









Channel	Target Audience				Primary uses	Benefits	Difficulties
	Prospective Students	Current students	Alumni	Research peers			
	S	S	S		Student recruitment/conversion, enhancing student communications and keeping in contact with Alumni	Over 90% of current first year student use Facebook. Informal channel to ask questions – can reduce the number of emails enquires	Users expect answer quickly. Needs daily monitoring
	S		S	I	Encouraging healthy debate, share teaching expertise, and learning at an individual level	Good source of information – very easy to retweet message and pass relevant content to your followers. It's good to point to an existing online resource such as a blog or website	As above, plus lacking critical mass for student communications. 140 character limit
	S	S	S	S	Showcasing schools via film	Easy to embed in website – brings research papers to life; shows students what University life is like; very good for those who are unable to visit the University	Video content required
	S	S	S	S	Showcasing schools via photos	Easy to embed in website - shows students what University life is like; very good for those who are unable to visit the University	Photographic content required
blogs.kent	S/I	S/I		I/S	Encourage healthy debate, knowledge sharing and learning at an individual or School level	Flexible	Have to promote more heavily than over channels
	S	S	S	I	Enhancing Alumni communication	Can establish yourself as an expert by answering industry related question	Not as user friendly

Recommended	
Some success	
Not proven	
School page/profile	S
Individual account	I