



NEW  
COLLEGE  
LANARKSHIRE

# BRAND & COMMS DASHBOARD

FEBRUARY 2023 – MAY 2023

## HIGHLIGHTS & PRIORITIES

- Launched applications and promotion for our free courses
- NCL Foundation launch night raising close to £20k
- Compiled short course brochure and organised maildrop to 90,000 to celebrate NCL 10th Anniversary
- Three hugely successful community open days took place, generating interested and awareness in NCL
- Part-time and Evening courses launched for applications
- Paid promotion for August 2023 continues on a range of media platforms
- Work is underway in association with Bright Signals on the new college website

## BRAND

Throughout this period, we launched our free course portfolio, generating close to 3000 applications. We also held three community open days at each of the main campuses, with over 2000 people attending across the events.

Part-Time and Evening courses for Autumn 2023 also launched and are open for applications.

## DESIGN

627

design jobs were carried out in-house for departments across the college, including 749 individual materials within those projects.

## SOCIAL MEDIA

Throughout this period we have focused on creating quality content across our platforms for our audience. Paid promotional activity was also ongoing for August 2023



Facebook profile visits

- Over 190,000 organic impressions
- Over 1.5m paid impressions

### Most popular posts:

- » Launch of Happy Shop
- » NCL Foundation Launch



- 110k impressions
- 484 likes
- Higher Education Awards – most popular tweet



- 6777 profile visits
- 116 new followers added
- Most popular posts: NCL Foundation Launch & Free course launch

## COMMS



- Stories including students renovating ACS Clothings trucks, student winning Royal Television Society Award and NCL student designing a new logo for CAMHS.



- New interface and updated features implemented on The Clan – increased usage over past quarter

### Communications activities also included:

Kick-starting video project with Film & TV department, highlighting some of the great staff and students across NCL.

## RECRUITMENT CAMPAIGNS

NCLs August 2023 recruitment campaign continued with digital marketing methods being the primary focus. August application numbers are positive at this stage and we also recently launched our portfolio of courses for part-time and evening programmes starting in August and September 2023.

A significant maildrop also took place, hitting the doors of approximately 90,000 homes in Lanarkshire generating close to 3000 applications for our free courses programme.

Further activity was also carried out throughout the campaign period, including:

- Lead generation
- Direct email
- 12-month paid SEO strategy
- PPC audit and paid strategy
- Organic social engagement
- Radio sponsorship
- Out of home media
- Postcode Geo-targeting

## EVENTS

- Schools- College Partnership Event
- SmartSTEM event
- International Women's Day – women in tech
- NCL Foundation Launch
- NCL Community Open Days
- Apprenticeship Awards