



NEW  
COLLEGE  
LANARKSHIRE

# BRAND & COMMS DASHBOARD

FEBRUARY – APRIL 2024

## HIGHLIGHTS & PRIORITIES

- Promotion of new degrees in partnership with UWS, including a large OOH presence in Lanarkshire and surrounding areas
- UWS degree open days and internal events to drive applications
- Graduation returned to Lanarkshire with 4 ceremonies taking place at our Coatbridge Campus, with hundreds of students graduating.
- Continuous promotion of August 2024 courses
- Launch of part-time and evening courses on the website for September 2024 onwards

## BRAND

Throughout this period, we continued to promote our full-time, part-time, and evening course portfolio. We created engaging paid and organic activity to help support recruitment as well as increase brand awareness.

We also launched our new 6 partnership degree programmes, running a series of internal events to help drive awareness and recruitment.

## DESIGN

# 208

design jobs were carried out in-house for departments across the college. Several highlights include the, Why Not Now campaign and UWS degree campaign, as well as creating materials for dept showcases.

## SOCIAL MEDIA

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



- Over 145,000 accounts reached
- Content interactions up 5% on previous quarter

### Most popular posts:

Launch of UWS Degree courses.

Damian Barr visits NCL!



- 52K views
- Popular tweets:
- Damian Barr visits NCL
  - Turing Trips



- Instagram reach of 56,000 impression
- 180 new followers in this period
- Over new accounts engaged with our page

## COMMS



- Stories including Damian Barr's visit to NCL. Nathan Young representing Scotland at the WorldSkills finals and the announcement of NCL being nominated for 5 Herald Higher Education Awards.



- Staff usage on The Clan remains high, with staff news stories proving to be popular amongst users.

### Communications activities also included:

Working closely on the launch of UWS degree promotion and coordinating the Damian Barr visit to NCL.

Writing the submissions for the Herald Higher Education Awards, resulting in a brilliant 5 nominations across a range of categories.

## RECRUITMENT CAMPAIGNS

Throughout this period, we continued promotional activity for our August 2024 courses. This included advertising on social media, Google Ads, out-of-home billboards and in Cumbernauld's Antonine Centre. To date, our August applications are extremely strong, with applications up by almost 20% year-on-year.

We have also commenced a standalone campaign to promote our new degree programmes in partnership with UWS. This campaign will consist of a strong social presence as well as out of home advertising in key locations across Lanarkshire and Glasgow.

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

- Internal and external events to promote our UWS degree programmes
- Four graduation ceremonies at our Coatbridge Campus
- NCL Apprenticeship awards
- SmartSTEM events
- NCL Science Week