

Student Engagement

Reema Quessuo & Aran Khan

Reema Quessuo

Aston Students' Union President

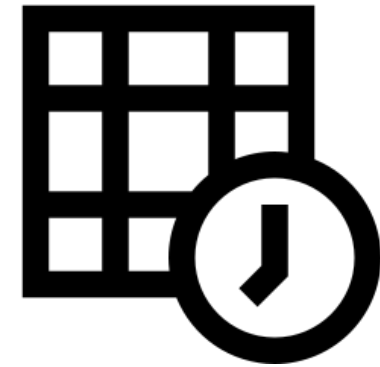
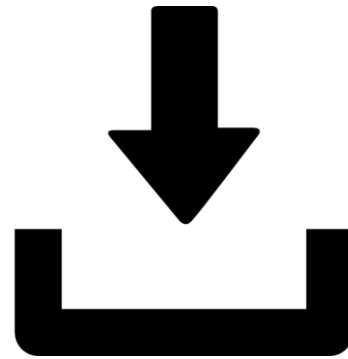


Aran Khan

Digital Media & Design Executive

Talking points

Aston Students Union
Questions we should be asking ourselves
Understanding students
A students perspective
Conclusion



“Engagement is the gravity that holds an audience in orbit around a brand”

Aston Students' Union

Transitioning
Student engagement
Content creation
Staying on topic



Aston Students' Union

2 April 2014 · 🌐

Today is **Varsity** day, where Aston taken on arch rivals BCU and UCB in a variety of sports.

Full fixture details including times and venues can be found at:

www.aston.ac.uk/EasysiteWeb/getresource.axd...

Matches start from 2pm so please get along to at least one, make some noise and give Aston some support!... [See more](#)



Less TEXT heavy content

MORE organic content

Stay up to DATE

MORE consistency

= Improved Engagement



Aston Students' Union

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2014

vs



Aston Students' Union

Published by Aran Khan [?] · 24 March · 🌐

🏆🏆 Grab your #varsity2017 gear 🏆🏆 #weareaston

👉🌟 We only have a few Gold packages still available 🌟👉

(1x **Varsity** 👕) + (1 x Foam 🙌) + (Transport 🚗) + (1 Set of Bangers 🌟)



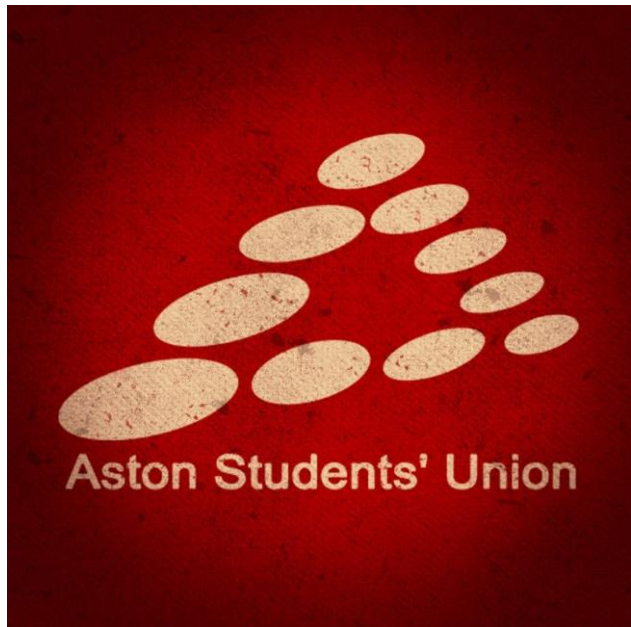
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2017

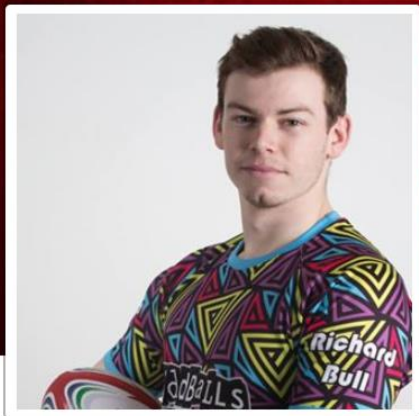
Students like to see other STUDENTS



I'M READY

#WEAREASTON

Varsity
2017



William Cope

✓ Friends ▾

👋 Hello

✓ Following ▾

💬 Message



Timeline

About

Friends 51 Mutual

Photos

More ▾







How can we fit into a students life?

What does student success mean?

What does student success mean?

Getting a job?

Getting a good degree?

League Tables?

.....



**BE MORE
DO MORE.**

**STAND
OUT.**



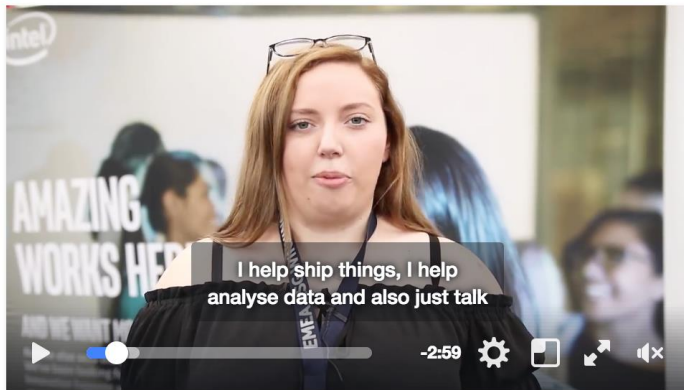
Aston Students' Union

Published by Aran Khan [?] · 1 November at 16:33 · 🌐

#standout and DO MORE 🧑🧑🧑🧑

☀️☀️ We had a chat with Danielle who is doing her placement year with intel ☀️☀️

She talks about how getting involved with as much as possible at university can help you land that dream job in the future 🎉🎉🎉



🕒 People have watched this video for a total of **727 minutes**

[Boost Post](#)



Aston Students' Union

Published by Aran Khan [?] · 16 November at 12:34 · 🌐

#standout and DO MORE 🧑🧑🧑🧑

☀️☀️ We had a chat with Laura from Baxter who studied at Aston University and had a part-time job on campus ☀️☀️



👤 Your video is popular with **women aged 18-24**

[Boost Post](#)

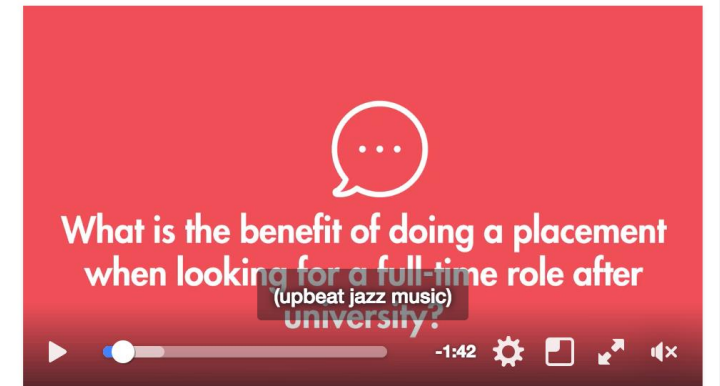


Aston Students' Union

Published by Aran Khan [?] · 9 November at 17:48 · 🌐

#standout and DO MORE 🧑🧑🧑🧑

☀️☀️ We had a chat with Andrew from CrossCountry trains about how your time at uni can impact your career ☀️☀️



👤 **2124 people** reached

[Boost Post](#)



Aston Students' Union

Published by Aran Khan [?] · 4 April · 🌐

✍️ 📱 Voting couldn't be easier this year 📱 📱

🕒 Please take 5 minutes out of your day and let your voice be heard 🗣️

✅ Click "Learn More"

✅ Cast your vote

✅ Make a difference



How to VOTE

01:48

How to VOTE

ASTONSU.COM

Learn More

Performance for your post

12,525 People Reached

4,852 Video Views

70 Likes, Comments & Shares *i*

45 Likes	23 On Post	22 On Shares
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5 Comments	1 On Post	4 On Shares
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20 Shares	18 On Post	2 On Shares
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659 Post Clicks

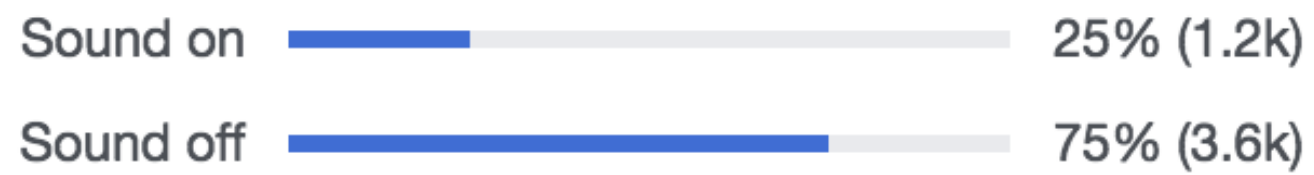
117 Clicks to Play <i>i</i>	235 Link clicks	307 Other Clicks <i>i</i>
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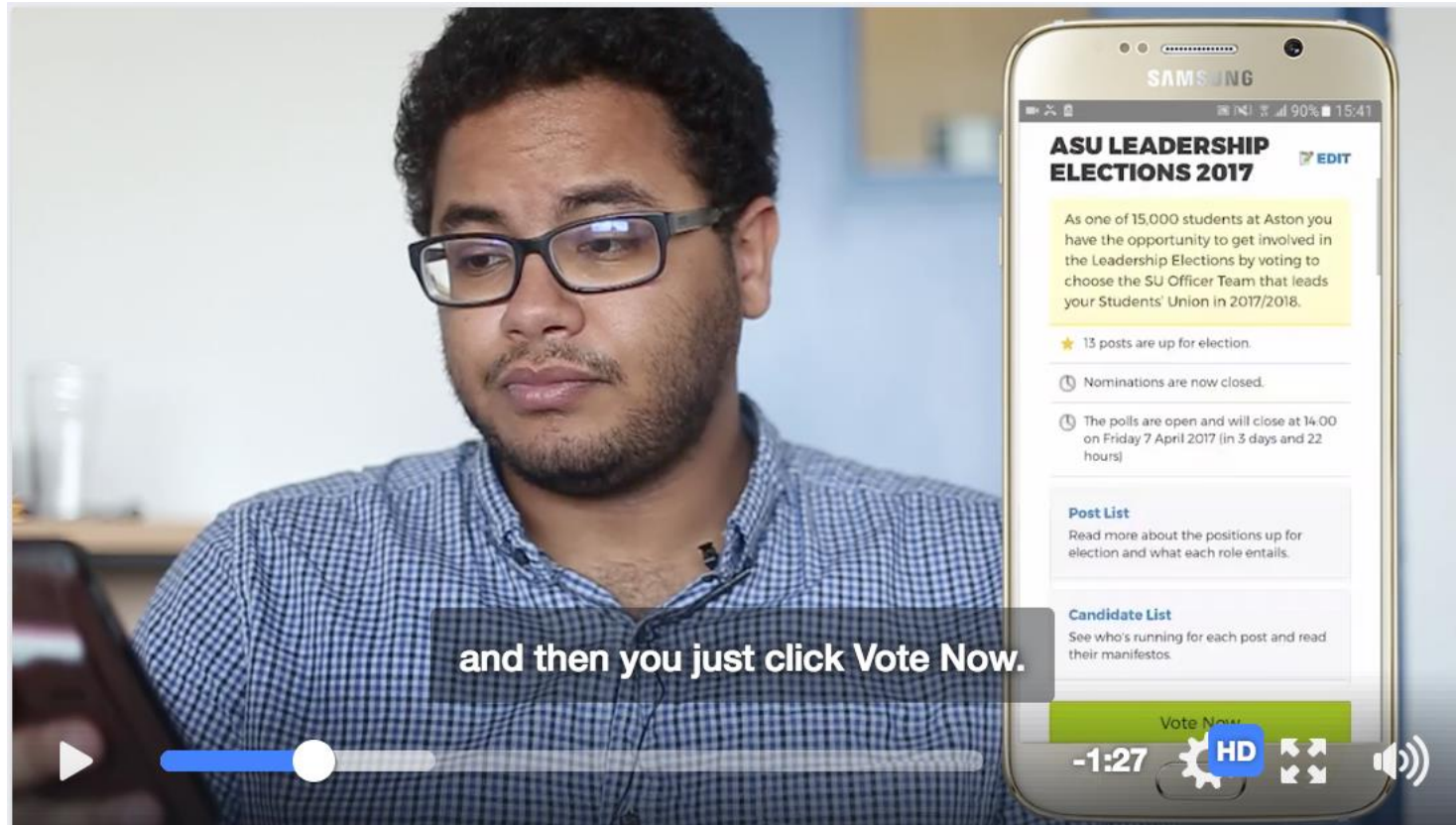
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(SUBTITLES)



Aston Students' Union: How to VOTE

✍️✍️ Voting couldn't be easier this year 📱📱🕒 Please take 5 minutes out of your day and let your voice be heard 🗳️ ✅ Click "Learn More" ✅ Cast your vote ✅ Make a difference

1:48 · Uploaded on 04/04/2017 · [View permalink](#) 🔗

Rev

The word "Rev" is written in a bold, red, sans-serif font. The letters are slightly italicized, giving a sense of motion. A light grey, curved swoosh underline starts under the 'e' and extends to the right, ending under the 'v'. The swoosh has a slight gradient and a soft shadow effect.

a students perspective

Give STUDENTS a reason

Consistency is KEY

Value for time

My TIME at uni....

Apps should be an extension of your content