

Increasing awareness of Togetherall



A best practice guide for universities.

STEP 1: Get the basics in place...

Key question: If students are proactively looking for support, can they find it?

Actions to consider:

- Ensure clear information and signposting to Togetherall on university website & student portal
- Active communication about Togetherall with student services staff & counsellors
- Regular signposting to Togetherall in student support newsletter & social media

How does Togetherall help?

- You can speak to your account manager to understand what training support & tools are available.
- You can access a wide range of digital & print ready promotional assets via the Togetherall Marketing Portal.
- We send you new assets every month which align to an annual calendar of awareness days and events.

STEP 2: Look to engage stakeholders across the university who have day-to-day contact with students...

Key question: Do individuals who provide formal and informal support to students on a regular basis know about Togetherall and how it can help?

Actions to consider:

- Set up some training or information sessions to proactively engage a wide range of stakeholders across the institution. This could include:
 - Student Union officers & staff
 - Student ambassadors & co-creators
 - Head of School & School Managers
 - Wellbeing leads based in faculty & student success advisors
 - Graduate school / Doctoral college staff
 - Sports staff, library staff, security staff, catering staff, cleaning staff

How does Togetherall help?

- You can speak to your account manager to understand what training support & tools are available.
- You can access a wide range of email templates, videos, demos and white papers to support colleague engagement via the Togetherall Marketing Portal.

STEP 3: Think about how you can reach your student population at scale...

Key question: Is your promotional activity efficient? Does high effort result in high impact? What is the one high impact activity you could run this term?

Actions to consider:

- Can Togetherall be included in any pre-arrival campaigns for new students?
- Are there induction talks and wellbeing events throughout the year where students can be encouraged to register?
- Can flyers be printed and distributed through university post or in accommodation blocks?
- Are there mass email campaigns which can be initiated?
- Can you post about Togetherall regularly on social media channels that have a significant following?
- Can larger schools or departments which have their own strong identity and community be engaged in a more targeted way? (e.g. business schools, medical schools, graduate schools).

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STEP 4: Take inspiration from the power of peer support and think about ways you can facilitate and encourage peer-to-peer recommendation and awareness building

Key question: How can powerful peer-to-peer communications be leveraged in an authentic way?

Actions to consider:

- Are there student ambassadors or student co-creators within the institution who could create social media content?
- Can you engage with relevant peer support groups and student societies to let them know about Togetherall?
- Could you engage with student radio, newspapers and media?

How does Togetherall help?

- You can speak to your account manager to discuss your ideas and see how they might be able to support.
- We provide expert content on key themes via the Togetherall Marketing Portal and will consider requests to contribute to interviews and guest speaking opportunities where viable.

STEP 5: Look to align the promotion of Togetherall with existing, university wide comms initiatives

Key question: Are there existing activities and comms plans from around the university which Togetherall can be included in?

Actions to consider:

- Can signposting to Togetherall be included in pre-arrival and induction week communication plans?
- Can signposting to Togetherall be included in welcome week and refresher week activities?
- Can signposting to Togetherall be integrated into plans for University Mental Health Day and other wellbeing initiatives?

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STEP 6: Formalise a comms plan for the academic year which aims to proactively build awareness levels

Key question: How can you continuously improve awareness of the Togetherall service?

Actions to consider:

- Plan ahead and research the lead times and dependencies when involving other teams.
- Are there ways you can track activity to gain data about what is working best?
- Factor in regular refreshers and proactive comms with key stakeholders around the institution to keep them engaged & informed.
- Align campaigns and promotion to key points in the student journey.

How does Togetherall help?

- You can speak to your account manager to understand what training support & tools are available.
- We provide an annual marketing plan template.
- We'll consider requests to work with the Togetherall marketing team to pilot and measure new creative initiatives to develop our collective understanding of what works best when it comes to student adoption.