

A photograph of two young women sitting outdoors, possibly on a stone wall, working together. One woman is using a laptop, while the other is holding a tablet. They are both smiling and looking at the devices. The image has a strong blue color overlay.

# Digital content for digital natives.

Give your school or sixth-form college a competitive edge in this new digital world.





# Contents.



# Digital first.

# Real world second.



Our increasingly online world of limited face-to-face contact is changing the way parents and pupils are choosing their next school or college. To stand out in this challenging and competitive environment, especially at key transition times, schools need a new set of tools and skills. This is where we can help.

Campuslife are experts in digital communication and engagement. For over a decade we've worked with the UK's universities to help sixth-form students make the transition into higher education. Now we're delighted to be working with schools and sixth-form colleges to ensure their new students feel settled, excited and fully prepared for their next stage of education.





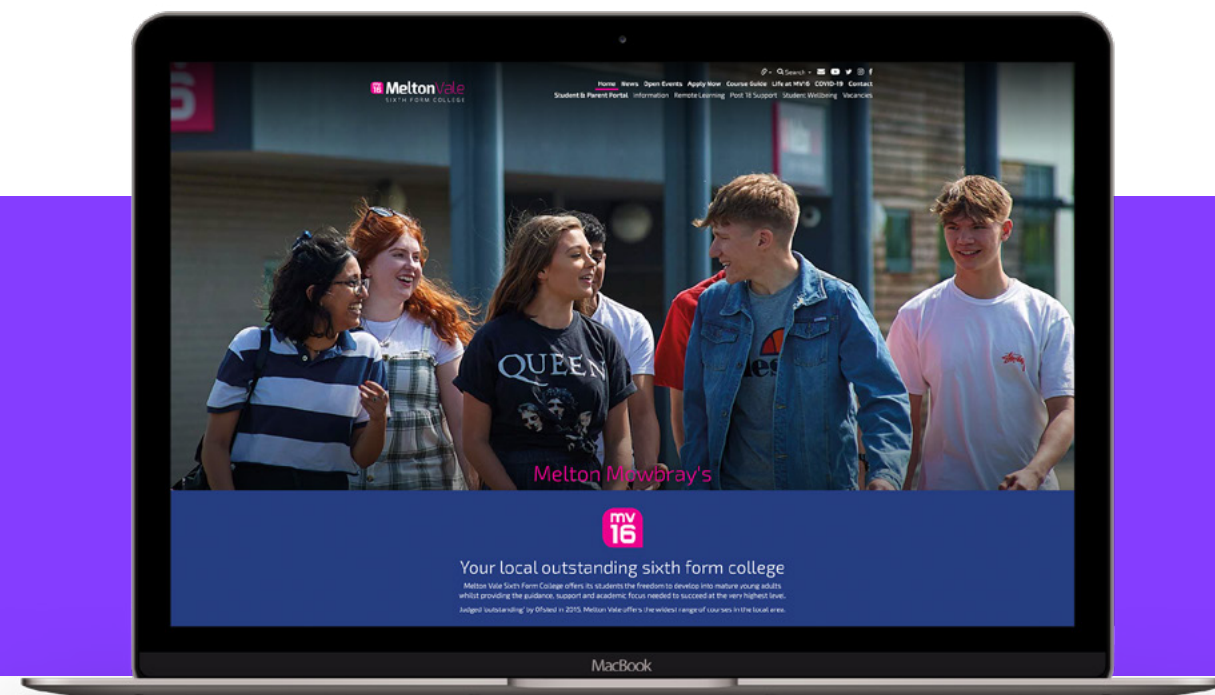
# How we can help.

We can make your school or sixth-form college stand out and give it a competitive edge in this new digital world. We offer the tools, skills and experience to help you make your primary and secondary liaison more effective and your transition packages reassuring for parents and pupils.

We create high quality, exciting content for parents and pupils alike: our video tours bring your school to life online, our virtual taster lessons showcase your teaching quality and our social media toolkits help you stay first and foremost when it comes to school choice. We guide you through the process and take care of all the details, to make working with us easy and fun.



**Other schools are  
already benefiting  
from our services...**



**Kirstie Johnson**  
Head of College  
Melton Vale Sixth Form College

**Vicky Lloyd**  
Principal  
Stamford Welland Academy

**Here's what other head teachers have to say about the difference we've made.**

**You can see examples of how we've helped academy schools on our website.**

**“** *I'm absolutely delighted with the video. It has been praised highly by my senior exec head and has been very popular with our students and parents. It's all gone live on our social media and being very well received.*

*The instructions on the PDF were absolutely brilliant for a time-deprived headteacher.*

*The fact you had done the title, blurb and tags made it very straightforward. It's on our YouTube channel and has been promoted through Insta and Facebook. It's been a pleasure working with you guys, so thank you.* **”**

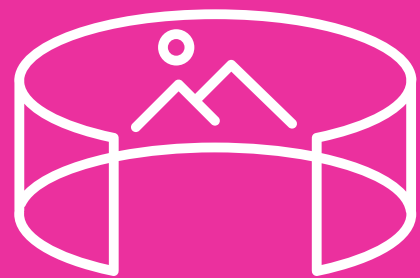
**“** *Because of COVID, we weren't able to hold our usual open evening for prospective students and parents. We still wanted to showcase Stamford Welland and all we have to offer, and help parents make a decision on the right secondary school for their children.*

*We're absolutely delighted with the result Campuslife have created for us. The reach of the video has been phenomenal, with over 16,000 views on our Facebook page alone!*

*It is far better than we could have hoped for and the feedback from parents and our local community has been fantastic! We now have a brilliant tool with which to market our school and we hope to work with Campuslife in the future, to add to and develop the video as our school changes.* **”**

# 3 key ways

# we can help...



360 Video  
Tours



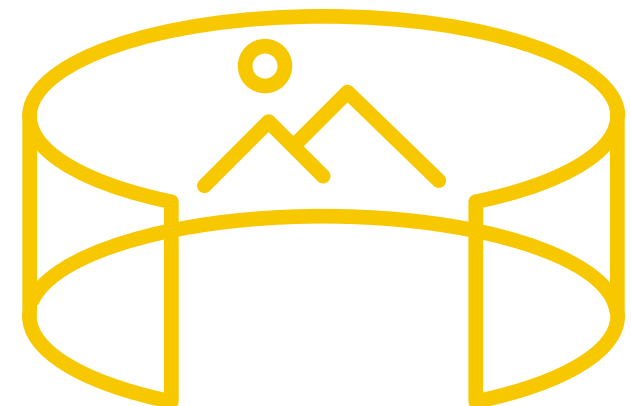
Virtual Taster  
Lessons



Social Media  
Toolkits

We craft solutions that are bespoke to your school's needs. These are some of our most popular package to raise your online presence and help you stand out to parents and pupils.





# 360 video

# tours.



Many students starting secondary school or a sixth-form college this September will have had limited opportunities to visit their school or college in person. This may create a sense of anxiety for some students (and parents), which potentially makes the transition process more difficult. Add to this the impact that the pandemic has had on both young people's education and mental health and wellbeing, and the transition process becomes even more problematic.

360 video tours allow prospective students and their parents to explore your school or college in their own time and at their own pace. They have full control of the camera's view, letting them explore and see the parts of the school they are most interested in. 360 video tours are a hugely engaging way to promote your school or college facilities and help new students and parents familiarise themselves with the environment, in the absence of physical open days and visits.

**Guide cost from £4,000**





# Virtual taster sessions.



Get prospective students and parents excited about the teaching they could be experiencing at your school or sixth-form college with a series of virtual taster lessons.

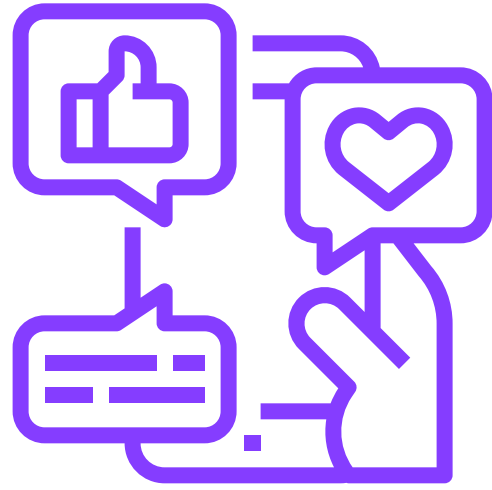
Prospective school students can receive their own personalised lesson kit through the post containing all the materials they need to take part in the lesson. This personal touch is a way to communicate with Year 5 students, who may not have personal email addresses. It is also likely to be talked about by parents and shared on their social media, plus

is a great talking point for children in the school playground – igniting a thirst for knowledge and creating a sense of excitement about the next stage in their education journey.

For older students who may have already an online presence, virtual taster sessions can be delivered on social media like Instagram Live, with digital worksheets available for download through social profiles or emailed out to student email addresses. These sessions can be re-edited by Campuslife and promoted again, increasing engagement beyond the event.

**Guide cost from £7,000**





# Social media toolkits.

Digital first, real world second. That's the order in which parents and students will now choose their next education provider. And social media is often the first touchpoint where a school or college can make a lasting impression.

Our social media toolkits come in blocks of content allowing you to pick and choose the digital marketing material you need. Whether it's promotional videos, student testimonials or teacher Q&As, we help you create a digital marketing strategy that's based on what you need.

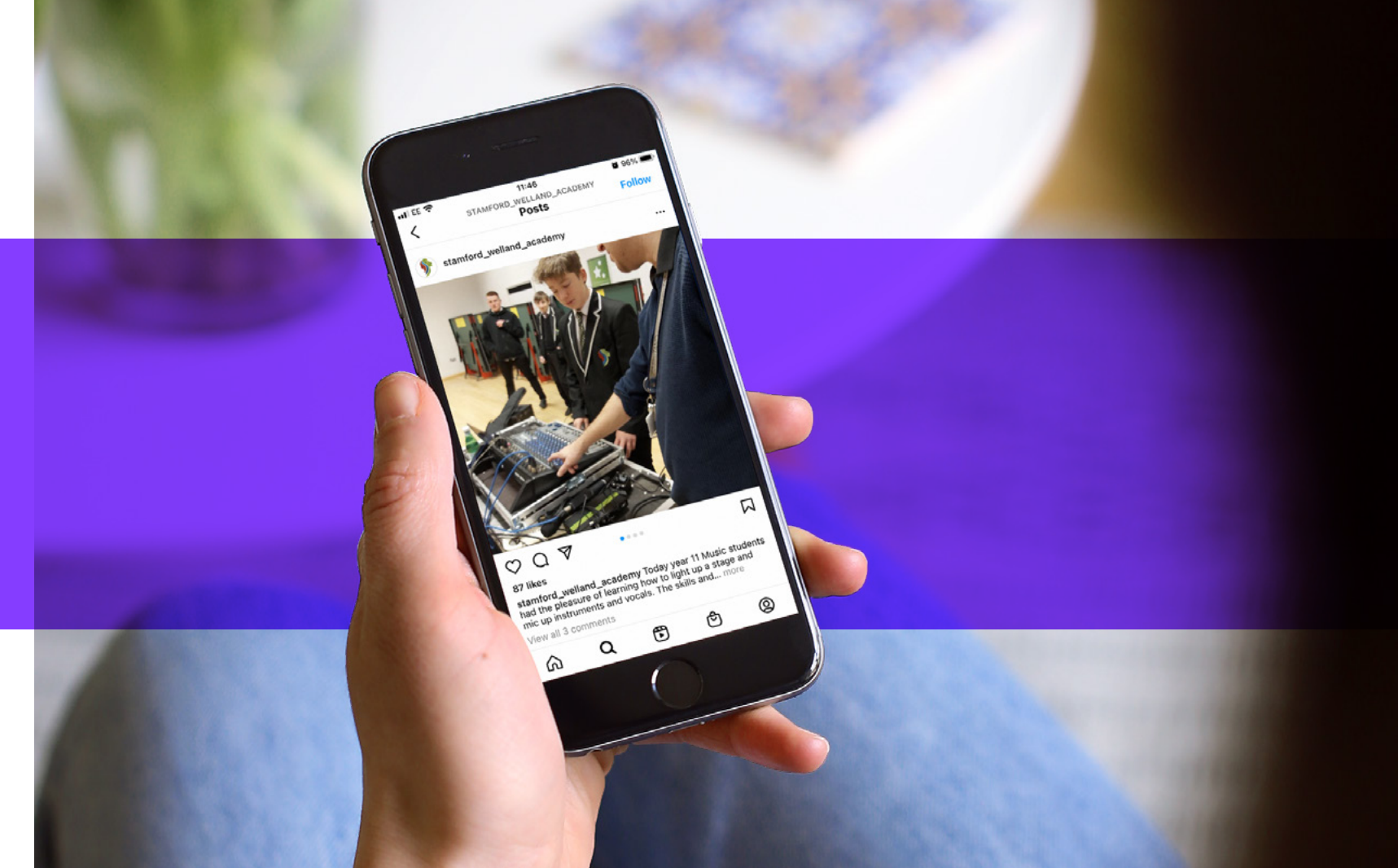
We'll create each piece of content, filming with you and your students, taking photos of your school or college, then build and deliver a social media strategy that delivers the results you need.

And because it's designed in building blocks of content, you can add to it throughout the year, ensuring maximum budget efficiency.

**Guide cost from £1,500**

## Example social media content blocks:

- Student testimonial videos
- Teacher Q&As
- Promotional video
- School walking route video
- Social media advertising management





# Want to know more?

Find out more about how we can help your school enhance its presence and promotion online.

Visit

Or please get in touch. We'd be happy to explain our services in more detail, answer any questions and offer a bespoke quotation for the service packages you need.

Contact Vanessa Freimuth at [vanessa@campuslife.co.uk](mailto:vanessa@campuslife.co.uk) or call

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