

Your university's LinkedIn presence: a case study

Sheffield Hallam University: Our LinkedIn pages

Our University Page

We primarily use this page for engagement with students and alumni. Broadly, it is a community management network. Our content is planned each week and is mostly based on news and events which we want users to engage with, but also includes posts by users, including recommendations. There are some customer service enquiries that we have to deal with, including course enquiries, and we endeavor to always answer these within 24 hours.

Goals we set for our posts include:

- motivating followers to take action (such as attend an event that we are hosting);
- informing users of new developments at the University (like a new building or new project); or,
- seeking engagement, e.g. asking followers for their memories of their time here.

Our University Page is one of the largest networks of its type, and has been ranked in the top ten university pages for number of followers. It has 84,608 followers (this number is automatically aggregated from users who list the University as either an employer or place of education). Of this total, 72,234 are alumni. Therefore, LinkedIn is an excellent channel for communicating with this group. It is significantly larger than most of our competitors, including Manchester Metropolitan University (66k), Leeds Beckett University (61k) and Nottingham Trent University (67k).



The Sheffield Hallam University page is at <http://linkd.in/1Cr6tdF>

Key details from the page:

- **Audience:** primarily alumni, but includes current students and staff.
- **Aims:** to share relevant news and successes; encourage conversation with students and alumni; and to motivate our followers to act.
- **Notable alumni showcase:** This section can be curated by page admins (members of the University's corporate communications team).
- **Featured group:** this section directs to the 'official' group managed by Alumni team.
- **List of similar universities:** this is generated based on their alumni's careers.

Data collected May 2015

Our Company Page

We use this page to highlight the University as an employer and to showcase its role in the city region. Our content is often based on events which we want users to engage with, or reputational news with which we want to inform users.

Goals we set for our posts include:

- informing users of career opportunities;
- motivating followers to attend a relevant event;
- informing users of new research or business opportunities; and seeking engagement through content.

Further resources:

Resources including guidance documents, presentations and videos relating to LinkedIn University Pages can be found at <https://university.linkedin.com/higher-ed-professionals>



The Sheffield Hallam University Company Page is at <http://linkd.in/IHQcwJ8>

Key details from the page:

- 12,545 followers (who have chosen to follow our page).
- **Audience:** potential employees, local industry, city region.
- **Aims:** showcase the University as a HEI, an employer, and profile its role in the City Region.
- **Company information:** number of employees, date founded, address, website.

Data collected May 2015

Written by Sheffield Hallam University Marketing department

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