

# National Student Survey 2024: Communications plan

## Campaign dates

- Pre-launch: From W/C 8 January
- Launch: Monday 29 January
- Post launch: Promotion ongoing until end of April.

## Communications channels

### Email campaign

- One email per week for five weeks sent to the 'Class of 2024' reminding them of all the support services they have available to them before graduation.
- Email will be sent on Wednesdays, to avoid clash with Student Bulletin.
- The emails will focus on:
  - Introduction to 'Class of 2024' campaign
  - Highlighting all available support services
  - Highlighting learning resources
  - Promoting careers support for post-graduation
  - Launching the NSS with how and why you should complete it

### Student bulletin

- Will be used for general promotion of the NSS, announcing the survey is open and encouraging people to complete it.

### Social media

- Pre-launch countdown to begin Monday 22 January with one post per day on:
  - Why you should complete the survey
  - How the survey has helped improve things for students in the past
  - Announcing the three prizes
  - Video message from the SU on why students should take part
  - Practical information on how to complete the survey
- Launch on social on Monday 29 January, with reminder posts to continue on a weekly basis into February.

### Digital screens

- Pre-launch countdown to begin Monday 22 January, replicating the social media countdown above.
- Launch graphic to rotate on screens from Monday 29 January until NSS closes.

### Posters

- To promote mental health and wellbeing support offered by Student Life as per the 2023 campaign.
- Will be placed around key areas students visit across campus.

## Timeline

W/C 8 January

- Posters detailing mental health and wellbeing support available from the Student Life team to be released in key areas students visit.

W/C 15 January

- Class of 2024 email campaign begins.

W/C 22 January

- Second Class of 2024 email sent.
- Social media countdown begins and is replicated on digital screens.

W/C 29 January

- Monday's Student Bulletin to announce NSS is open and include details of query/promotion desks set up across campus on this day.
- Third Class of 2024 email sent – Announcing launch of NSS
- NSS launch announcement on social and digital screens.

W/C 5 February

- Fourth Class of 2024 email sent.
- Social post to remind students to fill in the survey.
- NSS graphic to remain on digital screens.

W/C 12 February

- Fifth and final Class of 2024 email sent.
- Video message on social media from second member of SU team promoting the importance of the survey.
- NSS graphic to remain on digital screens.

W/C 19 February

- Promote prizes to be won across social media.
- NSS graphic to remain on digital screens.