

University of the Highlands and Islands 2020 One-Web Report



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Summary

The university and partner websites (with the exception of Sabhal Mòr Ostaig and SAMS) are managed using a commercial CMS - T4 - as part of an approach known as One-Web. This report summarises One-Web activity during 2020.

Statistics / Usage

Webteam (see Appendix 1 – Webteam) uses Google Analytics (GA) to report on, monitor and interrogate website usage. GA is in place on all One-Web sites.

There were **over 8.9 million views** of One-Web pages (down 5% on 2019), representing an estimated **£855k of value**¹. In particular, the One-Web sites facilitated 7.9k+ clicks out to UCAS (19% up), 160k Internal Application clicks (within 1% of 2019) and 344 international application form downloads.

Over and above using the gathered data to inform website development and changes, Webteam offers two services:

Reporting

Reports (known as dashboards) are created and then automatically distributed to interested staff on a regular (largely monthly) basis. Around 400 reports are distributed in a year to more than 40 people. Key information is published on our dedicated help site at <http://www.t4help.uhi.ac.uk/> including the Top 100 courses and average usage of key pages.

Ad-hoc investigations in response to enquiries

Colleagues can ask for information/ reports based on any enquiries, thoughts or ideas they may have. This could inform how a new course is shaped, how to develop an existing course, how to market elements of our provision, tell us which technologies our users are favouring or where they are based. Throughout the year these have been requested to help prepare for meetings, to review sites ahead of further development or to measure the success of activities.

University website spend

Our 2020 non-project spend across One-Web sites was approximately £115.2k, spread across T4 (Live and Dev environments, £61.5k), Funnelback Site Search (£21.5k) and PPC advertising (£32.2k).

Facebook & Instagram

We invested £29k in Facebook and Instagram (they are operated by the same company) paid-for activity (including spend on behalf of others). In addition to our focussed spend on formal adverts, we blend in the use of boosted posts to help ensure our audience remains engaged and to offer quick boosts for specific activities.

Twitter

In 2020, we spent £3.2k on Twitter paid for. Twitter is not yet returning as much value as Facebook so our use of it is focussed on areas where we think it will perform best.

LinkedIn

Our experience continues to show that LinkedIn has not yet reached critical mass in terms of offering us a significant ROI for PPC activity. We continue to experiment for specific use cases where there is a theoretical case for LinkedIn working. This year, no opportunities were identified.

¹ 'value' is calculated by assigning a notional figure to key actions. We focus on course information views (£1), prospectus downloads (£5), UCAS clicks (£50) and International Application Forms (£100).

Other PPC use cases

We have worked with the Institute for Northern Studies and the Work-based learning Hub to promote both course and apprenticeship opportunities. We have also worked with Personnel and found that PPC is potentially significantly more cost-effective, reaching a wide audience, than paying for more traditional recruitment agency or vacancy-site promotion which relies on traffic coming to them.

Technology

We run our One-Web sites on Terminalfour Sitemanager - T4.

We also run a test environment for T4 to support new projects and developments.

SAMS are also live on T4 with www.sams.ac.uk and www.srsl.com. By making use of this shared service, SAMS ensure they can call on support from the webteam in the event that their web manager is absent / on holiday. Webteam also benefit from having another trained administrator in the partnership to discuss ideas, approaches and possible collaborations.

Our search is provided by Funnelback, an enterprise search engine supplied by Squiz.

Selected Tasks

Webteam Calls

In the region of 3500 emails came into webteam@uhi.ac.uk over the course of the year ranging from minor maintenance and assistance to larger tasks or more complex developments. This is up 36% from 2019; this large increase is thought to be from :

- Increased social media activity. Digital marketing activity is now being directed to its own inbox (socialmedia@uhi.ac.uk).
- Large volumes of interactions around COVID comms and big online recruitment drives.

COVID / Emergency Communications

Substantial support was given to a range of colleagues in communicating issues related to COVID. This was both delivered as business as usual support and through the emergency and strategic groups convened by the university.

Online recruitment activities

Of particular note regarding extra COVID work was the huge amount of effort directed at our first university wide online open day in August and subsequent online open week in November.

Course delivery variations

Webteam developed a method for layering information onto the website on a per course basis, describing any amendments to course delivery brought about by COVID constraints. This information was required both for current and prospective students. A bespoke webpage was also created to support applicant communications.

Staff Training

Numerous CMS training sessions have been held with relevant staff over the past year to introduce them to T4. From March, these were delivered 1-2-1 by VC due to COVID.

Digital Roundup

The digital roundup is a regular email sent to anyone who has expressed an interest in digital matters. It continues to be well-received and will continue into 2021. It is used for a mix of tips, best practice, communications and canvassing opinion. Its frequency will be determined by enquiries or issues which present themselves through the year.

2020/21 Recruitment Activity

Webteam have been continuing to directly support 2020/21 recruitment activity with PPC, web statistics and dedicated landing pages.

We introduced a pilot system to allow enquirers to directly enquire about a course from the course web page on only 30 of our course pages. This system generated i.r.o 1800 enquiries from 27 February to year-end. Discussions are ongoing about resource implications for introducing this for all courses due to the high uptake by enquirers.

Design

We have continued to monitor the accessibility of our sites using a tool which is part of our search engine to assess our sites. We have continued to keep the number of reported errors as close to zero as possible.

We took the opportunity, following consultation with the Marketing and Communications Practitioner Group to increase our font size in line with the current approach on many websites and in response to positive feedback on a small site delivered for 2020 graduations under COVID.

Image Library

The image library upgrade was postponed as LIS managed to upgrade our current server. We hope to schedule that upgrade in 2021.

Search Engine

Funnelback (including tools to check accessibility, broken links, duplicate content and common typos) has been live for almost 3 years. We monitor these reports as part of webteam's business as usual activity.

Google Sitemaps

T4 allows us to automatically create and maintain files which help Google understand our site. All sites live on T4 have these files in place and they are updated weekly to help keep our Google index fresh.

Research data

Following the successful integration of PURE data into T4 on our development server we remain ready to progress this work once Research resource is available to work with us.

Staff Changes

Our Digital Marketing Assistant joined us early in the year just before we started homeworking under COVID. They have integrated well with the team and increased our capacity to work across social media.

Video

One of our Web Officers has skills in videography, production and editing. In collaboration with the Digital Marketing Officer, we have taken the opportunity to shoot a number of videos this year. Many in support of enhanced online recruitment activity as a response to COVID. There is huge interest in this service and we are carefully balancing the primary responsibilities on the university website with this added value service.

Train Shetland

The Train Shetland website was merged into the Shetland College UHI website ahead of the full 2021 merger to include NAFC Marine Centre UHI.

Looking ahead to 2021

- We expect to have significant work to do in line with outcomes from the ongoing Branding Project. The project was slowed by both the COVID environment and ongoing organisational and senior management changes so no objectives were placed on us in 2020.
- Shetland College UHI, NAFC Marine Centre UHI and Train Shetland will merge to become Shetland UHI by mid-2021. Webteam will support this with a new One-Web site; decommissioning and, where appropriate, redirecting from the existing sites.
- We will be supporting anniversary activity both for the university and for West Highland College UHI

Appendix 1 – Webteam

The Webteam is based within Marketing and Planning as part of Executive Office. Webteam supports the main university website, 11 partner websites and the UHISF website. Webteam also maintain the university's image library.

Each One-Web partner has nominated contacts who works with the Webteam. It is worth noting that **none of these staff are dedicated to web work**; all have at least one, if not multiple, other responsibilities.

Staff

The webteam is 5FTE and is supported by the Web Engineer (Piotr Wiatrowski) from LIS.

| Role | Name | Location |
|-----------------------------|-------------------|--|
| Web Manager | Duncan Ireland | Ness Walk |
| Web Officer | Paul Walker | Institute for Northern Studies, Kirkwall |
| Web Officer | Llewelyn Bailey | Ness Walk |
| Digital Marketing Officer | Jessica Taylor | Ness Walk |
| Digital Marketing Assistant | Sophie Macfarlane | Ness Walk |