

Review collection and WUSCA 2023

INSTITUTION PLAYBOOK

The logo consists of a white speech bubble with a tail pointing downwards and to the left. Inside the bubble, the words "WHAT" and "UNI?" are stacked vertically in a bold, blue, sans-serif font.

WHAT
UNI?

Whatuni

Founded in 2007, Whatuni has grown to become the biggest and busiest university course comparison site in the UK.

With nearly 6 million visits to our website each year, we use our global expertise, data-driven insights and trusted human connections to match universities, schools and colleges with the right students from around the world.

Our sites are THE go-to, trusted destinations to empower students in making the right university choice, engaging and informing them throughout their educational journey. At the heart of what we do at Whatuni are the reviews we collect from students. These honest, unbiased opinions not only help inform prospective university students to make the best decisions for their future, but also give current students a voice.

With over 185,000 live reviews on our site, we offer a comprehensive insight into the student experience. And with the launch of the new Whatuni app, it's now even easier for students to find their perfect uni.



WUSCA

Whatuni has been running the Whatuni Student Choice Awards (WUSCA) since 2012. The main awards cover categories ranging from Career Prospects to Facilities, with one institution being awarded the prestigious title of University of the Year.

- The awards are based solely on the reviews of students
- In addition to the review-based awards, the WUSCA also hand out one submission-based award, with the winner being decided by a specially selected student judging panel. This year's submission award will be launched in December.
- In order to qualify for any of the awards at the WUSCA, an institution must meet a minimum threshold of reviews determined by its student enrolment size.
- This year, Whatuni are returning to UK campuses with a hybrid on-campus/digital review collection between 10th October 2022 and 28th February 2023. The WUSCAs live event will be held on 26th April.
- After the event we are providing institutions who exceed their threshold a report with data from all your students' reviews (those that pass moderation). The file will include student profile information, rating scores for all categories and verbatim reviews.
- This could be an invaluable tool in understanding the views of your students, identifying key messages for marketing and opportunities to further enhance your student experience.



Review collection

WUSCA 2023 plan – a hybrid model

On-campus collection

- Regions of the UK covered weekly
- One team of review collectors spend the day on your campus
- Reviews collected digitally via our tablets and students' own mobile devices
- Helps to promote your own in-house review collection



Online collection

- Institution driven collection, assisted by IDP team
- All digital assets provided
- Campaign ideas to help drive in-house review collection
- Email templates
- Best practice guides



On-campus collection

Field Marketing Executives

- The FMEs bring a pull up banner, flyers and promotional material. All we ask for is a table, chairs and access to Wi-Fi to enable the digital collection of reviews on tablets
- Our teams of FMEs visit institutions all over the UK. They spend one day on campus - we advise that they be placed in an area of high footfall so they can engage with as many students as possible



In-house digital collection

Online reviews provide better quality, more usable data. Institutions that actively engage with the review collection themselves, consistently achieve more reviews, better overall scores and achieve their eligibility threshold quicker, with minimal effort.

This playbook will provide you with all the necessary tools to empower you to run an incredibly successful in-house review collection.

Over the following pages we will provide you with:

- Digital campaign assets including cross platform collateral with space for your institution logo and email headers
- Posters & flyers containing a QR code for automatic direction to the online review form found [here](#)
- Email templates and suggested timeframes
- In-house promotion/incentive ideas
- Best practice guide

**WIN
£2000
REVIEW YOUR UNI
WHATUNI.COM/REVIEWS**

Assets

Facebook, TikTok, Instagram, Twitter & Snapchat ready assets

Please find a link [here](#) to all campaign assets, some with blank spaces for you to add your institution's logo.



Social – competition

Facebook, TikTok, Instagram, Twitter & Snapchat ready assets

Sometimes, money talks! Please find a link [here](#) to all competition assets.

WHAT UNI?

**WIN
£2000**

REVIEW YOUR UNI

WHATUNI.COM/REVIEWS

YOUR DETAILS
You're doing great, keep going!

Make your voice heard and review your uni

- Go on! It'll only take a few minutes and we want to hear what you have to say!
- And your words could help future students find the perfect uni and course.

Your Details

First name *

Last name

WHAT UNI?

Use your voice 00:47

Words have power. So, make yours count

Help future students get the inside scoop on where and what to study.

Ad www.whatuni.com/university/review

START NOW

WHAT UNI?

**WIN
£2000**

REVIEW YOUR UNI

WHATUNI.COM/REVIEWS

YOUR DETAILS
You're doing great, keep going!

Make your voice heard and review your uni

- Go on! It'll only take a few minutes and we want to hear what you have to say!
- And your words could help future students find the perfect uni and course.

Your Details

First name *

Last name

Email templates

With just one email, 4 institutions achieved their review targets in less than 48 hours last year – we've provided you with many different templates to suit your needs.

Hi all,

Students – we need your reviews for *INSTITUTION NAME*!

We're really excited to take part in this year's Whatuni Student Choice Awards (WUSCA). The WUSCAs are compiled from the reviews which students like you leave on Whatuni, and rank institutions according to the things that students really care about – student support, campus facilities, lecturers and teaching quality, and so on.

Whatuni is the UK's largest source of independent, real, honest student reviews – reviews which have a number of benefits:

1. They give students like you a really important voice and platform to share your views.
2. They help prospective students make crucial decisions on what and where to study.
3. They allow us institutions to find out what you really think, so we can make improvements to our offering.
4. They could win YOU a £2,000 voucher for taking part!

We'd really love you to participate in the review collection process and give *INSTITUTION NAME* a review! It will only take a few minutes of your time.

Please click [here](#) to review your institution or visit <https://www.whatuni.com/university-course-reviews/> and click the button to 'Write a Review'.

Please find a link [here](#) to all email templates

In-house promotions and incentives

Successful Campus Visits

- Aberystwyth, Edge Hill & UEA among others, provided free cakes or muffins for all students who complete a review on the day we visited their campus.
- Nottingham Trent invited food vans onto campus to ensure high footfall and happy students.
- Some institutions provide student ambassadors to help support and promote our visit, helping to drive footfall and student engagement
- **In-House Promo**
- Swansea gave away £5 food vouchers for the campus cafeteria to 200 randomly selected students that left reviews. We were able to assist in selecting and contacting the winners on Swansea's behalf
- Social media templates e.g. RC-themed Instagram filter etc.
- RC video can be played in common areas

- Email campaigns and reminders documenting
 - Importance of WU review collection
 - Details of incentives/prizes
 - Pre-notification email prior to the WU team visit, encouraging students to visit the stand/complete the form online
- Competitions / online promotions via institutions and SU social media
- Other institution-led PR/media activity
- Driving competition among campuses and other departments for participation to help ensure as many subject areas as possible meet the threshold
- Organising staff briefing(s) to make sure they're aware of the process
- Organising briefings with student reps/other organisations

In-house promotions and incentives

- Lecture/online class shout-outs
- Regular staff updates to encourage staff to encourage their students
- Have a (non-compulsory) 'Whatuni Review Collection' day or week – unis can book a room and provide snacks so groups of students can complete reviews together
- Digital signage and calls to action on university VLE (Virtual Learning Environment) / updates on intranet
- Promotion in online lectures (Teams, Zoom) and other blended learning activities
- Inclusion in student newsletters, articles, radio stations, blogs
- Setting up Instagram 'booths' across campus
- Posting an interactive chart to institution intranet to show current response rate versus overall targets (e.g. institutions can use Datawrapper)
- Dedicated stall on campus/PC/iPad 'hubs' with freebies on offer to students that complete the form there and then
- Encourage students to post when they've completed the form or received a reward for doing so using custom hashtags. Pics or videos of students participating in the survey can be uploaded, with their permission, to Instagram, TikTok, Snapchat etc.
- Communicating changes that have been implemented as a result of WU reviews ('You spoke, we listened', 'You said, we did' etc.)
- Dedicated institution RC champions to spread the word

If you need any extra info or support to help run your own in-house promotion, please don't hesitate to get in touch.

Best practice guide

- Book in your campus visit asap. You can do this direct with Kieran by contacting him at kieran.hill@idp.com or via our online booking system [here](#)
- Adapt the campaign assets by adding your logo and promote on social media, or in-house media screens
- Add the WUSCA email header to internal comms with student cohort
- Decide on an in-house promotion – please get in touch if you need support
- Use email templates to advertise both the campus visit and your promo – use the templates provided
- Check in with the review collection team for regular reporting on progress and assistance on driving digital collection



CAMPAIGN

Words Have Power

What you write today could change someone's life tomorrow

Reviews matter.

Yes, we will incentivise students with prizes throughout any campaign we will run, but it's about more than that.

We want to make students understand the importance of reviews and the impact that something they write might have on another student trying to make a life-changing decision.

Such is the power of words that one review could change the course of someone's life by making them think differently about their future, or inspiring them to consider a city, institution or course they never previously thought of.





The link to this video, plus various cut-down versions, can be found [here](#)