



**Effectively telling stories
that raise reputation,
rankings and recruit students**

Sarah Bostock - Loughborough University



HELLO

- **Head of Strategic Marketing at Loughborough University**
- **Leader of University marketing teams since 2018**
- **Marketing fanatic since 2006**
- **On a mission to change the way we do
Higher Education marketing**

WHAT WE'LL COVER

- **Understanding our wider purpose**
- **How to effectively tell that story to raise reputation, rankings and student recruitment**
- **Why we all have a role to play in telling our story**

WHAT YOU'LL TAKE AWAY

- **Thoughts on the practicalities of a long-term, brand and content-led approach to HE marketing**
- **Campaign and framework examples to use when approaching reputation building**
- **Ideas, inspiration or reassurance**



WHAT

ARE WE HERE FOR?

RESEARCH ISN'T JUST FOR RESEARCHERS


- it's what we're all about**
- it defines, distinguishes and inspires**
- a single good research story
can be told in so many ways,
even to recruit students**



CASE STUDY:
GUANTANAMO

theCanary Independent Media | Campaigning

Guantanamo Bay should close, says former detainee Mohamedou Ould Slahi



The US must close the Guantanamo Bay detention camp because it is making a mockery of the rule of law and human rights, according to a former detainee.

Mohamedou Ould Slahi spent 14 years incarcerated without trial. US authorities accused him of involvement in planning the September 11 atrocities.

Slahi arrived in Guantanamo Bay in 2002 after secret rendition through Jordan and Afghanistan. He was then subjected to torture, including assault, being blasted with heavy metal music and strobe lighting and deprived of sleep for 70 days.

Guantanamo Bay should close, says former detainee

Mohamedou Ould Slahi spent 14 years incarcerated without trial after being accused of involvement in planning the September 11 atrocities.

Neil Martin Sunday 16 March 2022 02:43



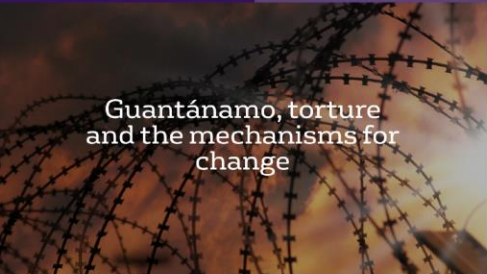
Guantánamo should close, says former detainee and the Human Rights Implementation Centre

Press release issued: 16 March 2022

20 years after Guantánamo Bay opened, the Law School's Human Rights Implementation Centre (HRIC) hosted a discussion with Mohamedou Ould Slahi who was tortured and detained there without charge for over 14 years.



A 'Guantánamo Conversation' panelists (L-R) Nancy Hollander, Mohamedou Ould Slahi and Professor Sir Malcolm Evans



Guantánamo, torture and the mechanisms for change


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LEGAL FRONTIERS



In March 2022, the University of Bristol's Human Rights Implementation Centre (HRIC) hosted an important guest: Mohamedou Ould Slahi was detained at the notorious Guantánamo Bay detention camp, without charge, for over a decade. His visit to Bristol marked 20 shameful years of the facility's existence - and also put the spotlight on the significant role that Bristol researchers have played in reducing incidence of torture around the world.


Mohamedou's story and the research of the HRIC bring into sharp focus the need for mechanisms that hold States accountable for their crimes - and for Guantánamo to not become a shield behind which others committing such acts can hide.



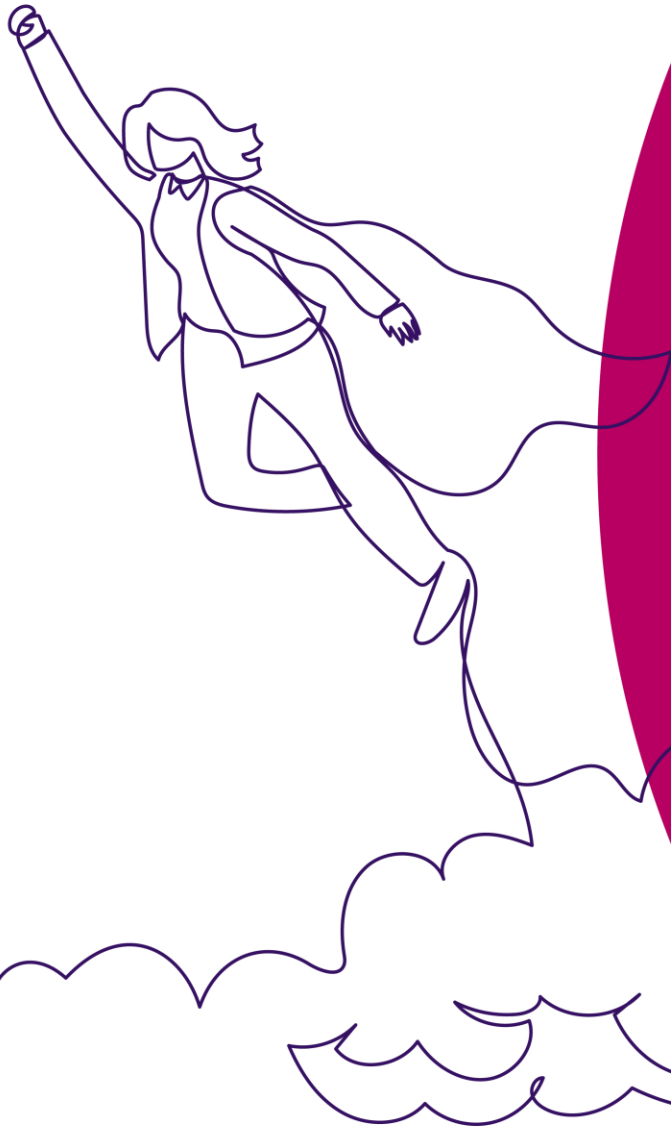
Mohamedou Ould Slahi was detained at Guantánamo Bay detention camp for 14 years without charge.

- Multichannel campaign to highlight world-leading research into torture prevention
- Academics, Human Rights partners, research partners, collaborators and funders, prospective PGR/PGT, staff and students, local NGOs
- 170% increase in traffic to research pages
- 100% listen time
- 31 new applications

A shameful anniversary
Raising awareness

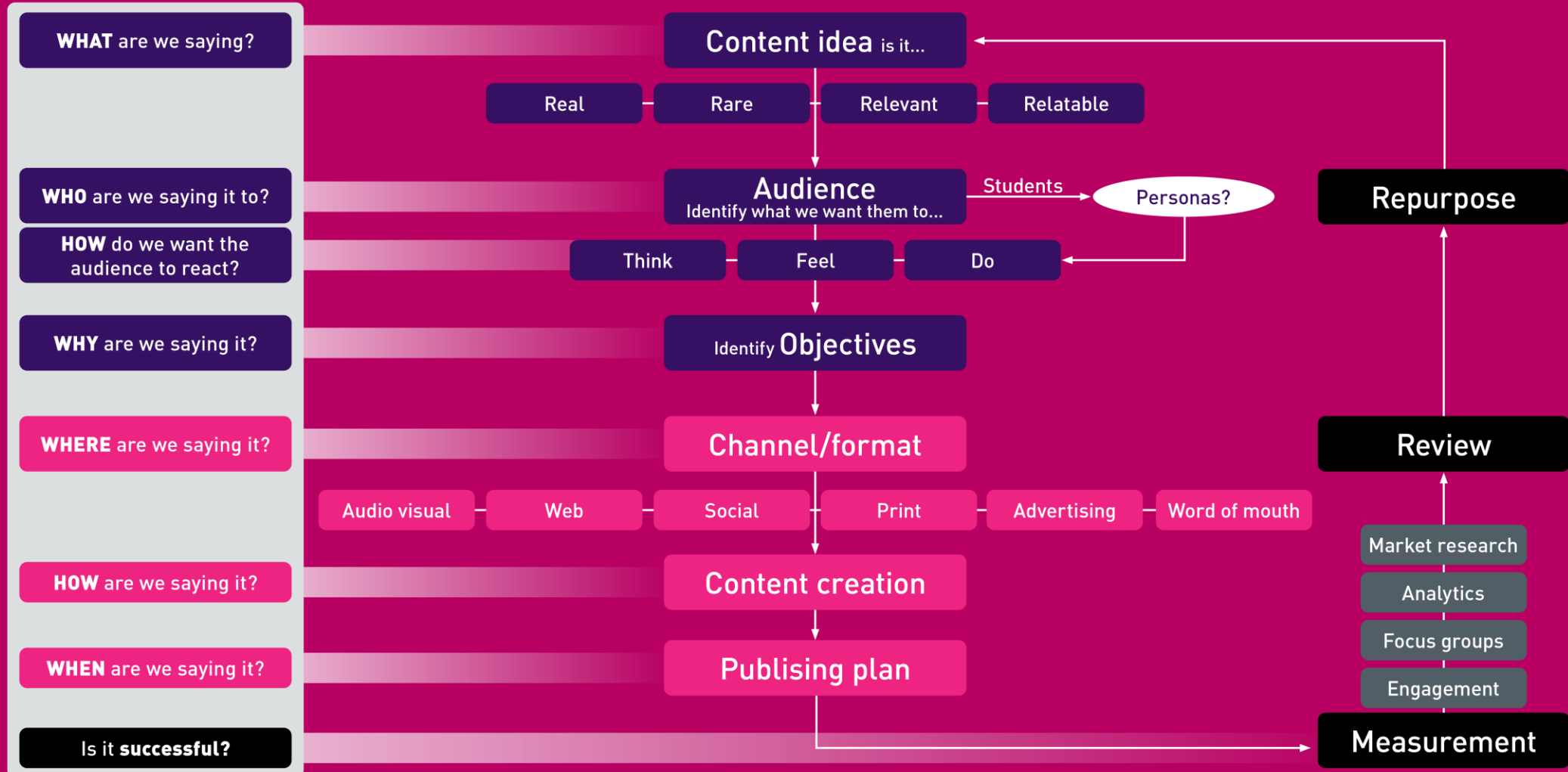


**FOCUSING
ON YOUR
HEROES**



- **find the stories and individuals that most represent your purpose and strategic aims**
- **understand how to tell those stories to all your audiences, amplify and repurpose**
- **find an operating model or framework that helps you achieve this**

Content with purpose



Storytelling ecosystem

Owned

- Academic comms
- Industry comms
- Internal comms (Blackboard, Sharepoint, Email, Newsletter)
- Alumni, philanthropy and supporter engagement comms
- Corporate, devolved, LSU and Partner Social Accounts
- Campus signage and screens
- Staff and Student comms
- Volume
- Prospective UG, PGT, PGR student comms



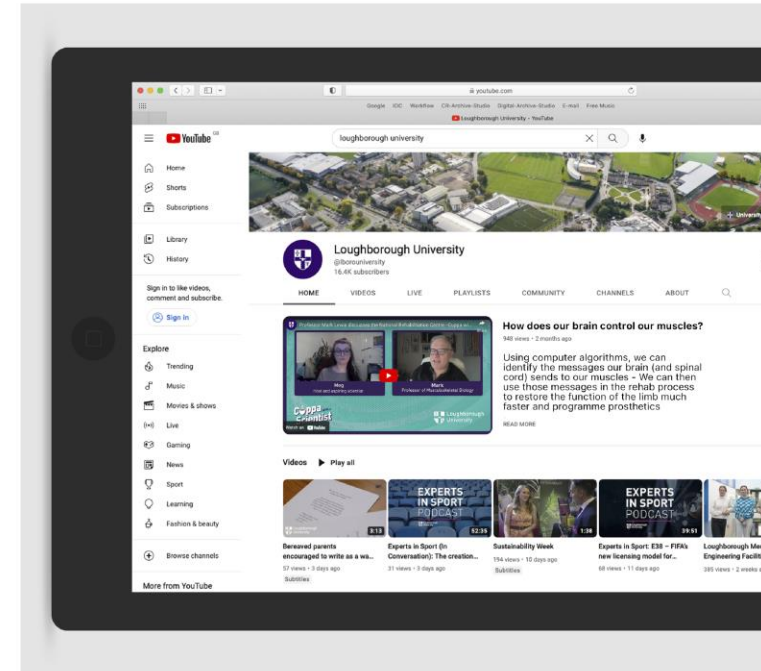
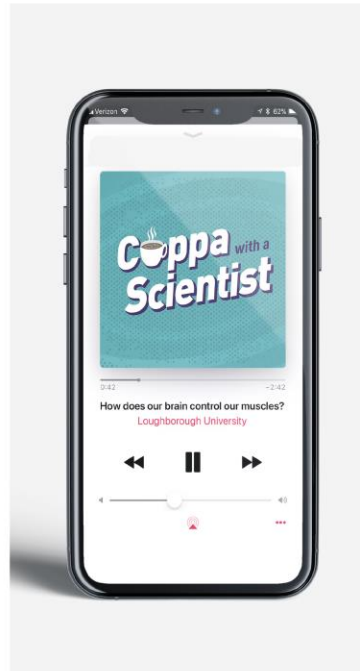
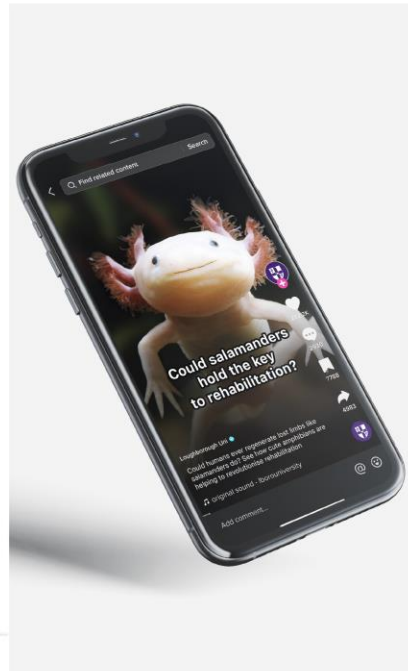
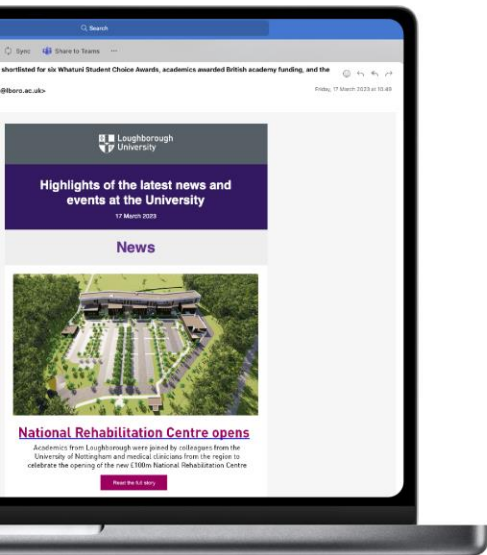
Earned

- International news and features
- Regional radio
- Academic publication editorial
- Industry publication editorial
- Digital news
- Regional TV
- Digital forums and blogs

Paid

- Local / Regional and International print
- YouTube / Video on Demand
- Podcasts / Digital audio
- Digital display
- Direct Digital w/ Regional Publications
- Social media
- TV on Demand
- Native

**CASE STUDY:
NATIONAL
REHABILITATION
CENTRE**





**CREATING
CREATORS**

Loughborough University
 @lborouniversity
 Loughborough University, a UK top 10 University with an unbeatable student experience and excellence in teaching, research and sport.
 Loughborough | lboro.ac.uk
 Joined Aug 2009
 1.6K Following 56.4K Followers

Lboro University @lborouniversity 1d
 With global demand for #rehabilitation set to grow, find out how researchers from @lborouniversity and @UniofNottingham are working with clinicians to transform provision and improve patients' lives @NRCrehabUK



Prof. Dan Parsons @LboroUniversity
 @bedform
 Pro-Vice Chancellor @LboroUniversity.
 Prof Geosciences: floods, sediments, plastics, sustainable energy & net zero
 Science & Technology
 East Midlands, England
 lboro.ac.uk/services/vco/s...
 Joined March 2011
 9,003 Following 10.7K Followers

Prof. Dan Parsons @Lboro...
 If we can deliver rehabilitation assessments and monitoring remotely, think how this will help us to reduce our carbon footprint in this space – great work from @lborouniversity colleagues in #rehabilitation @NRCrehabUK @UniofNottingham



Ishara Dharmasena
 @isharagjhanth
 EPSRC Doctoral Prize Fellow, Loughborough University
 Loughborough, England | Joined August 2013
 10 Following 5 Followers

Ishara Dharmasena
 More than one billion people live with some form of disability, in some parts of the world there is only one rehabilitation professional per one million patients. We're looking to change that @NRCrehabUK @UniofNottingham @lborouniversity #rehabilitation



Mark Lewis
 @marklewis5
 Professor of Musculoskeletal Biology
 School of Sport, Exercise and Health Sciences.
 Loughborough, England | Joined March 2012
 20 Following 15 Followers

Mark Lewis
 Rehabilitation means something to everyone but never the same thing to everyone - we're making rehabilitation faster and more accessible
 Find out more here:
 nationalrehabilitationcentre.nhs.uk
 #rehabilitation #NRC



- It's not just up to marketing and communications teams to raise reputation
- our academics, partners, students, staff can tell our stories far better than we can and broaden reach
- but we need to facilitate it through long and short term campaigns, training and support



THANK YOU FOR LISTENING

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 @sarahjbostock  in/sarah-bostock



Loughborough
University