

Connecting Beyond Borders: Understanding UK Universities' Social Media Strategies for Global Engagement

AL TAMIMI, Abdel-Karim, JAVED, Yasir, ELIWA, Essam and BANI ABDELRAHMAN, Ra'ed

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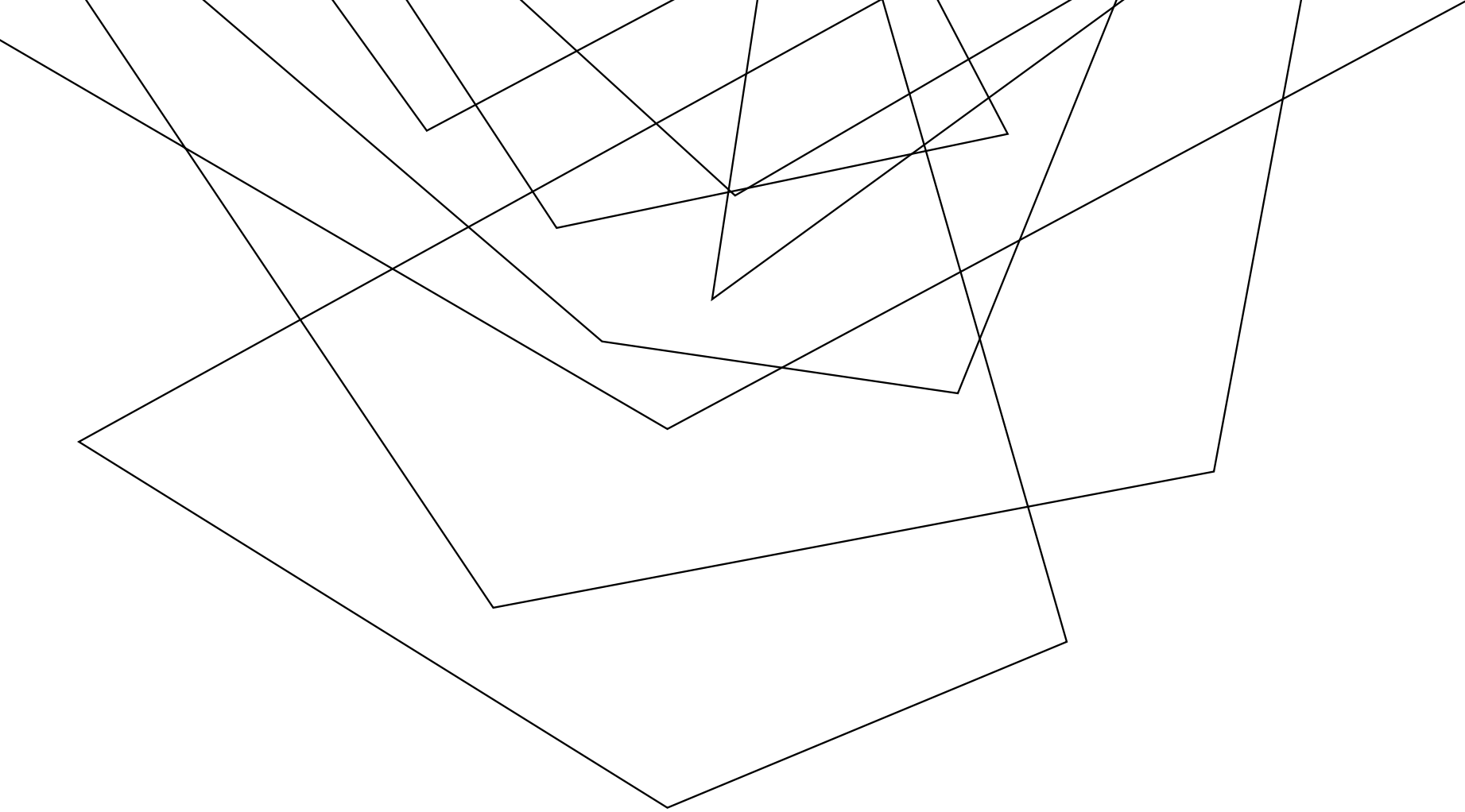
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CONNECTING BEYOND BORDERS

Understanding UK Universities' Social Media Strategies
for Global Engagement

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Dr. Yasir Javed
Dr. Essam Eliwa
Dr. Ra'ed Bani Abdelrahman

OVERVIEW



£41B

to UK Economy



26%

Total Students Population



758,855

International Students

BEYOND BORDERS



METHODOLOGY



6 Months

Top 50



Sheffield Hallam University



Insights



Recommendations

DATA COLLECTION

Number of Students

Number of students enrolled in 2023/2024 academic year

Monthly Visitors

Average monthly visits over the last 6 months

Mobile Access Percentage

The percentage of visits accessed using a mobile device

Industry Rank

Global industry rank in the “Universities and Colleges” industry

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DATA COLLECTION

Visit Duration

The average time the visitor spend on site

Pages Per Visit

Average pages accessed per visit

Bounce Rate

The average number of visitors who view one page on the website before leaving

Top 4 Countries

Top 4 countries visiting the website (outside the UK)

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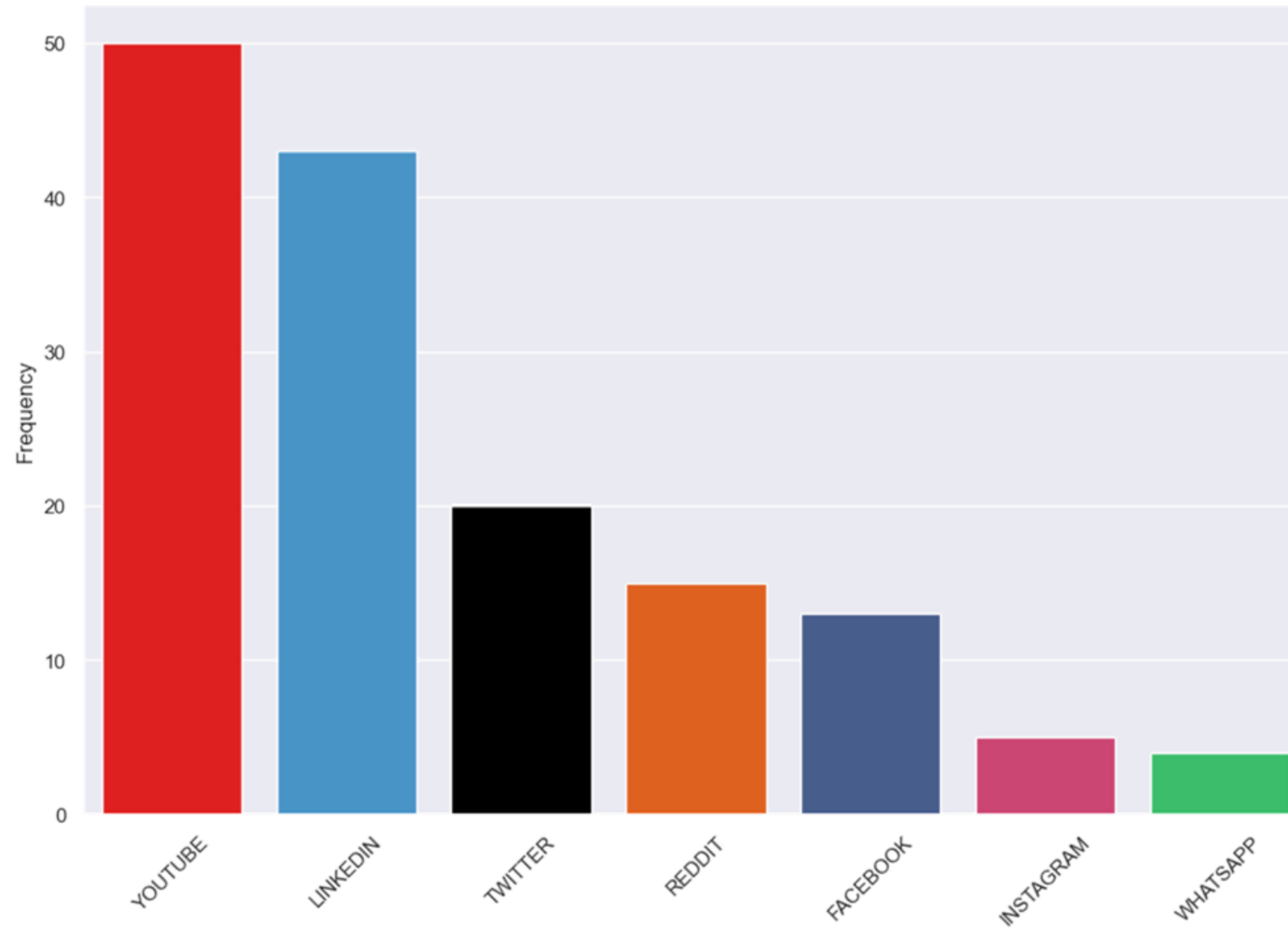
Top 4 countries visiting the website (outside the UK)

DATA COLLECTION

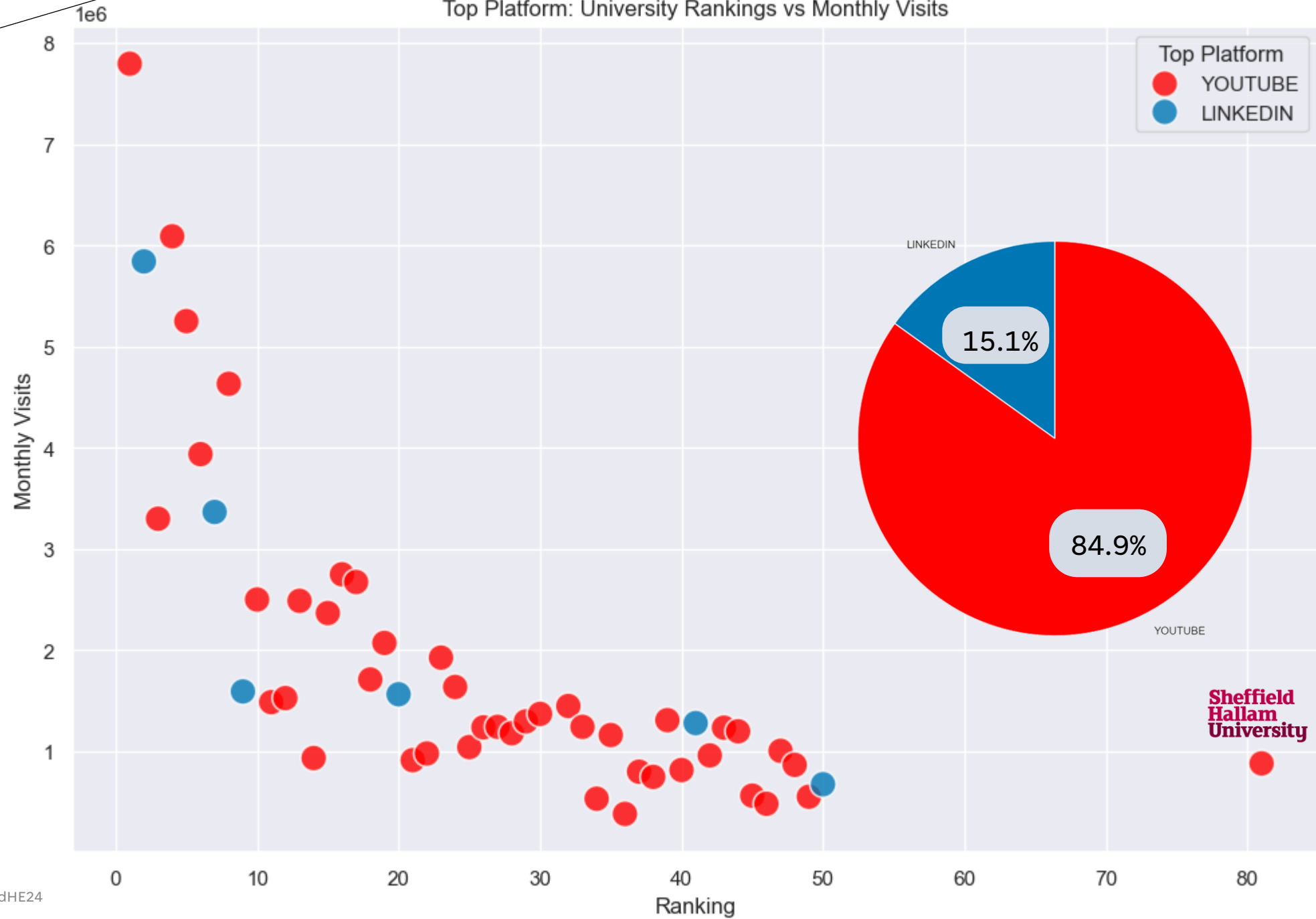
Top 3 Social Platforms

Top 3 leading social
media platforms
driving traffic to the
website

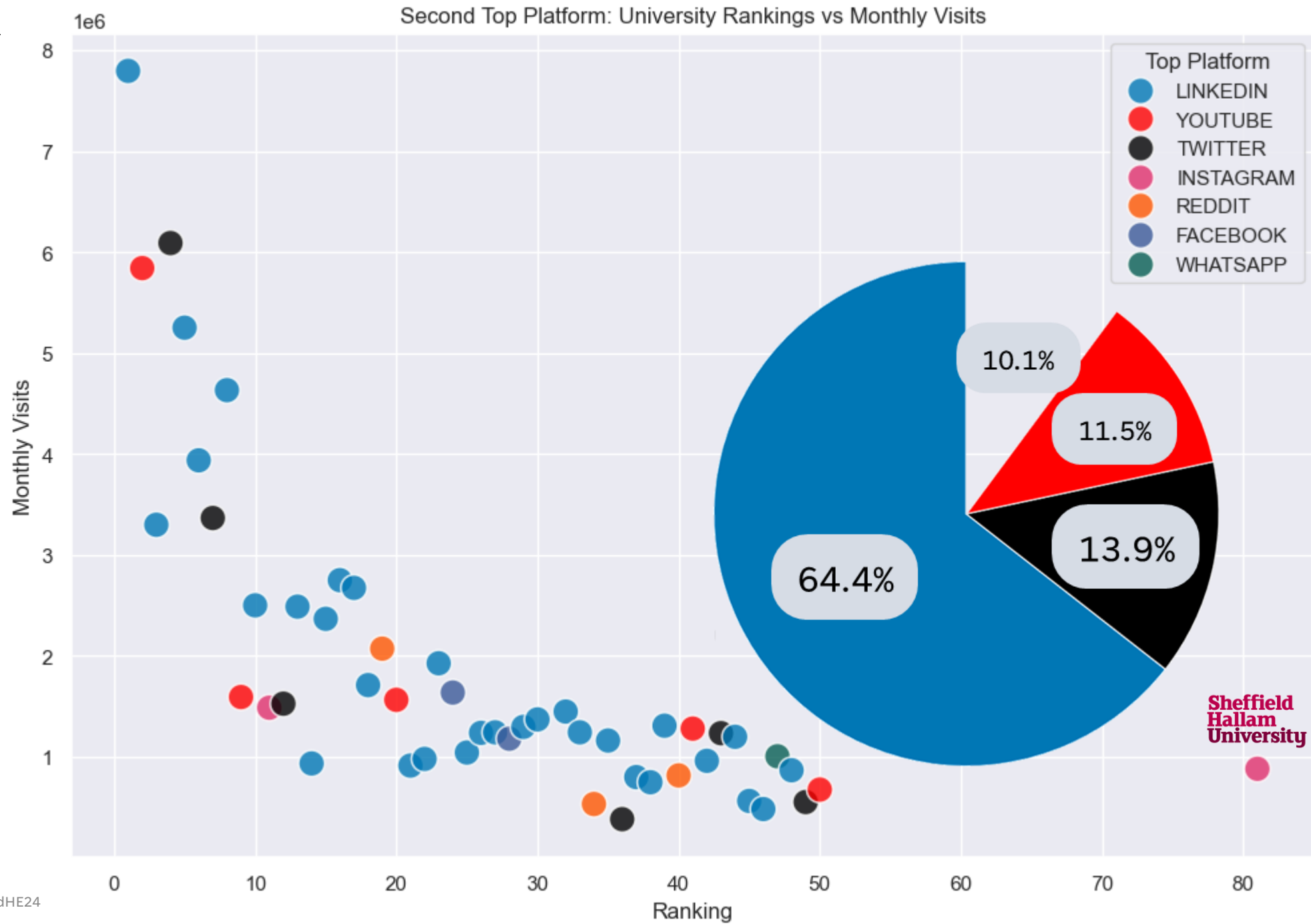
SOCIAL PLATFORMS



Top Platform: University Rankings vs Monthly Visits

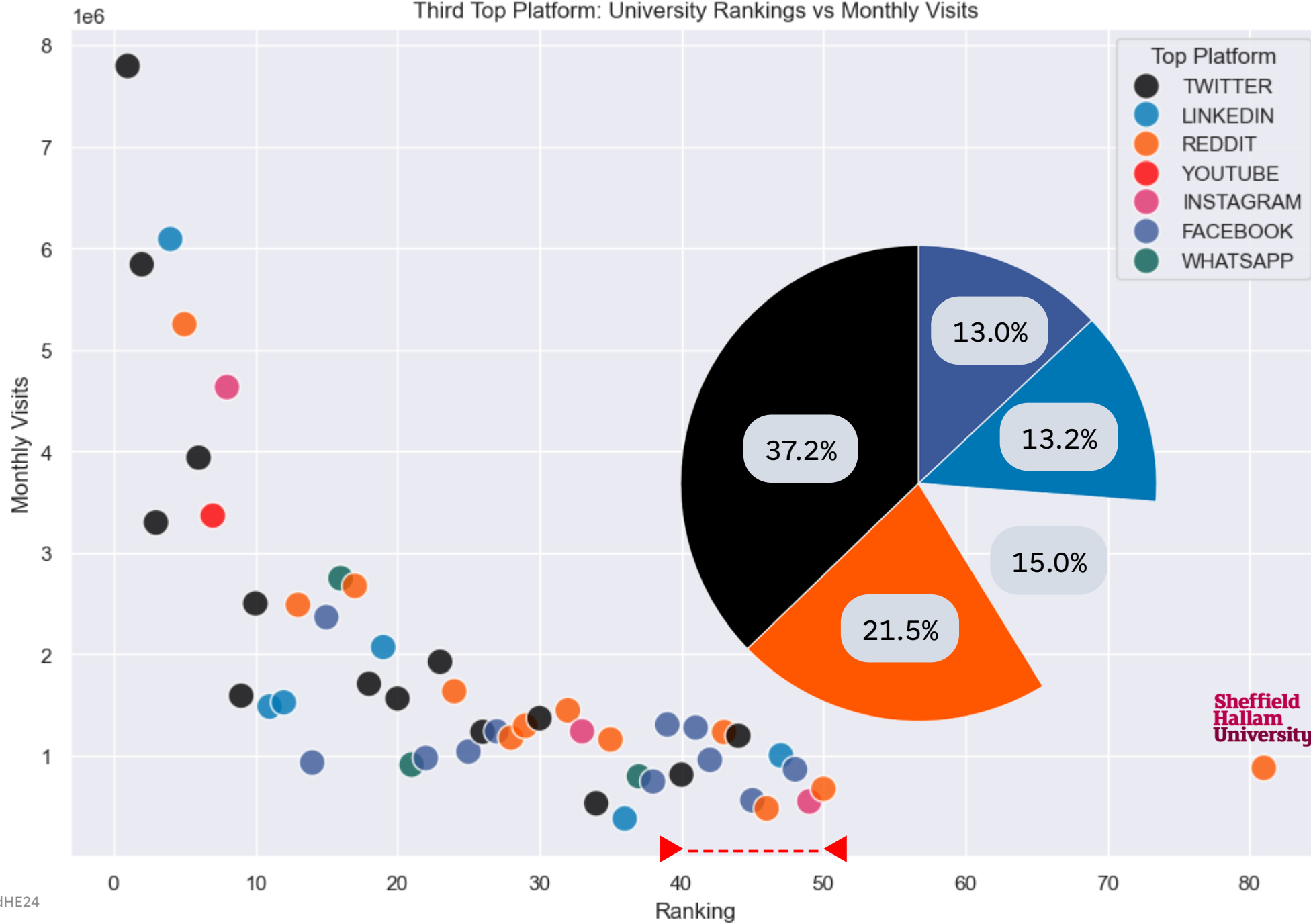


Sheffield
Hallam
University



Sheffield
Hallam
University

Third Top Platform: University Rankings vs Monthly Visits



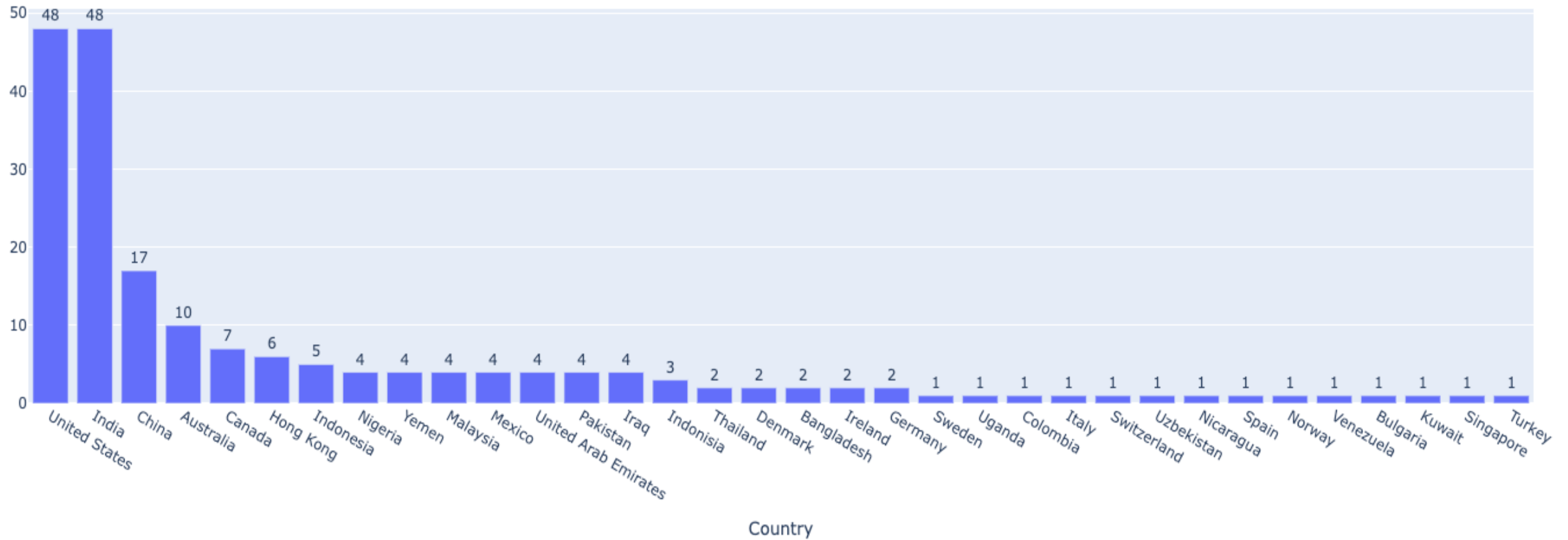
Sheffield
Hallam
University

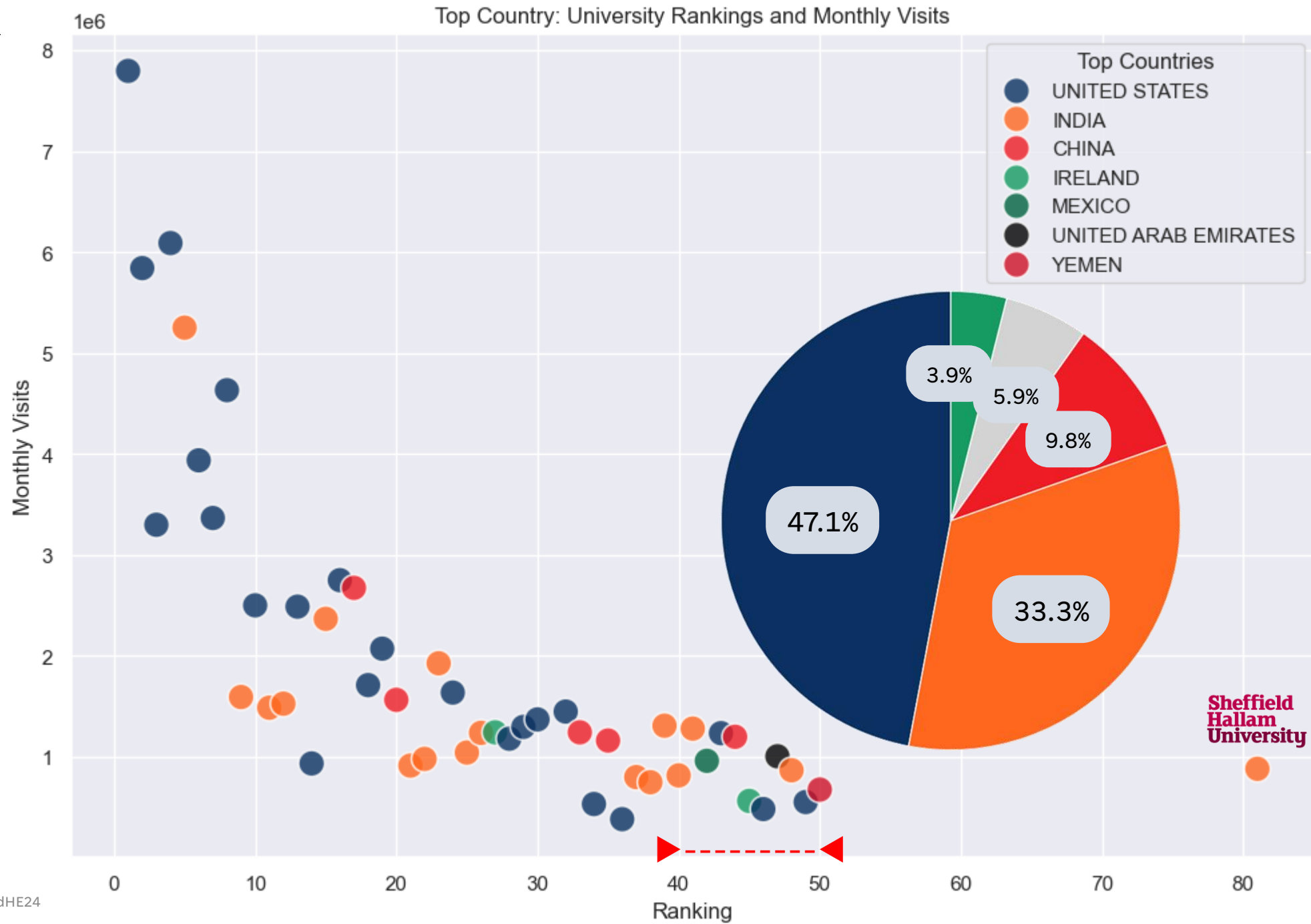


SHU'S TOP SOCIAL PLATFORMS



TOP GLOBAL TRAFFIC



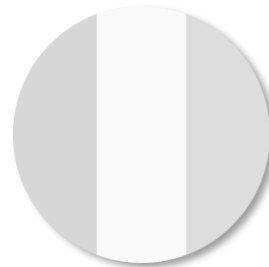


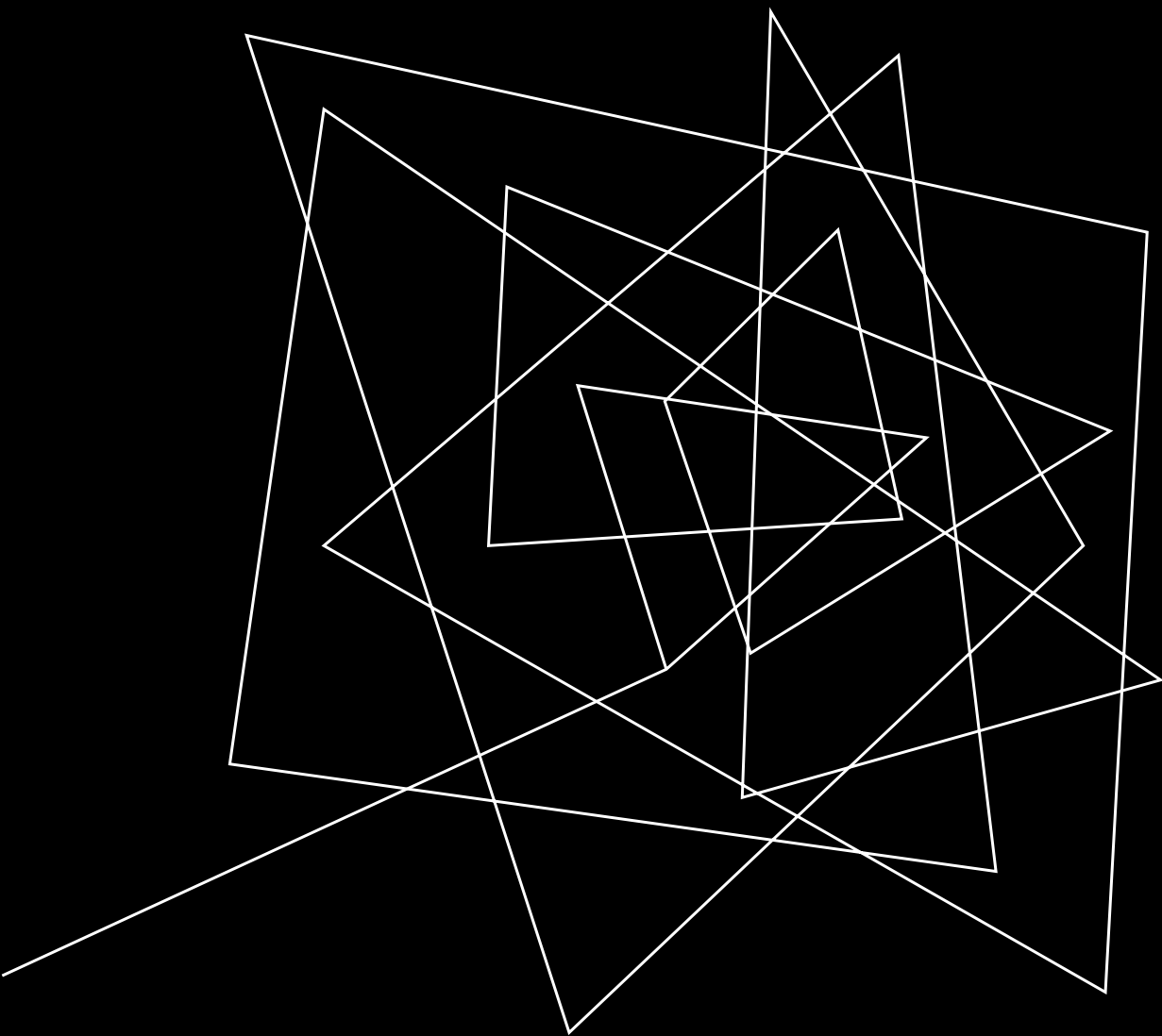
Sheffield
Hallam
University

COUNTRY VS SOCIAL PLATFORM

	INDIA	UNITED STATES	CHINA	AUSTRALIA	CANADA	HONG KONG
YOUTUBE	49	47	17	10	7	6
LINKEDIN	42	40	16	10	6	6
TWITTER	20	19	6	7	4	4
REDDIT	15	14	3	2	3	2
FACEBOOK	12	13	5	0	1	0
INSTAGRAM	5	5	2	1	0	0

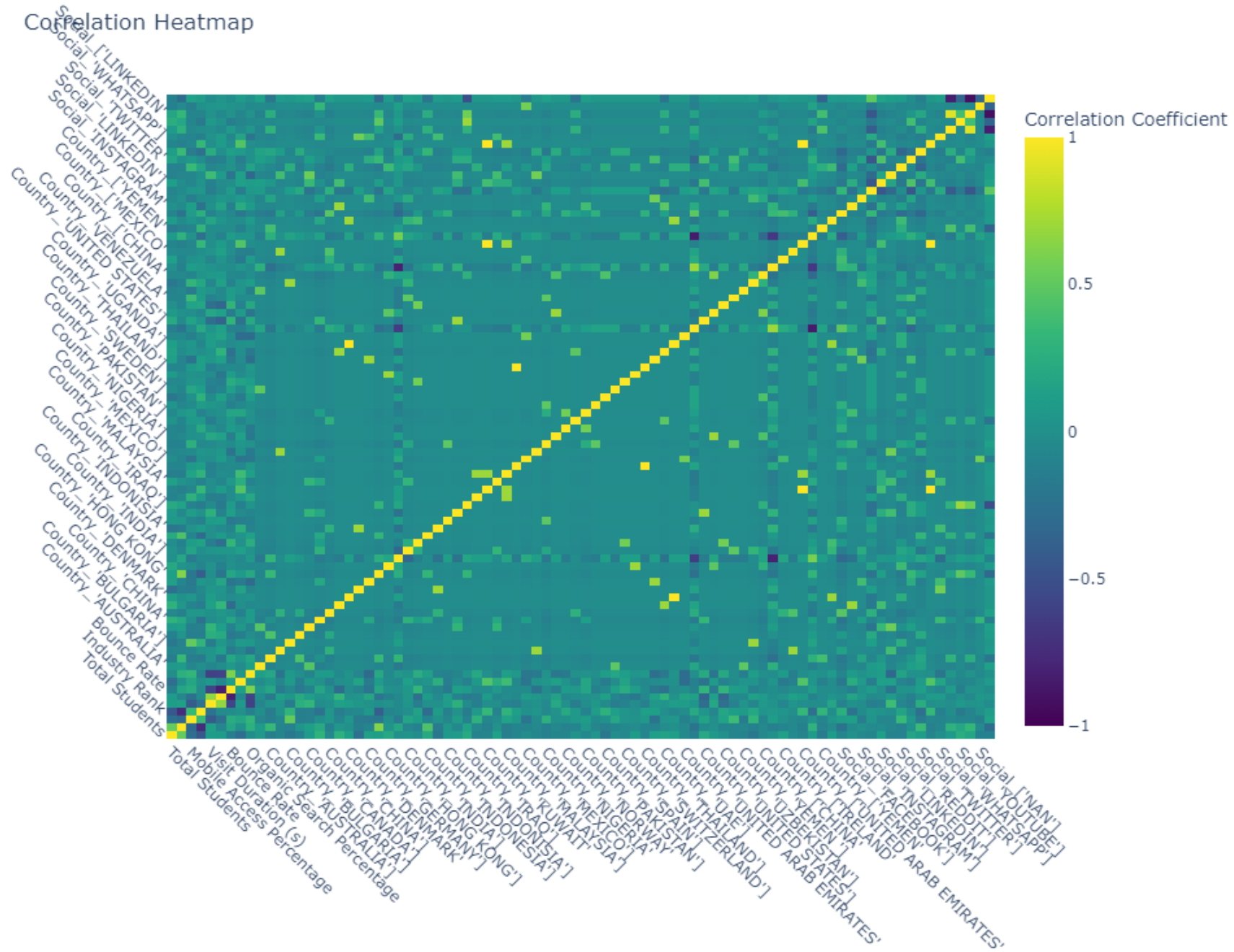
SHU'S TOP GLOBAL TRAFFIC





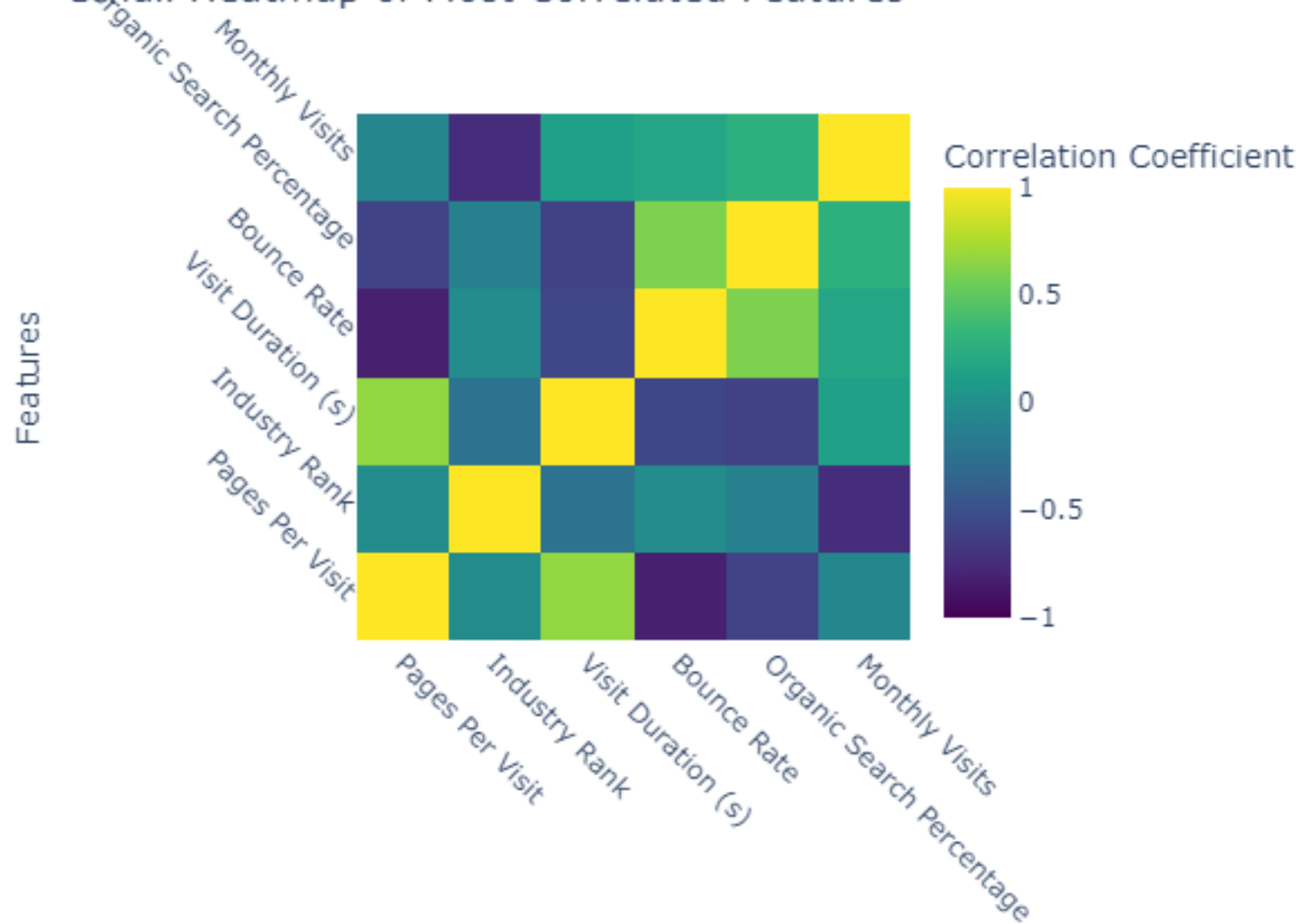
DATA DEEP DIVE

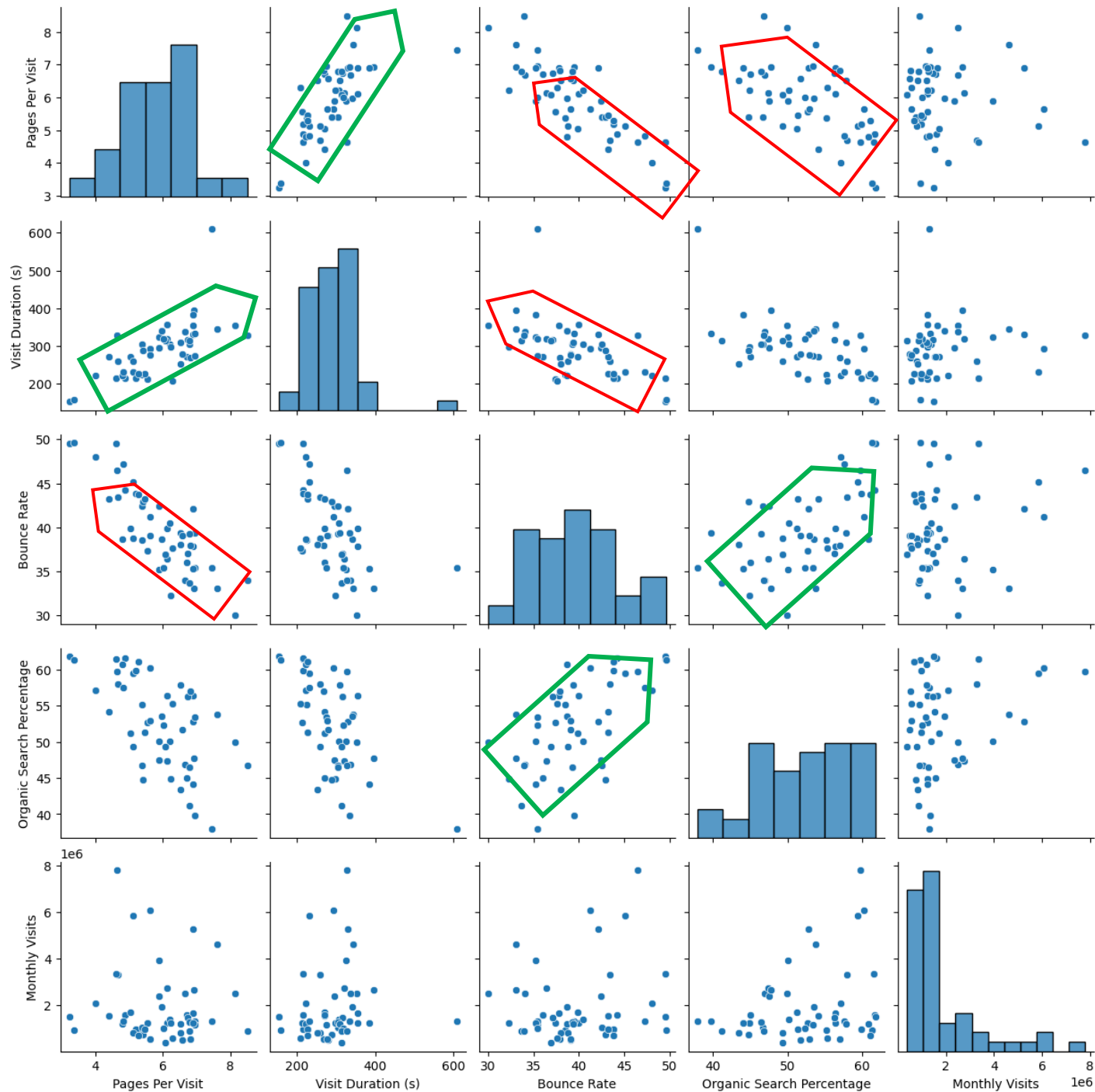
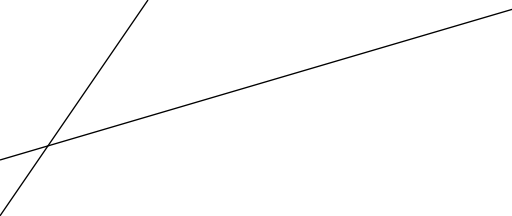
Correlation Heatmap



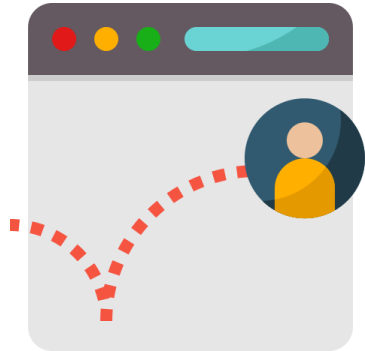
Features

Small Heatmap of Most Correlated Features





KEY PERFORMANCE INDICATORS (KPIs)



Bounce Rate

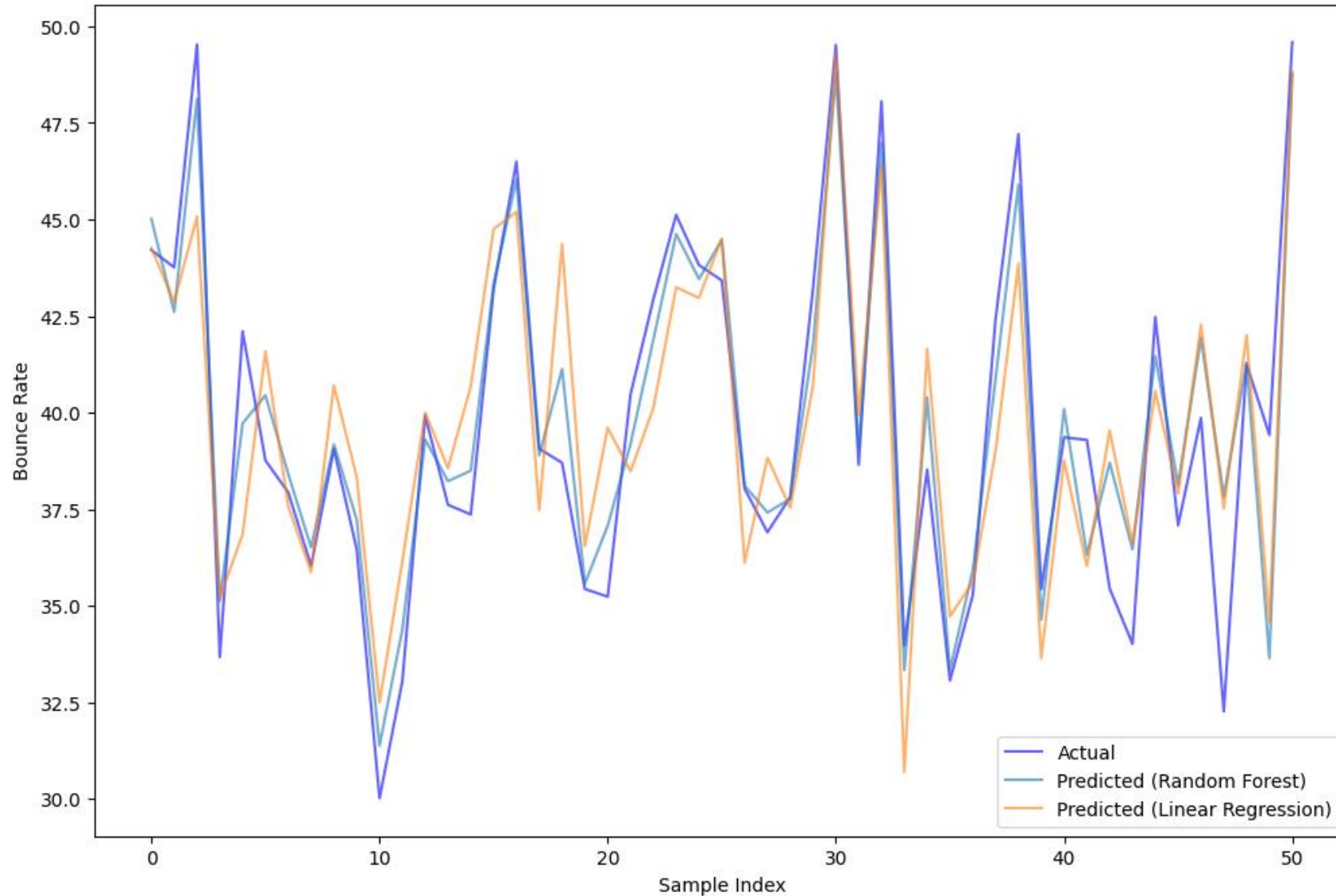


Monthly Visits

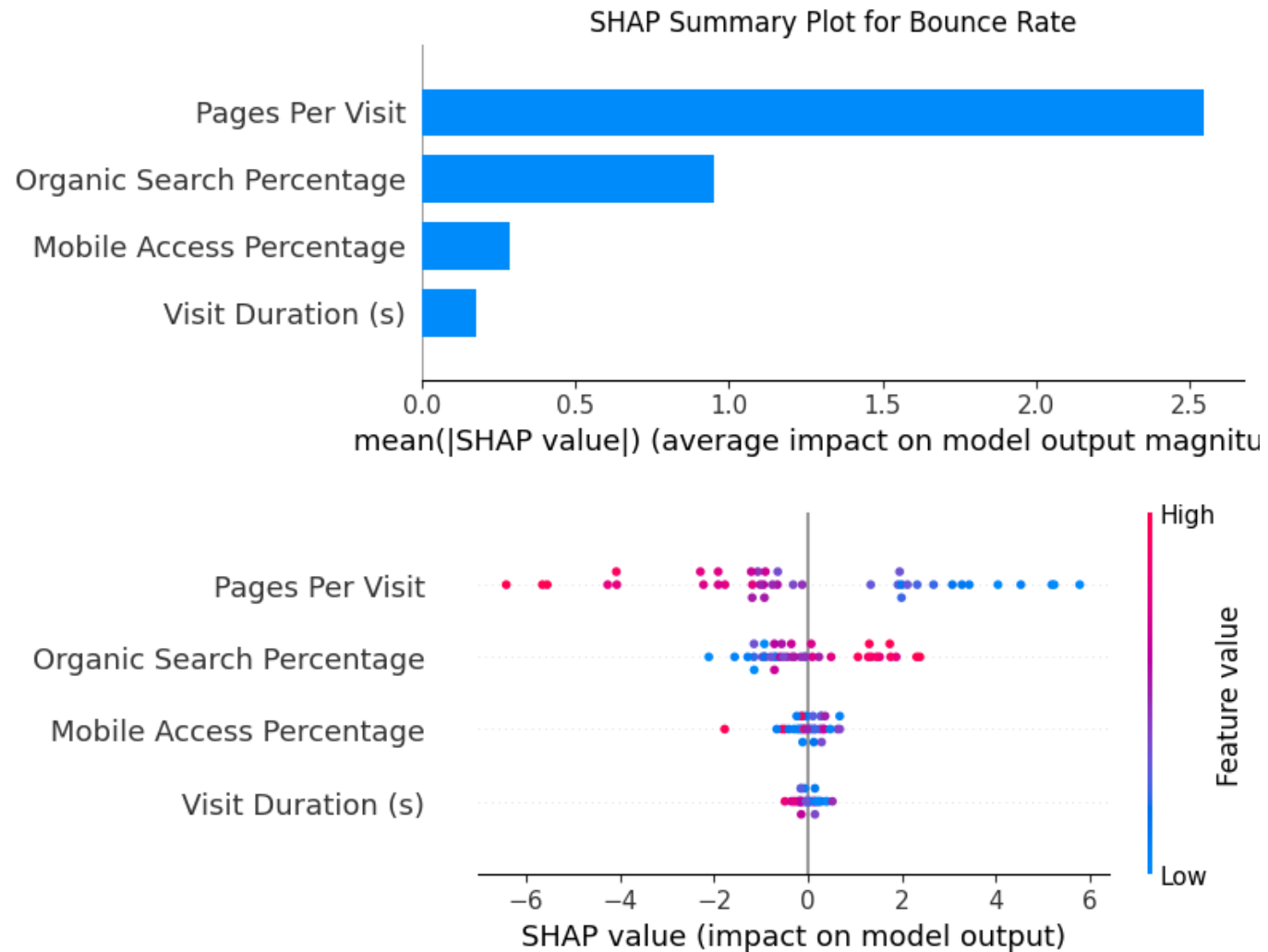
Bounce Rate = 48.99 + (-3.19 * **Pages Per Visit**) + (0.17 * **Organic Search Percentage**)

BOUNCE RATE ANALYSIS

Line Plot: Actual vs Predicted for Bounce Rate

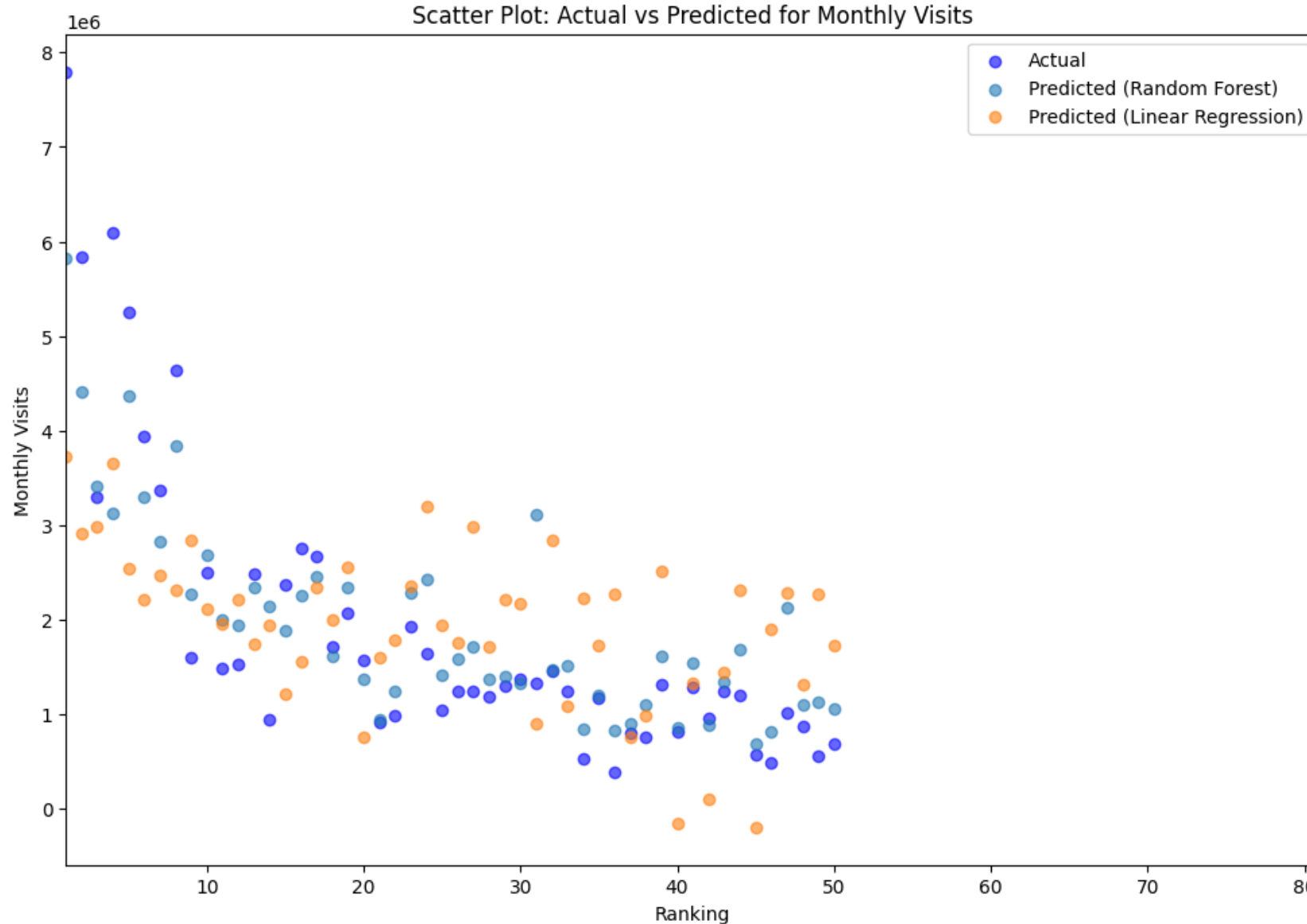


BOUNCE RATE EXPLAINABLE AI (XAI) ANALYSIS

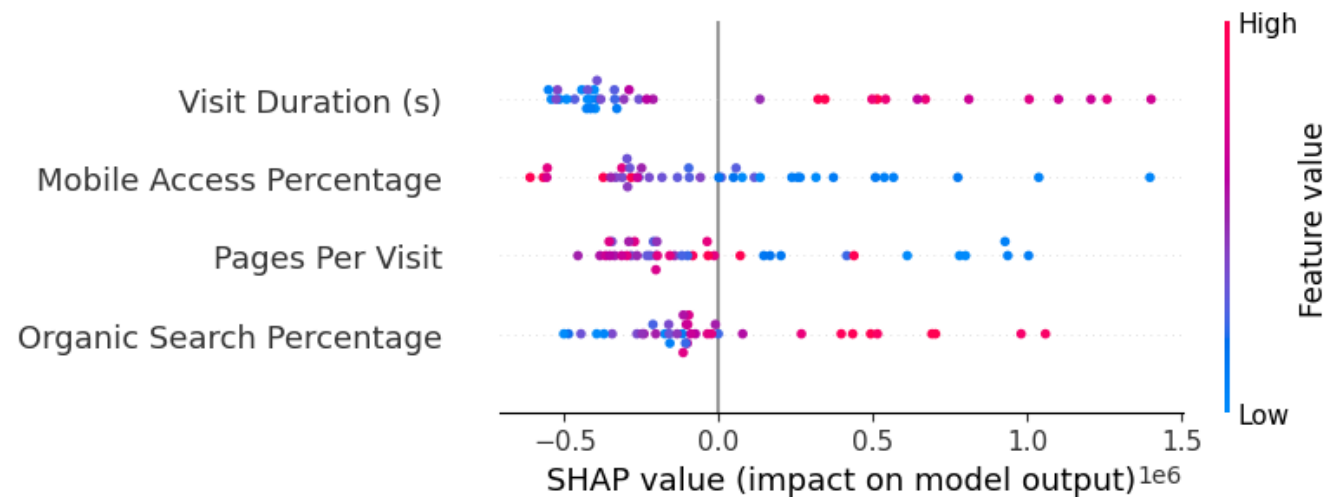
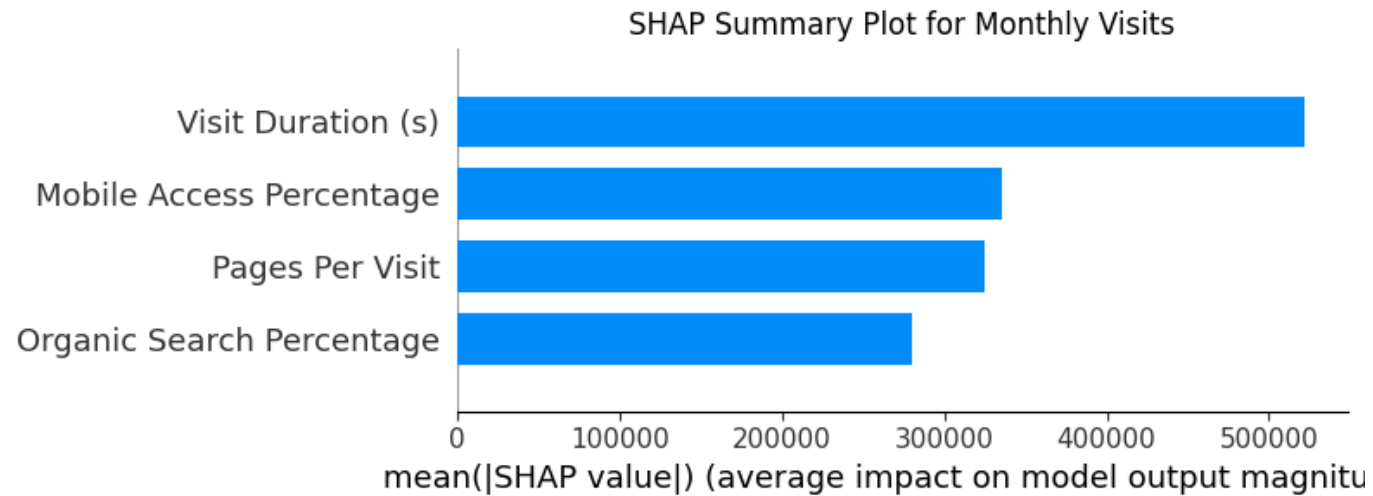


Monthly Visits = $-3638285.10 + (-71462.28 * \text{Mobile Access Percentage}) + (8413.12 * \text{Visit Duration (s)}) + (-167113.37 * \text{Pages Per Visit}) + (133282.15 * \text{Organic Search Percentage})$

MONTHLY VISITS ANALYSIS



MONTHLY VISITS EXPLAINABLE AI (XAI) ANALYSIS



SUMMARY

- ❑ Deep Analysis of 50 top universities (+ SHU) website traffic
- ❑ High correlation between international student markets and specific social media platforms
- ❑ High correlation between **Bounce Rate** and:
 - ❑ Organic Search ↑
 - ❑ Pages Per Visit ↓
- ❑ High Correlation between **Monthly Visits** and :
 - ❑ Visit Duration ↑
 - ❑ Mobile Percentage Access ↓
 - ❑ Pages Per Visit ↓
 - ❑ Organic Search Percentage ↑

RECOMMENDATIONS

- **Optimize Mobile User Experience**
 - Reduce barriers for mobile visitors to counteract the negative impact of high mobile access on monthly visits
- **Encourage Longer Visit Durations**
 - Use engaging content, clear navigation, and calls to action to increase time spent on the site and reduce bounce rates
- **Align Content with Organic Search Intent**
 - Ensure content relevance to user queries to capitalise on organic search traffic while minimising bounce rates
- **Refine High Drop-Off Pages**
 - Identify and improve pages with high drop-off rates to better meet user expectations and boost engagement

A series of white, overlapping geometric lines and polygons on a black background, located on the left side of the slide.

THANK YOU

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School of Computing and Digital Technologies