THE LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE

Short, Sharp & Student-Led: Rethinking Digital Communication for Gen Z

Speaker: Lina Filippidi, Head of Social Media, London School of Economics and Political Science

LSE is a world leading university, specialising in social sciences, with a global community of people and ideas that transform the world.

Rethinking Digital Communication for Gen Z

From economics and philosophy to geography and politics, LSE academics conduct social science research that makes a lasting impact on society. Research is often complex and not visually appealing.

The puzzle: How can we share LSE's specialised research on social media in an engaging way that reaches target audiences and beyond, and also does not break the bank?

The Strategy: Relatability and Relevance

Our plan was to work with our student content creators to adapt written content published in LSE's online magazine ***Research For The World,*** and produce student-led short form videos that aim to boost attention, emotion, accessibility of LSE's specialised research.

The key components of this strategy are relatability and relevance, achieved by pivoting students to the role of presenters.

The Process Behind the Scenes

Article → Script → Shoot → Edit → Review → Post

Using resources already at our disposal:

- One-page scripts with a clear call-to-action pointing to the magazine site for more
- Person-to-selfie-camera format (visually engaging and platform appropriate)
- With students as presenters we achieve a friendly tone of voice and peer-to-peer approach to the primary demographics of our online community
- Green-screen filter allowing visual enhancements, and subtle background tune
- Subtitles for accessibility

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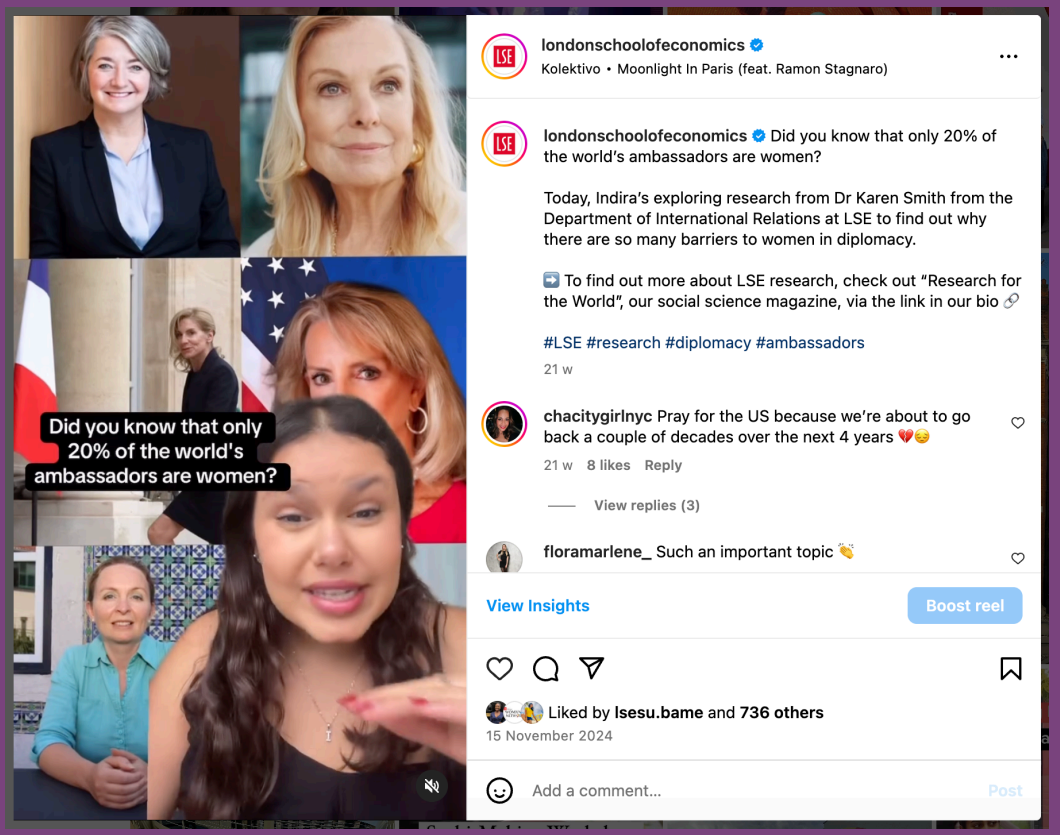

Examples

Book promos

Views: 45.9K (non-followers: 33.4K)
Interactions: 1,085 (saves: 240)

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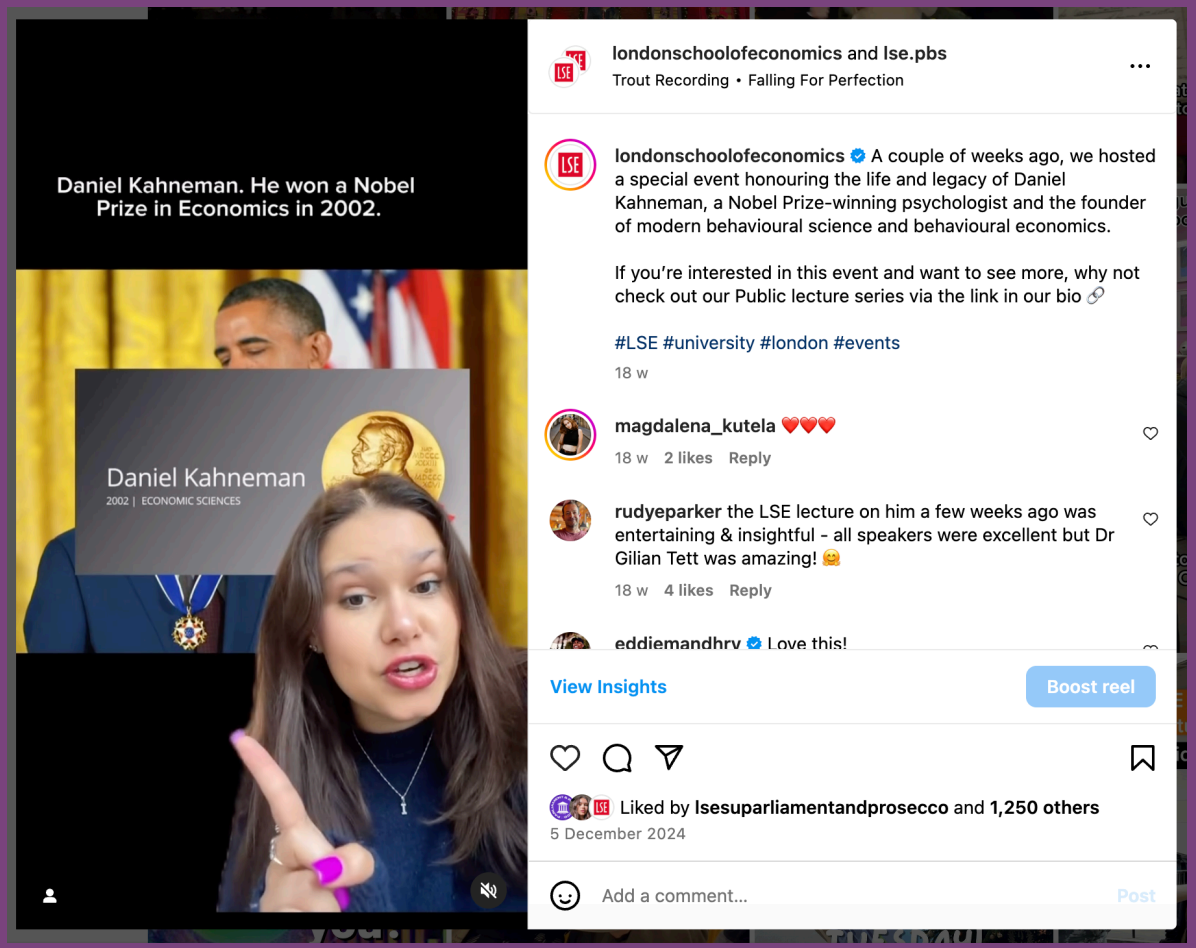
Public lectures at LSE

Views: 52.8K (non-followers: 35.4K)

Interactions: 1,534 (saves: 250)



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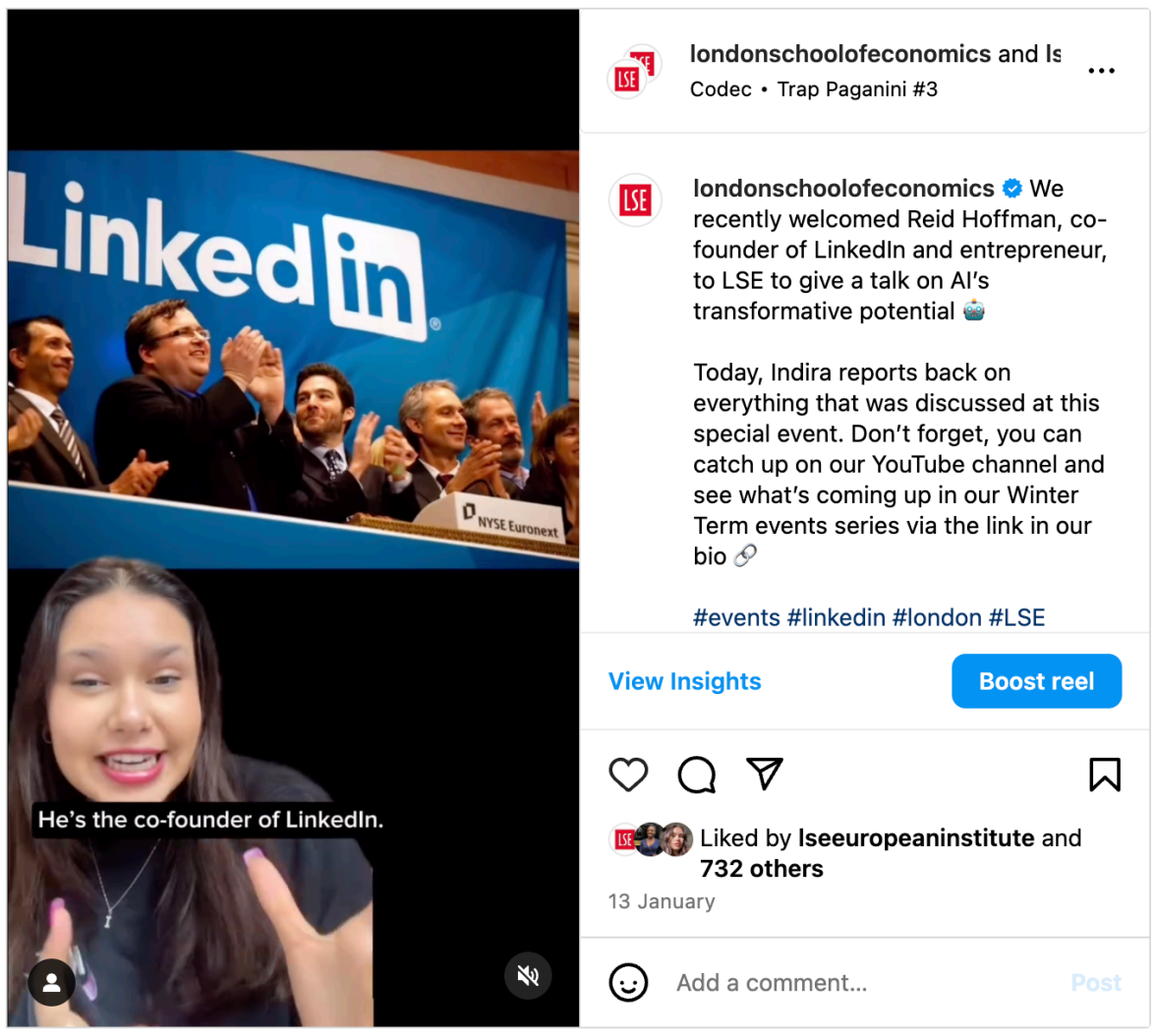
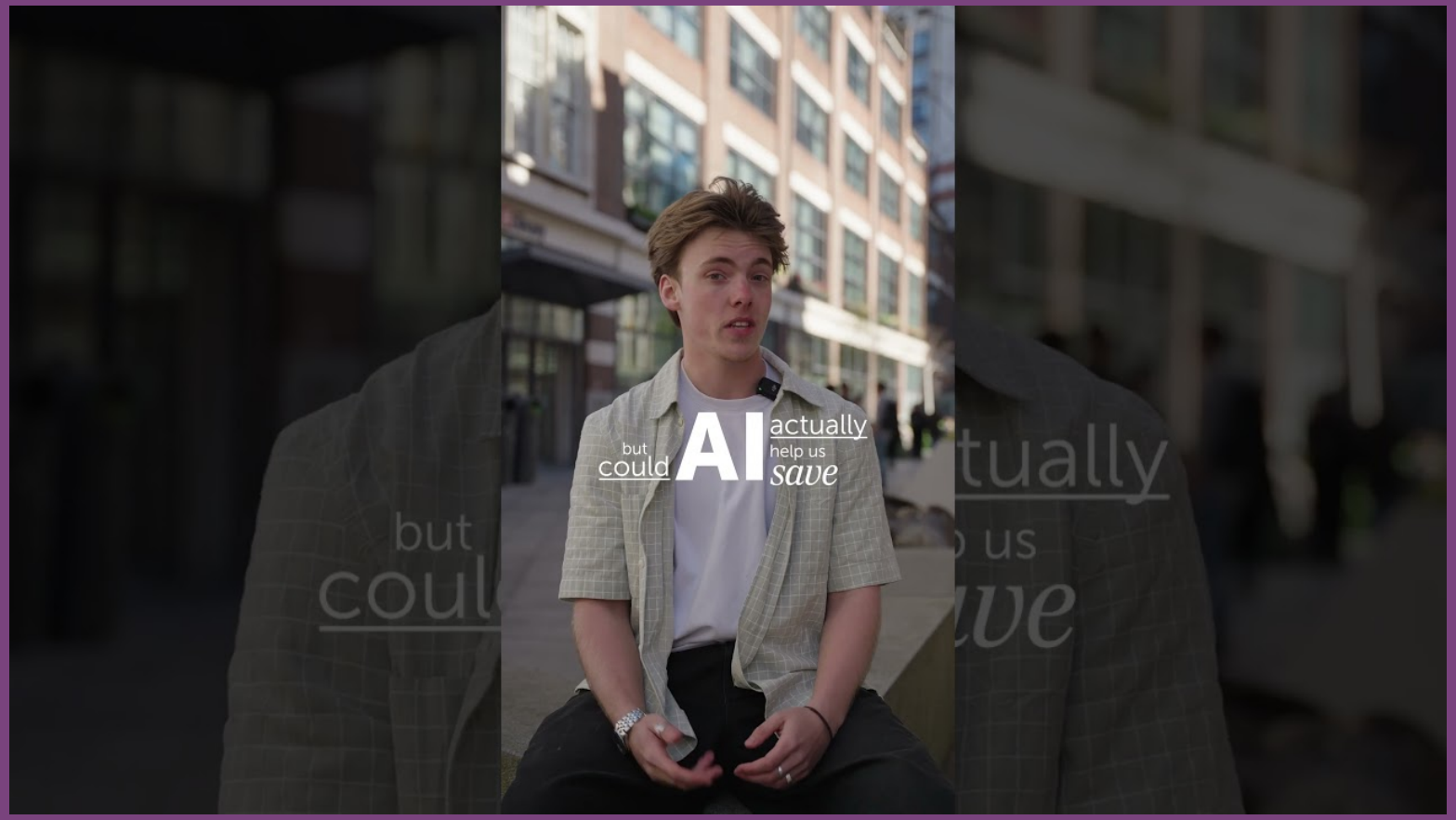
Public lectures at LSE

Views: 46.5K (non-followers: 44.2K)
Interactions: 950 (saves: 185)



AI series redux

40.9K views
(50% non-followers)
742 interactions
(14% non-followers)



AI series redux

52.2K views
(50% non-followers)
30.7K reach
1,134 interactions
(19.4% non-followers)

AI series redux

51.3K views
(57.5% non-followers)
30.9K reach
837 interactions
(19.7% non-followers)

Achievements

We are very proud to see that the series:

- Forms now established, flagship content on our platforms, student presenters are recognized by the community, and viewers have been ‘educated’ and engage with the content
- Was shortlisted for a UK Social Media Award in 2024 and was featured on Times Higher Education
- Has soft-marketing value for our target audiences of prospective applicants
- Has contributed to student participants building transferable skills and career motivation

Challenges

The main challenges we have encountered are:

- Potentially repetitive format in a social media environment oversaturated by videos
- Maintaining a balance in tone of voice (friendly yet informative and serious)
- Time constraints (student schedules, term time, edit and review rounds)
- Training challenges and managing expectations

Tips

My advice if you want to try something similar at your organisation:

- Consider carefully the resources at your disposal and choose wisely where to direct budget and manpower
- Keep the tech simple
- Invest time in researching competitors, brainstorming ideas unique to your organisation, and training participants
- Build a simple format and clear call-to-action
- Do not be afraid of testing strategies - ‘trial and error’ is the way to learn

Questions?

Thank you.

Scan me