

## **NSS Communications Plan**

### **Campaign dates**

Pre-launch: From W/C 6 January 2025

Launch: Monday 20 January 2025

Post launch: Promotion ongoing until end of April

### **Communications channels**

#### **Email campaign**

One email per week for the duration of the NSS campaign sent to the 'Class of 2025' (Level H) showcasing the support services they have available to them before graduation, as well as important information about graduation.

Email will be sent on Thursdays, to avoid clash with Student Bulletin.

The emails will focus on:

- Introduction to 'Class of 2025' campaign
- Highlighting all available support services
- Highlighting learning resources and Level H 'perks'
- 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. This will also promote any NSS draw prizes.

#### **Social media**

Pre-launch countdown to begin Monday 20 January with posts covering:

- Why you should complete the survey
- Announcing the prizes for the draw
- Video message from the SU on why students should take part
- Practical information on how to complete the survey

Launch on social on Monday 20 January, with reminder posts to continue on a weekly basis into February.

#### **Digital screens**

Pre-launch countdown to begin Monday 20 January:

- Launch graphic to rotate on screens from Monday 20 January until NSS closes.
- Profile support services via the screens including services such as Togetherall.

#### **Posters**

To promote mental health and wellbeing support offered by Student Life – to be placed around key areas students visit across campus including social areas and in halls.