Promoting your university’s U-Multirank results

Tuesday, 02. June 2020
U-Multirank showcases diversity
U-Multirank goes beyond research

Regional Engagement

International Orientation

Knowledge Transfer

Teaching + Learning

Research
Universities excel in different areas
Your Uni’s results can be used in diverse ways
Promoting your Uni results | 5 quick tips

• Know your audience and their needs
• Make sure your audience can find you
• Use the right language
• Involve the right people
• Focus on digital presence
Promoting your Uni results | Quick tip #1

• Know your audience and their needs

Research shows that employability is a major driving factor for students studying. Make clear what students earn with a degree from your university.

U-Multirank helps you show how well your uni is connected to the region, employability, graduation rate, contact to businesses, and if it offers online learning – a must post-Corona.
Promoting your Uni results | Quick tip #2

• **Make sure your audience can find you**

It’s important that students can find information about your university on channels they are using. Make sure you’re present!

Many of the questions that prospective students and families are asking right now are about how processes, events, and timelines are going to change. Including how well was your university prepared, and/or what is it doing to handle the crisis?

**Try it out:** It’s important to make sure that all your communications, across all channels, reflect the most recent decisions that you have made. Create a comprehensive ‘Virtual Admissions’ microsite that compiles all “coronavirus-era” updates in one place.
Promoting your Uni results | Quick tip #3

• Use the right language

Stay on brand, but make sure your university is communicating to its audiences properly – in particular with students. Avoid communication that comes across as condescending.

U-Multirank helps universities highlight their strengths in Teaching & Learning, based on the feedback of more than 100,000 students. This allows U-Multirank to offer a unique peer-to-peer student perspective.
Promoting your Uni results | Quick tip #4

• Involve the right people

Make sure the necessary people at your university are informed and involved in the communication of your university’s U-Multirank results.

E.g.
• Web administrator
• Press office
• University President or Rector
Promoting your Uni results | Quick tip #5

• Focus on your digital presence

When prospective students have less structured time and more travel restrictions, they’re more likely to be online exploring—which means that they are even more likely to find you on the web.

Enhance a virtual campus tour if you have one, or create a virtual tour if you don’t. It’s possible to do with existing video footage. It’s also more important than ever to ensure that your school’s website provides a welcoming experience for prospective students.
U-Multirank | University profile page

• Highlight your university’s results

• Promote your page

• Provide additional unique content for target users (photos, text, etc.)
U-Multirank profile page | Sharing

- U-Multirank provides profile pages for all HEIs.
- Share your university’s profile page and results with our easy to use share buttons.
- Want to help improve your page with more content? Contact us!
U-Multirank | Study in...

- 25 countries and 120 cities
- Market your university based on location
- Show your strengths in numbers
- Resource for international students looking to study abroad (incoming and outgoing)
- Promote your university with our national partners
Embed your promotional graphics

Copy & Paste iFrame codes for your website:

e.g. Student Mobility:
<iframe src=https://www.umultirank.org/press-media/media-center/universities/2020/top-performers/student-mobility scrolling=no style="height:175px;width:200px;border:none; padding-left: 0px; padding-top: 0px;" >
Free Promotional Resources | Media Centre
Free Promotional Resources

UNIVERSITY PROMOTION GUIDE

Guidelines and tips for using the U-Multirank Logo, Icon and Sunburst Chart in communication materials.

Graphics

Universities that have been ranked by U-Multirank are invited to use the U-Multirank Logo, Icon and their respective U-Multirank Sunburst Chart in all their communications materials, online and print. In order to be of assistance in this process, we have included the following tips and guidelines. If there are additional questions, please feel free to contact the U-Multirank team, at info@umultirank.org.

The official U-Multirank logos and icon are shown here:

- U-Multirank logo with tagline
- U-Multirank logo
- U-Multirank icon
Get featured | Blog contribution

U-Multirank Blog

Looking for information on what it’s like to study at university? Want advice on how to make the most of your study abroad experience? Are you an expert in higher education evaluation, benchmarking, policy-making, or university rankings?

Then read the latest on higher education developments around the world, as well as first-hand accounts of student life, including study abroad tips with the U-Multirank Blog. If you have a passion for higher education and writing, then read about our bloggers, and find out how to contribute today.

The CYD Foundation publishes largest Spanish university ranking amid Coronavirus pandemic

The CYD Foundation today presented the results of the seventh edition of the CYD Ranking, the Spanish ranking that features the highest number of universities...
Questions?
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