



UNIVERSITY OF
LINCOLN

Authentic Video & TikTok

Partnering with students to enhance
the digital student experience

Tom Wright – Director of Digital Student Experience



The Student Life approach

- Easing transition, reducing attrition, enhancing outcomes
- Working in partnership with students
- Engaging content created by students for students
- Providing authentic, peer-to-peer advice and guidance
- Enhancing graduate employability



Student Life

Student Life UNIVERSITY OF LINCOLN

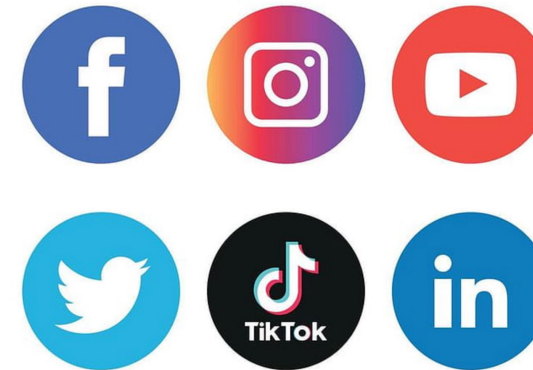
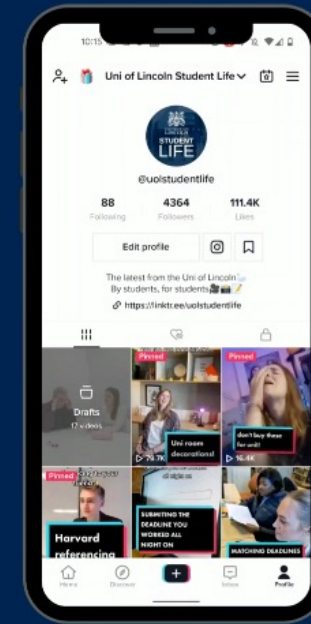
Being independent Socialising International Mental Health & Wellbeing Studying Meet the team

ARTICLE
Why people don't reach out
If you or someone close to you is struggling with a mental health disorder, you may find that it's difficult...

ARTICLE
Helping yourself on a bad mental health day.
Bad mental health days can often spring up out of the blue, at the worst time, or during a particularly...
BY [HANNAH COURTNEY](#)

studentlife.lincoln.ac.uk

@uolstudentlife



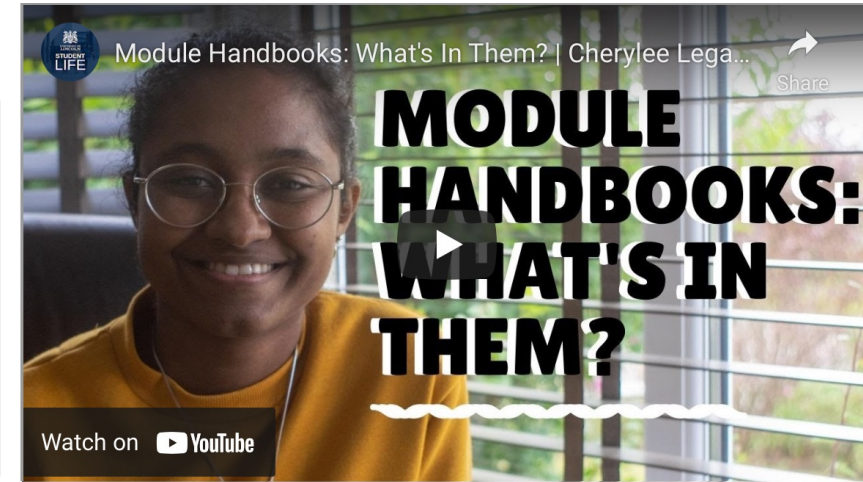
@UoLStudentLife



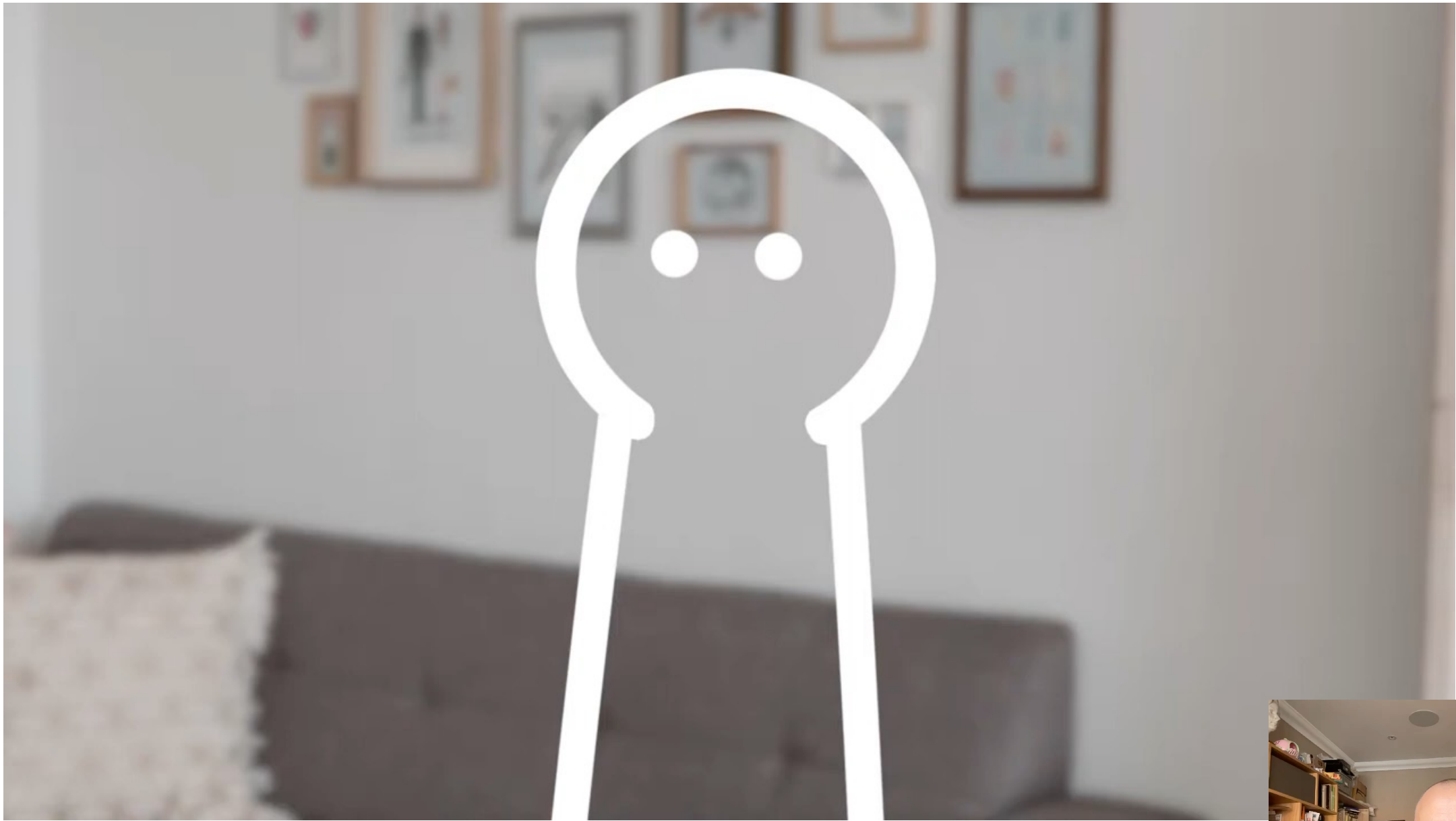






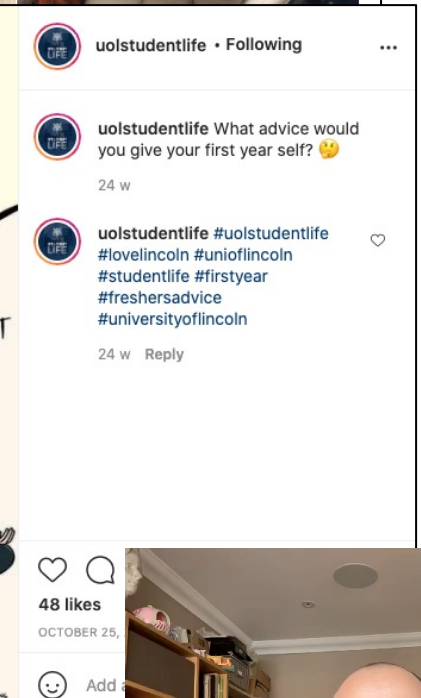
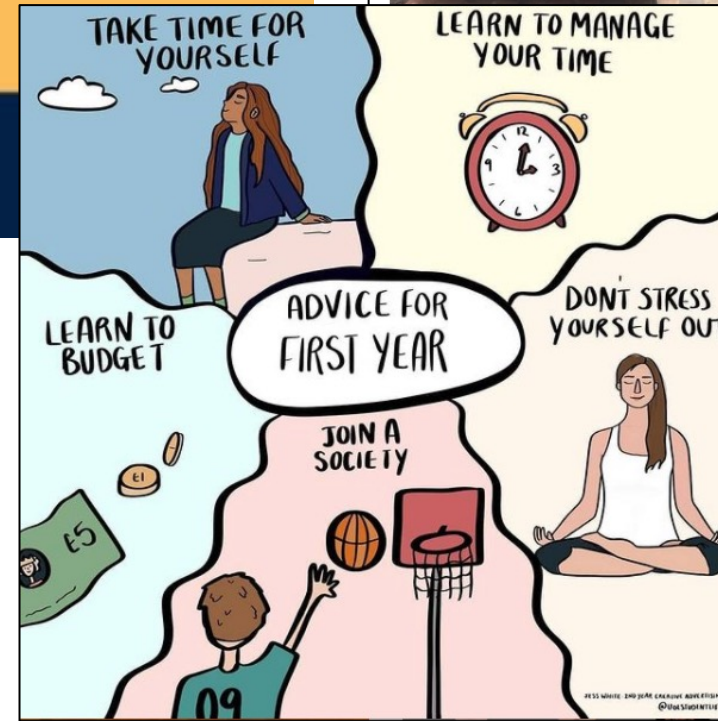
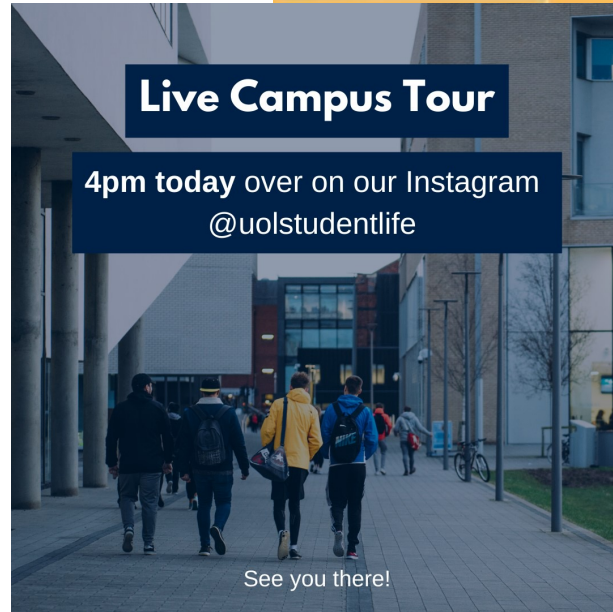






Reaching the students

Social media content



Student Life







1,405 Views 21 Likes 1 Comment 0 Shares





331.8K Views 30.5K Likes 141 Comments 2,824 Shares

-  **Caitlin** ❤️
no one else think she sounds like the people who read out the news on the radio or tv
2020-2-15 591 Likes Reply
-  **Em** ✌️ • Friend
(I'm the one who made this video) I did a degree in journalism so yeah you're absolutely right 😂 I basically have a permanent news voice now 🤪
2020-2-17 1 Like Reply
-  **els** 🤩❤️
i was legit bout to comment that
2020-2-17 2 Likes Reply
-  **Stranger things army**
I was about to say that
2020-2-17 1 Like Reply





225.5K Views 17.5K Likes 139 Comments 302 Shares

- Billie White**
Slides are the most important for the shared kitchen
2020-8-7 12 Likes Reply
- Jazmine** 🍺
a mattress protector and lamp
2020-8-7 12 Likes Reply
- Jaydeen Sarah**
And fairy lights essentials here
2020-8-7 13 Likes Reply
- Tatiana**
TEA TOWELS AND OVEN TRAYS
2020-8-7 12 Likes Reply
- User007**
A CAN OPENER
2020-8-7 12 Likes Reply





u know

door stops mean u can't claim insurance if u get robbed doe

2020-8-8 13 [Reply](#)



harry <3

we got shouted at for using doorstops as it's a fire hazard to prop open fire doors

2020-8-8 12 [Reply](#)



J

ppl saying door stops arent necessary but i spent a year using a suitcase to hold the door when i was getting ready & wanted to talk to my flatmates 😞

2020-8-6 59 [Reply](#)



Charlie

a lot of buildings say you can't have one in the tenancy agreement because it's a fire hazard

2020-8-9 2 [Reply](#)



Charlie

If the door is a fire door they shut in case of fire and it prevents the fire from spreading as quickly. you can still get out if trapped but close

2020-8-9 1 [Reply](#)

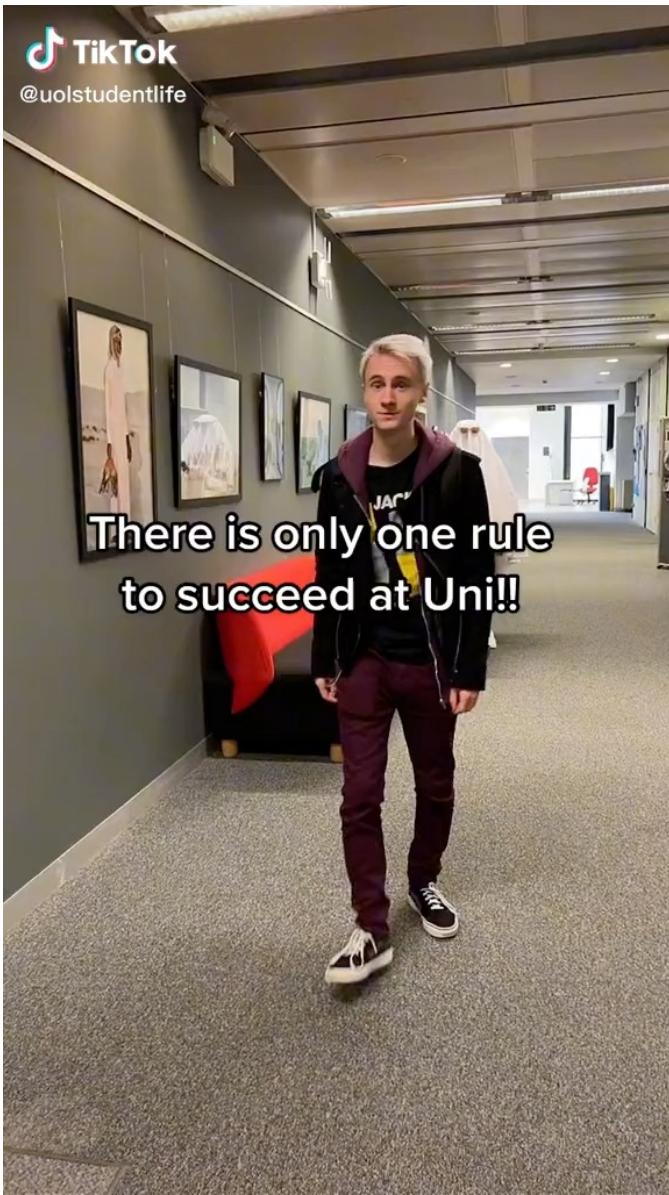


J

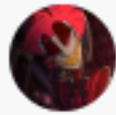
omg really? i actually didn't know that

2020-8-9 0 [Reply](#)





843.0K Views 76.6K Likes 315 Comments 415 Shares



Shery Yacob

My dear friend ...that's not a rule ...if the professor just reads the slides...my boy imma read them at home



1495

2022-10-26 Reply



trohnenje

depends. most of them just read off slides i just show up for the friends 😂



3

2022-10-25 Reply



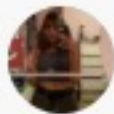
ape

the day they stop reading slides and start teach is the day I show up



751

2022-10-25 Reply



aspyn:)

are we not gonna talk about the ghost b

2022-11-3 Reply







uolstudentlife

Uni of Lincoln Student Life

Edit profile

122 Following 6274 Followers 313.4K Likes

The latest from the Uni of Lincoln 🦢
By students, for students 📹📷📝

Video views

213,251

+11,784 (+5.85%) ↑

Profile views

2,718

+278 (+11.39%) ↑

Likes

11,112

-3,091 (-21.76%) ↓

Comments

326

+208 (+176.27%) ↑

Shares

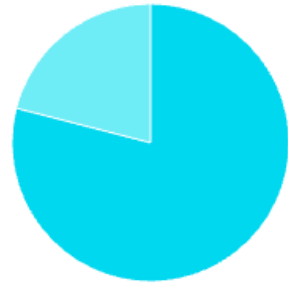
1,488

+997 (+203.05%) ↑





Gender ⓘ



21% Male

79% Female

Top territories ⓘ



Follower activity ⓘ

Data displays in your local time (UTC+0h)

9pm



The TikTok team

- Regular paid shifts – 4 hours per week
- Research trends and come up with ideas
- Collaborative planning meetings
- 2 hours filming scheduled each week



TikTok top tips

- Make bespoke content – don't repurpose from other channels
- Post regularly and consistently to maintain views
- Monitor and report weekly to keep on top of trends and adjust content plans
- Actively encourage commenting and tagging to boost reach
- Importance of search as well as the algorithm



Any questions?



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