

National Secretary & Deputy Secretary Guide to Social Media for Outreach

Don't have a lot of time? Skip to 'How Can You Help the Trust's Outreach Efforts?' on page three.

How does the Trust use Social Media for Outreach?

- Social media has become an integral part of the Rhodes application cycle, and we use social media advertising every year to encourage applications numbers and reach bespoke audiences.
- The Trust is active on the following channels:



Facebook, Twitter, Instagram, LinkedIn and YouTube.

- **Organic Content:** Organic social content is posted for free. Starting in May every year, the Trust publishes unpaid outreach content across our main digital channels. This raises awareness of the Scholarship to our **existing audiences**.
- An example of organic outreach content is our annual '[Scholarship Applications Opening](#)' announcement (see right).
- **Paid Content:** Paid social content has 'spend' behind it to help reach a larger audience (**beyond our existing audiences**). Previously, we have run paid advertising campaigns for *some* constituencies. From 2021, we are able to run paid advertising campaigns for *all* Rhodes constituencies.



Paid Campaigns

- A paid advertising campaign is a collection of paid posts that aims to achieve a certain goal. Different campaigns have different goals, but in most cases, our campaigns are trying to drive young people towards the Scholarship application page/constituency specific application page.
- A campaign will usually comprise of four to five posts. Each post will have a designated budget, goal and audience.

- The post could be a video, a photograph, a Q&A with a Scholar – whatever we think will perform the best.
- An example of a paid ad that we ran for Bermuda in 2020 is below and right. This was a ‘Scholar Q&A’ with a Bermudian Scholar. This sort of content tends to do very well because it is personal and evocative.
- You can see that this ad has yielded 448 link clicks to the Bermuda Scholarship application URL and has been seen (impressions) by 88,590 people in total.



Ad name	Delivery ↑	Ad set name	Bid strategy	Budget	Last significant edit	Results	Reach	Impression
Bermuda Outreach 2021: Post Five	Completed	Bermuda Outreach 2021: Post Five 0 active ads	Lowest cost Link clicks	£20.00 Daily	16 Sep 2020, 01:15 159 days ago	448 Link Clicks	16,904	88,590
Results from 1 ad						448 Link Clicks	16,904 People	88,590 Total

- These posts are delivered to a bespoke audience that the Communications Team defines (in collaboration with the Selection & Outreach team). Here’s an example audience from 2020, for Malaysia:

<i>Location</i>	<i>Living in: Malaysia</i>
<i>Age</i>	<i>18-27</i>
<i>Language</i>	<i>English (UK), Malay, Tamil or English (US)</i>
<i>People who Match</i>	<i>Interests: Scholarship, International Scholarships, University of Nottingham, Universities in the United Kingdom, Study in the UK, Graduate school, Postgraduate education, Study Abroad or University of Oxford, School/University: Asia Pacific University of Technology & Innovation - APU, Universiti Sains Malaysia, Sunway University, Multimedia University, University of Malaya, Universiti Malaysia Sarawak (UNIMAS), Universiti Teknologi Mara, Malaysia (UiTM), University of Nottingham Malaysia, Universiti Tun Hussein Onn Malaysia UTHM or Methodist College Kuala Lumpur</i>
<i>And must also Match</i>	<i>At university or University graduate</i>

- Tailoring audiences is vital to the success of an advertising campaign. An audience needs to be specific, but not too niche. It also needs to be geographically specific, as spreading an audience across too wide an area (for example, two countries) reduces the ads overall impact and effectiveness.
- We use content that performs well *organically* in our campaigns - posts that get the most clicks, likes, shares and comments. This allows us to draw some conclusions of how a similar promoted post or ad would fare when released to a larger, targeted audience.
- With nearly 80% of social media time spent on mobile devices, we create social ads with mobile in mind!
- We have found that targeting people interested in specific Universities has been very successful.
- The ads can be delivered to Facebook and Instagram. We can also organise advertising on other platforms if there is a strong case to suggest that Facebook/Instagram is not used heavily in the constituency e.g. WhatsApp or Twitter.

How Can You Help the Trust's Outreach Efforts?

1. Provide Expert Guidance for Paid Content:

- You might have a great grasp on how social media works in your constituency - is there a specific platform that the Communication Team needs to consider, do you think we could be doing something different with our audience demographic, is there a new social media trend in your constituency that you think we need to be aware of?
- The Communications Team usually have all of the campaign plans ready by early May, so do get in contact if you'd like to understand and discuss your constituencies social media campaign in greater detail.
- Help us to reach micro influencers! Do you have a close connection with someone influential who could retweet our Scholarship content? Examples include the British High Commission in Kuala Lumpur [retweeting](#) a Scholar Elect announcement, and Rhodes Scholar and CEO of Oxfam Danny Srisankarajah retweeting the '[Scholarship Applications Opening](#)' announcement.

2. Amplify Organic Content:

- We would encourage National Secretaries to share content on their own platforms – you can either share content that the Trust has already published or contact the Communications Team for content to post natively. Sophie (sophie.crowe@rhodeshouse.ox.ac.uk) can send you a wide variety of assets and resources to use across different social media platforms.



Applications for the Rhodes Scholarship for Syria, Jordan, Lebanon and Palestine are now open until August 30. Consider applying and please spread through your networks to students interested in pursuing graduate degrees at Oxford!
rhodeshouse.ox.ac.uk/scholarships/a...



- By sharing application content onto your own platform, you help the Trust to reach a larger audience.
- **We do not recommend creating an individual account for the Scholarship region.** This is because accounts like this can stagnate quickly if they are not active 24/7. They also detract from the Trust's accounts, which need to act as the primary source of truth for the Scholarship.
- Left is a great example of how to share the Trust's organic content on to your own platform, by Farah Shamout, Deputy National Secretary for SJLP.
- This includes sharing content on platforms that the Trust is not currently using/has access to e.g. WeChat, WhatsApp (regional lists) and other regionally specific platforms.

If you have any questions, or would like to discuss anything further, please contact the Communications Team (communications@rhodeshouse.ox.ac.uk).