

UNIVERSITY OF
BIRMINGHAM

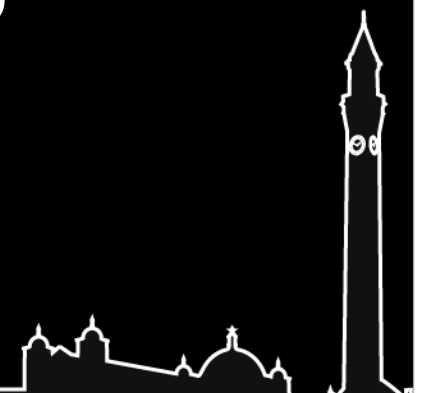
• time to be
inspired

Website action plan and priorities

Thom Straw – Web Content Manager

What is the overall marcomms strategy?

**To enhance the reputation of
the University of Birmingham
so we are consistently
recognised as a leading
global university**



UNIVERSITY OF
BIRMINGHAM

AN INSPIRATIONAL STUDENT EXPERIENCE AT A LEADING GLOBAL UNIVERSITY

How will this be achieved?

- We will achieve this by:
 - Championing our distinctive qualities and our excellence in research and teaching
 - Strengthening our key partnerships and networks to engage influential people
 - Applying our professional expertise to support and enhance the work of the wider University community



What does this mean 'on the ground'

- In doing this in the Marketing and Communications teams we will:
 - Take a bold and innovative approach that makes the most of new opportunities
 - Be ambitious and prioritise high-impact activities which raise our profile
 - Celebrate being an elite university – the quality of our staff and our students; the prestige of our heritage and our location
 - Strive for excellence and efficiency in all that we do
 - Recognise that excellent communications requires listening and responding to feedback



Programmes of activity for 2011/12

- Championing our University's excellence
- Promoting the University as the destination of choice for prospective students
- Influencing opinion formers
- Communicating with current students
- Employee engagement
- Community engagement
- Enabling marketing and communications to excel



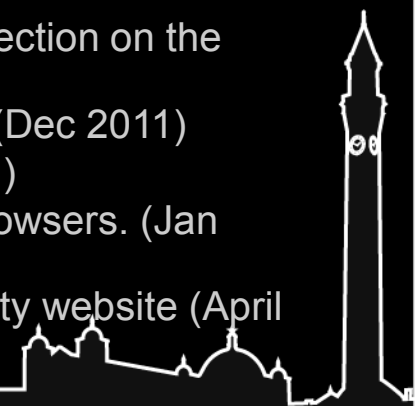
Championing our University's excellence

- Ensure that the homepage of website is aligned to other activities taking place across the university, and where possible plan ahead to ensure that key events and points in the academic calendar are represented.
- “Birmingham Debate – support/promote commenting functionality. Ensure link to /consistency with Birmingham Brief wherever appropriate.”
- Establish ongoing maintenance, development and refreshment of the website.
- Develop vodcasts, podcasts and showreels which showcase our academic expertise, using current footage where appropriate.
- Develop an online experts guide and produce a print version that only highlights our media stars and public intellectuals.
- Explore opportunities to better utilise social media to engage with the press and enhance university coverage in new media and influential blogs.



Promoting the University as the destination of choice for potential students

- Work with colleges and admissions to coordinate the entry of updated UG and PG course information in to Coursefinder
- Consider enhancements to Coursefinder to improve the user experience
- Research most appropriate social media channels with which to engage with prospective students with particular reference to overseas markets. (October 2011)
- In conjunction with Colleges, student recruitment and International Relations develop an integrated web and social media plan for prospective students (March 2012)
 - Deliver micro blogging at UG Open Days
 - Consider the development of an innovative social media conversion student starter kit competition campaign in conjunction with Student Recruitment (March 2012)
 - Deliver a virtual open day for overseas applicants(PG)
- In conjunction with Colleges develop guidelines, share best practice and provide support networks to the wider university on social media activity (Dec 2011)
- In conjunction with Student Recruitment refresh content on the *students* section on the website to reflect UGP 2013 messages. (March 2012)
- Re-develop the home page template so that course finder is more visible (Dec 2011)
- Consider promoting course finder alongside research expertise (Dec 2011)
- Develop a plan to optimise the University website for a range of mobile browsers. (Jan 2012)
- Consider the need for the development of a mobile version of the University website (April 2012)



Influencing opinion formers

- Embed the “Week in.....” as part of core activity. “Week in.....” is a new initiative highlighting the scope of work done by our academics through a live diary/blog when they are ‘in the field’ – it is linked from the home page of the university website.
- Develop the web debates (university homepage) and identify better ways of promoting them to a wide global readership.
- Identify who and where key social media commentators are and begin a dialogue with them – initially through the Birmingham brief, web debates, and “Week in.....”
- Develop relationships with key bloggers and commentators and look to develop more targeted and structured UoB blogging activity.
- Explore the potential for developing a VC blog/twitter feed as part of enhanced UoB social media presence.



Communicating with current students

- Develop a more effective and integrated communications channels across agreed print, web and digital channels, targeted at students throughout their academic journey. This should be based on the outcomes of the research and should have the overarching aim of enhancing the student experience and promoting the wealth of opportunities available to them at the University.



Employee engagement

- Develop *Buzz Social* through Twitter and Facebook.
- Work in partnership with IT services to design and delivery the new staff Intranet ensuring that it meets staff communications requirements.



Community engagement

- Advocate a campus-wide roll-out of the College of Arts and Law 'Birmingham Speaker Programme' which provides access to academics for external public lectures.
- Develop the Community section of the website so that it is the central hub of information for all of the above activity and presents a call to action for people to get involved with UoB.



Enabling marketing and communications to excel

- Promote the roles, responsibilities and structure of MarComms across the University
- Organise regular 'Editors' group' meeting to sharing of excellent content across Marketing and Communications channels. Consider other mechanisms to share content.
- Embed a collaborative, supportive way of working to successfully deliver projects by bringing together multi-disciplinary project teams to best achieve our objectives.



What next?

- These are my priorities, show me yours?
- Action plan for the site
- Measurable targets

