



Being Authentic

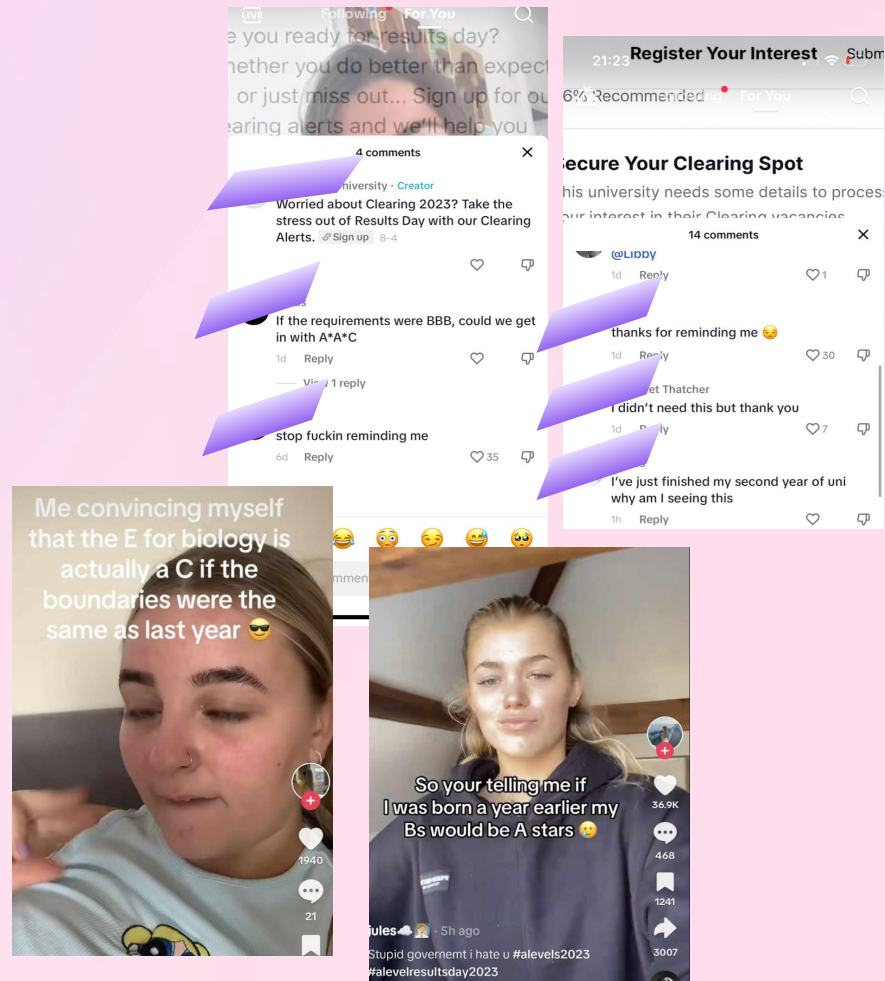
Social Media in Clearing

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Stop breeding negativity

- We've seen more negativity than usual online this month (see examples) →
- Remember, you are targeting an audience disproportionately affected by a cost-of-living crisis, an unexpected change to student loans and a negative grade adjustment.
- Authenticity is important. Don't miss the mark, or you might end up with negativity on your posts.

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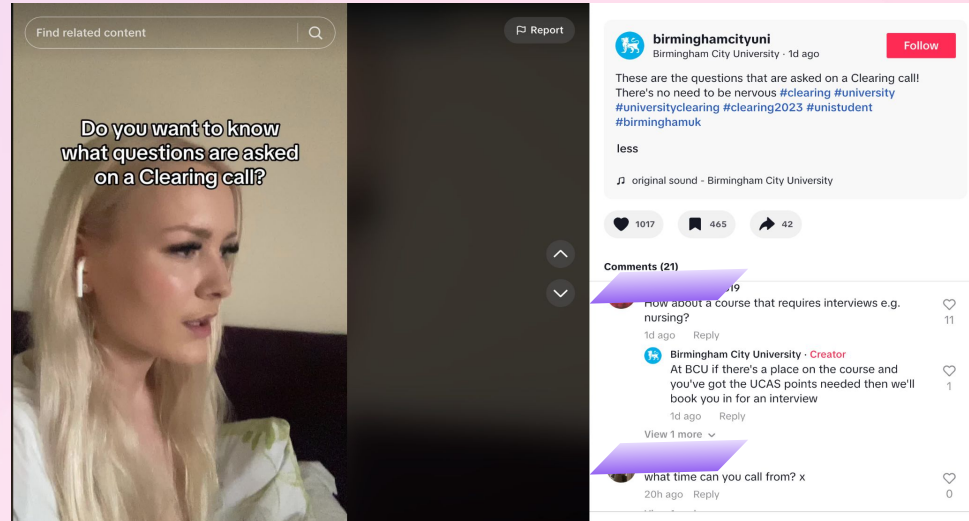


Here's 3 tips to speak more authentically and move away from the negativity

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1/ Stop over-explaining

- Students are responding negatively to patronising adverts and posts. Remember, negativity breeds negativity.
- This results in your institution having to ignore or avoid comments.
- **E.G.** Using user-generated content, Birmingham City Uni connected authentically which resulted in prospective students engaging positively with lots of questions for the BCU team to answer but also use to inform future content.



Watch the video

2/ Just have a little fun

- **E.G.** Newcastle's reel was a backfired attempt at a champagne pop that created the perfect outtake. Paired with some trending audio and they have an entertaining masterpiece that resonated.
- Don't forget to have a strong CTA.

Watch the video

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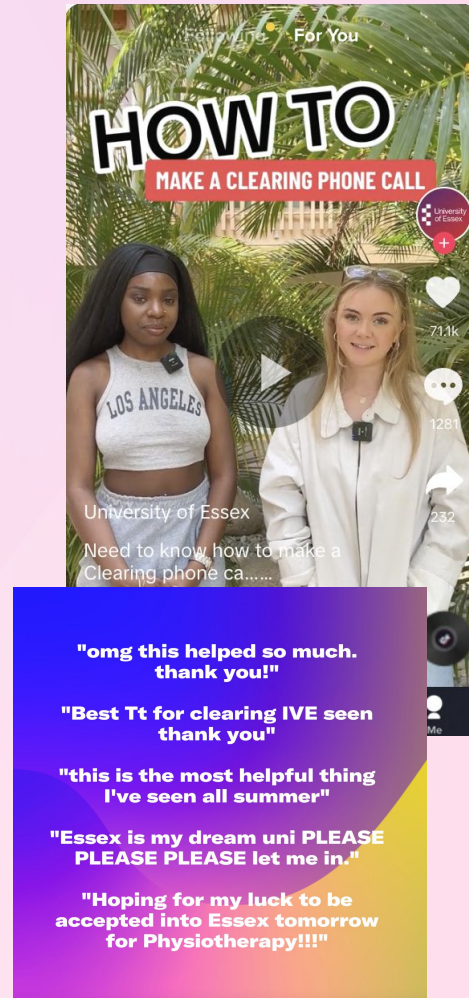
3/ Know your audience

- Results day data so far from Net Natives, Search activity indicates that traffic is coming from the following splits:
 - ◆ 28% female identifying
 - ◆ 16% male identifying
 - ◆ **55% uncategorised**
- What does this mean? **Stop trying to categorise people** with simplistic approaches and sweeping assumptions. *Create content that resonates with the person - not the demographic category.*
- “Going beyond behavioral measurements and connecting with the underlying motivations is not a luxury with this generation but a **necessity** in order to find the points of connection.” - [Understanding Gen Z report 2023.](#)

3/ Know your audience

- What do we mean by **motivations**?
- Give them what they want! Sussex published their grades on their social media posts. This will help widening participation efforts as well as being totally transparent with their audience.
- Stop assuming who they are and telling them how they feel. We loved Essex's Spark Ad which used current students, breaking the 4th wall, to tell their story. The comments say it all →

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Want to create the perfect TikTok?

Our wonderful partners have given us
this cheat sheet 🙄

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Creative Tear Sheet

Making TikToks is as Simple as 3x3

Tip #1



Frame **Vertically**

Tip #2



Let TikTok **Creators**
Take The **Lead**

Tip #3



Leverage The
Power Of Sound

Tip #4



Overlay **Concise**
& **Informative**
Text

Tip #5



Get Your **Key**
Message out **Early**

Tip #6



Include A **Strong CTA**

Tip #7



Break The **4th Wall**
By Addressing
Viewers Directly

Tip #8



Keep Your Story **Real** &
Entertaining

Tip #9



Ride The **Latest**
Trends

Want more ideas?

Let's start a conversation

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Partners

Google
Partner

2023
Microsoft Advertising
Partner