

ADVERTISING AND RECRUITMENT

SOCIAL MEDIA CASE STUDY 2

Imagination Lancaster -
A design led research lab at Lancaster
University
@ImaginationLanc

Utilising social media advertising to recruit
academics.

AUGUST 2020



02

A BRIEF OVERVIEW

OBJECTIVES	OUTPUTS	OUTCOMES
<ul style="list-style-type: none"> • Develop a recruitment campaign to attract 30 new academic candidates • Create a targeted audience on social media • Produce a set of social media video ads • Adjust and re-target ads throughout campaign • Track click-throughs and analytics to gauge campaign success • Create a landing page on the University website 	<ul style="list-style-type: none"> • Suite of videos optimised for different platforms • Multi-platform advertising campaign promoting new posts and Imagination, targeting key subject areas and regions. • Campaign landing page produced • 310k impressions & 5.5k website clicks with just £1k budget 	<ul style="list-style-type: none"> • Increased exposure of the Beyond Imagination project amongst international academic audience • High level of applications, especially given short timeframe of job ads – all posts recruited to. • Access to architecture audiences outside the group’s network • Established style & tone for video content to take forward throughout the project.

"I was a Twitter luddite and have learnt so much from our sessions both the practical aspects of how to do something but also why.

Since January we have added 184 new followers! We've recruited 20 new staff and engaged this new group alongside our existing team to use Twitter, we've also encouraged the team to blog about activity which can then be shared on our website and promoted via Twitter."

- Jane Quinn | Imagination Co-ordination and LICA Research Administrator

THE JOURNEY

The 448 Studio team along with Lancaster University's Global Reputation Manager Dr Carla Banks assisted the Imagination Lancaster research group in developing social media ads to recruit 30 new posts as part of the £13.2m Beyond Imagination project. The team decided to use social media advertising to attract high-quality candidates and needed some assistance.

IN THE BEGINNING

Conversations began as early as June 2019, with the Imagination team attending community building activities at Lancaster University and social media workshops provided by 448 Studio. The primary aim for the group was attracting new talent to the ever expanding Imagination team. During the workshops the team brainstormed ideas and were supported in the development of a campaign that would fit with a social media drive. We worked with them to develop a set of social media ad specifications to go to an external video production team, created audiences, trackable links and provided advice on budgets and platforms.

ONGOING SUPPORT

Continuous support was offered as we functioned as the main link between the research group and the video production company. This ensured all the videos were being produced to fit with the various social media platforms used for advertising. We were advertising on Twitter, Facebook, Instagram and LinkedIn so it was crucial all ads fit with each platform's specifications. We ensured that the ads were tracked and adjusted the audiences where appropriate. For example, midway through the campaign we launched another set of ads to re-target those who had already engaged with the first campaign to further refine our candidates. Midway reports were sent out to the Imagination team to ensure they were included in all steps of the process and could send feedback if required.

RESULTS

The Imagination team managed to reach their target of 30 hires in a short span of time, and then proceeded to develop other advertising campaigns. Though there were other marketing avenues one of the main supports was the social media advertising, which ensured the success of the recruitment campaign.

SOCIAL MEDIA TEAM OBJECTIVES

1. Develop a recruitment campaign to attract 30 new academic candidates
2. Create a targeted audience on social media
3. Produce a set of social media video ads
4. Adjust and re-target ads throughout campaign
5. Track click-throughs and analytics to gauge campaign success
6. Create a landing page on the University website

OUTCOMES

The Imagination group was successful in filling in all their vacancies with high-quality candidates. Imagination Lancaster are now in the process of building on that foundation of video content to create an identity for the research group and engage their audiences on social media.

Ad Spend budget	£1K
Overall Impressions	£310K
Link clicks to website	5.5K
Average cost per click	£0.18

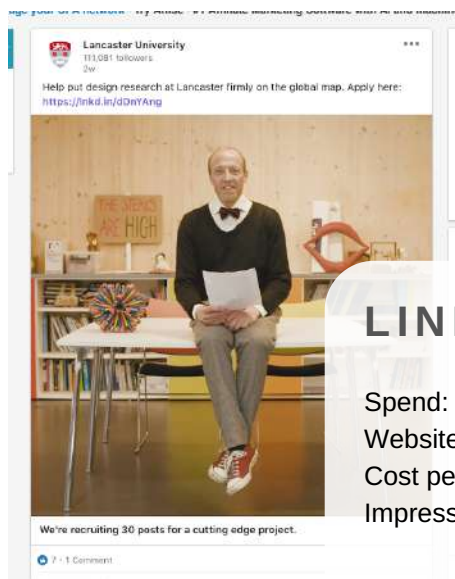
EXAMPLES

Top performing posts created from Imagination's the advertising campaign



TWITTER

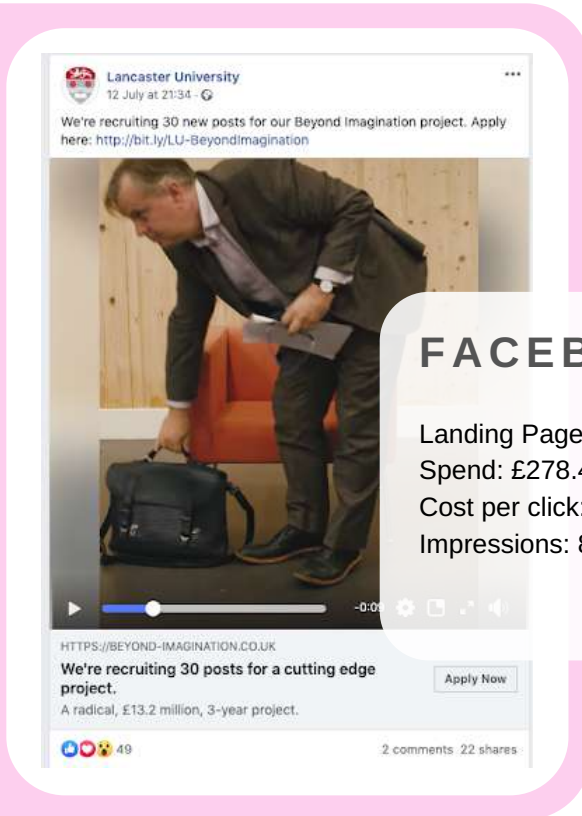
Impressions: 83K
Spend: £172.62
Cost per click: £0.16
Link Clicks: 1,037



LINKEDIN

Spend: £96.25
Website Visits: 34
Cost per Click: £2.83
Impressions: 2,135

EXAMPLES



FACEBOOK

Landing Page clicks: 1,479
Spend: £278.46
Cost per click: 0.18
Impressions: 80,771

TAKEAWAYS

1. Targeted social media advertising can be a great way to connect with niche academic audiences and recruit new staff
2. Invest in video content that meets the requirements of the platforms being used
3. With clear objectives, a relatively small budget can go a long way
4. Targeted advertising also promotes research success and bolsters the University's reputation in specific fields