UQ ABROAD
FACEBOOK GROUP

Presenter: Irene Hui
WHY FACEBOOK GROUP?

- **Statistics**

<table>
<thead>
<tr>
<th>Description</th>
<th>Percentage</th>
<th>Increase from 2012 data</th>
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<tbody>
<tr>
<td>1,013 UQ Abroad applications received in 2014</td>
<td>16.5%</td>
<td>16.5%</td>
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<tr>
<td>687 students commencing exchange in 2014</td>
<td>20%</td>
<td>20%</td>
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<td>3,200+ members, with 100 new members in the past month</td>
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- Groups are great for building sense of community (difficult to build with Pages)
- Connecting prospective, current and returned UQ Abroad participants
COMMUNICATION STRATEGIES

- Use a consistent friendly voice

- Allow open content (choose not to review or approve posts before they appear for the Group), but the group is constantly monitored in order to protect UQ’s brand and reputation

- Include a disclaimer “The views expressed by members on this account and the photos/videos/files posted by them are their own and do not reflect the views of The University of Queensland” in the group description

- 1-2 main admins in the office responsible for developing content, maintaining social media calendar, scheduling posts and responding to comments

- Main admins are supported by the whole UQ Abroad team that helps monitoring and suggesting post ideas. Also assigned as group admins, they can remove inappropriate posts or ban members if necessary.
WHY CLOSED GROUP?

ABOUT

3,211 members

Closed Group

UQ Abroad is The University of Queensland's student exchange program. You can study overseas in one of our 200 partner universities in 41 countries for one semester or one year while receiving credit towards your UQ degree. Why not combine study and travel, discover a new culture and establish a worldwide network of friends?

UQ Abroad Program can be counted as a primary activity under the "Global and Cultural Engagement" category for the UQ Advantage Award Program.

This group is specifically for current, returned and prospective UQ Abroad students so you can connect and interact with each other and discuss your exchange plans, e.g. host universities, courses, flights, accommodation etc.

If you would like to speak to a Student Exchange Advisor please email uqabroad@uq.edu.au. Happy Facebooking! :)

Note: All enquiries with specific reference to your exchange and containing personal information should be sent to UQ Abroad by email.

Disclaimer: The views expressed by the members on this account and the photos/videos/files posted by them are their own and do not reflect the views of The University of Queensland.

General information
CRICOS Provider Number 00025B
EXAMPLES OF STUDENT POSTS

Could anyone recommend which UK bank is best for exchange students to get accounts with easily?

Hey guys! I made a group for anyone who is coming to Japan for 2014! 日本で遊ぼうー!

Does anyone have recommendations for additional travel insurance? Particularly for the US and Central America?

What did people who have studied in Sweden find the cost of living like?

Hi, can anyone suggest a specific credit card deal that they have used and found useful on their exchange?
TIP 1: KEEP IT SHORT!

UQ Advantage Office

Love taking photos and selfies? Want to win US$400?

Join the U21 International Photography Competition. It is open to anyone - students and staff members - at a U21* university, where UQ is a member. Submit a photo that represents "Working Worldwide" to u21@universitas21.com by Friday 31 October. Find out more: http://bit.ly/1Q6sl

*U21 (Universitas 21) is a leading global network of research-intensive universities.
TIP 2: INCLUDE A UQ LINK AND USE bitly

Irene Hui UQ Abroad via UQ Advantage Office
23 June

Did you know what Brics nations are?
The Brics nations are Brazil, Russia, India, China and South Africa, seen as the world’s major developing economies.

Eight of the Top 10 Brics Universities (QS University Rankings 2014) are UQ Abroad’s exchange partners, including Tsinghua, Peking, Lomonosov Moscow State University and Cape Town. Find out more about your exchange options: http://bit.ly/1eFKCSk

Chinese universities dominate Brics nations league table 2014
China takes the majority of spots in this year’s QS University Rankings, while India...
TIP 3: BUILD A MEDIA LIBRARY AND ALWAYS USE IMAGES IN POSTS

It really has been the best experience of my life, it is impossible to give it justice, so I would recommend simply experiencing it for yourself!

Sally Proud

I could really feel a distinct sense of pride and joy among the students and staff at Berkeley; an energetic vibe that comes with studying or working at one of the most prestigious academic institutions in the world.

Anthony Chu
MORE TIPS…

• TIP 4: Post “high impact” posts (e.g. generous scholarships, exciting internships, free giveaways) early in the day so you have more time to manage.

• Tip 5: Know your audience and be mindful of the content (on-topic vs off-topic). Avoid cross-promoting irrelevant events.

• Tip 6: For inappropriate posts, save the post before deleting so you have a record. Follow OMC’s UQ Facebook Post Response Plan.

For negative or heavily biased posts, correct the misconception and reply in a positive tone “This is a community where members connect with each other and share useful information……”. You may need to contact the member off Facebook (e.g. email, phone, meet in person) to discuss the issue.
QUESTIONS? COMMENTS?

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