Using Online Data

A New Chapter

New Build PR Campaign

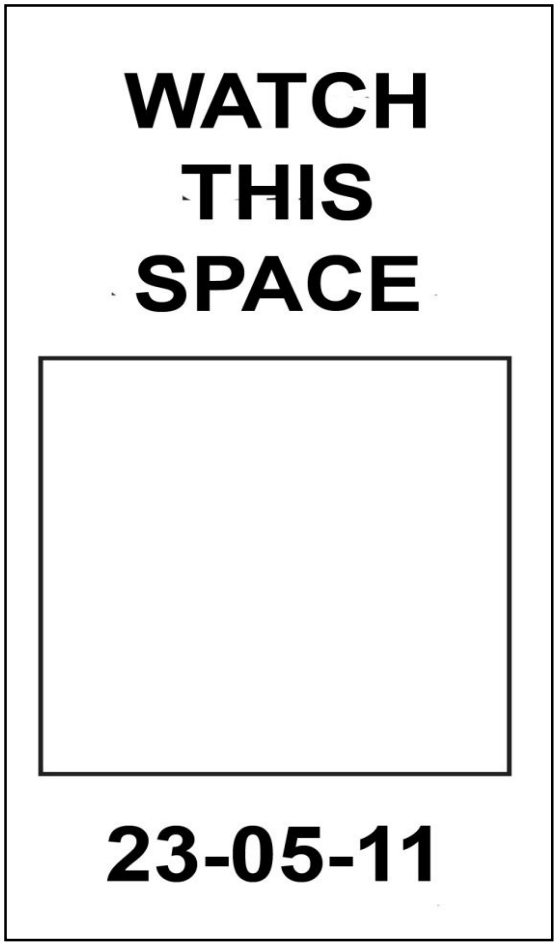
Objectives

- To Launch the completion of 3 year build
- To showcase the College as being an innovator
- To profile the new build to specific target groups
  - Local residents
  - Wider local community
  - Visitors to local amenities
  - Businesses in the locality
  - Employees who travel to local organisations

Strategy

- To produce a targeted video webpage
- QR code linked to URL
- Teaser campaign launch
- Distinctive high quality print document
- Local door to door drop
- QR code on summer campaign

Teaser Campaign



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- Solihull College

Adshel poster

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URL Screen

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Overall webstats from QR Code

Monthly Report

month	
May 2011	1079
Jun 2011	2807

Busiest month: Jun 2011 (2,807 requests for pages).

Daily Summary

day	
Sun	205
Mon	45
Tue	1017
Wed	800
Thu	539
Fri	437
Sat	339

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Overall webstats from QR Code

- In eight weeks the site registered 9,600 visitors
- This generated 36,000 views
- On average 3.7 videos were downloaded
- Bounce rate below 10%
- To September 46,500 views were registered

Further Education Prospectus

Vocational courses

ART & DESIGN

Art & Design

Art & Design

Choose a career in the visual arts including fine art, art history, painting, installation, photography or teaching...

	Qualification	BL	WO	CC	Duration
Level 1	BTEC Level 1 Diploma in Visual Studies	Y	N	N	1 year
Level 2	BTEC Level 2 Diploma in Art and Design	Y	N	N	1 year
Level 3	BTEC Level 3 Extended Diploma in Art & Design (Fine Art Pathway)	Y	N	N	2 years

After completing the Level 3 course, students can progress on to the following Higher Education courses at Solihull College: HND in Graphic Design, HND in Photography.

If you want to put your learning into practice and you don't have Higher Education in your sights at the moment, after completing the Level 3 course you could go straight into employment.

Facebook Prospectus

Higher Education Prospectus

Course Details

MEDIA

Media

The HNC in Creative Media Production is a practical course which aims to develop your video production skills. During your studies you will work on productions and research. Time outside of classes will be required for planning, research and filming. The course is designed to replicate a real life production company where the skills you have acquired will allow you to work as a freelancer in the Film and Television industry.

Part-time	Duration	Fee per year	Application
HNC Creative Media Production	1 year	£2,500	Solihull College
HNC Creative Media Production	2 years	£1,250	Solihull College

Mobile site

TYP HE
See our fully interactive prospectus online.
typmagazine.co.uk/he
HE Experience
Course Videos
Campus Videos
Celebrating Success
Contact Us
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TYP HE
See our fully interactive prospectus online.
typmagazine.co.uk/he
Animal Management
Business
Computing & IT
Early Years
Engineering
Fine Art
Graphic Design
Home
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typmagazine.co.uk/he
Health & Social Care
Media
Photography
Public Services
Science
Sport
Teacher Training
Home
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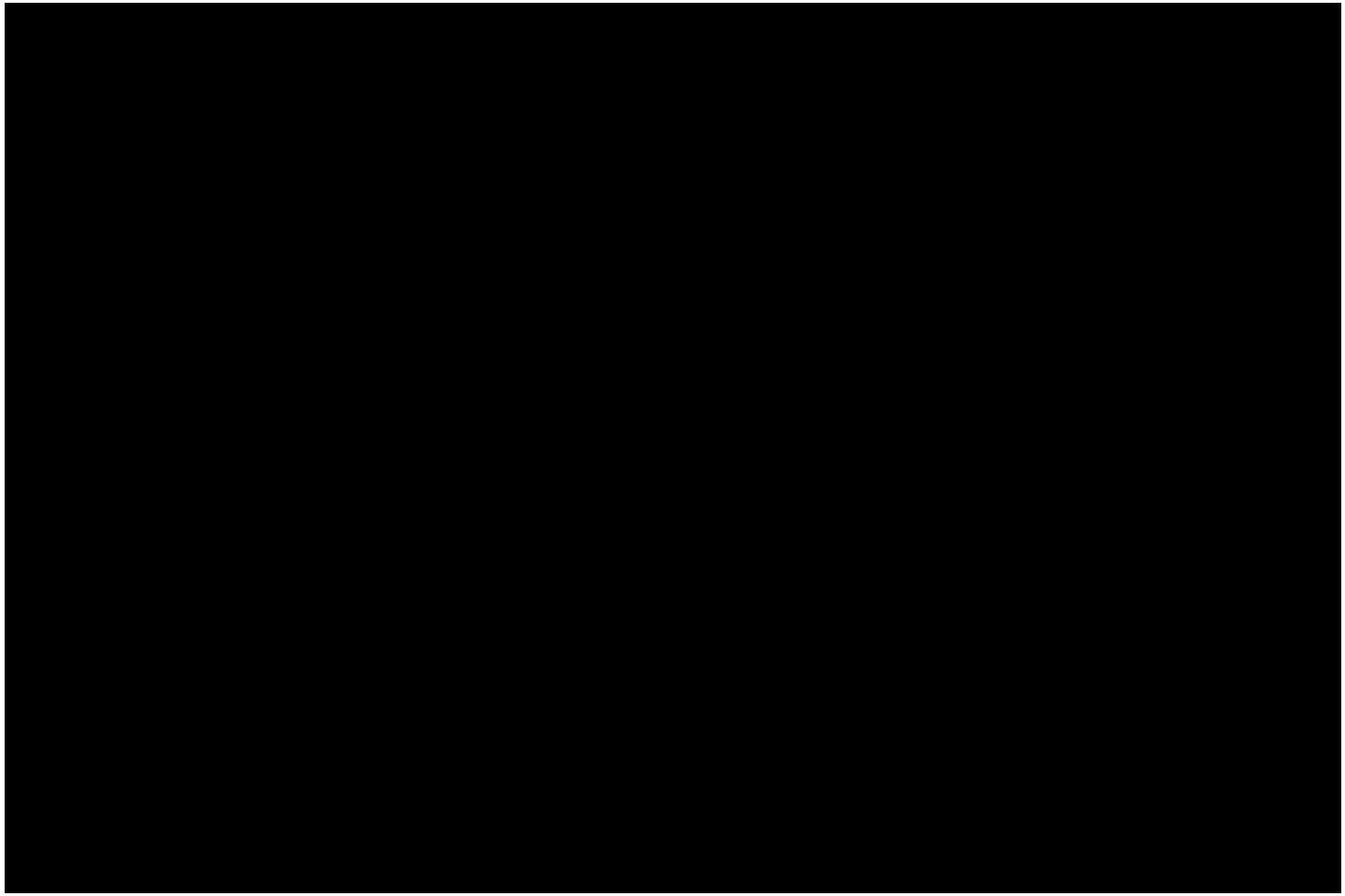
Powered by bfig

World Skills



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Solihull Police's Chief Superintendant, Sally Bourner, filmed a video about what we were doing at the Skills Show and our use of Social Media

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Solihull Police Twitter Account

World Skills

They now share news that they pick up from our Twitter account. Solihull Police (22,500 followers):

Solihull Police Twitter Account

Additional Tweets

‘Try it’ Open Event

Tagged Free Radio presenter Adam Wilbourn in tweets
He then retweeted
Retweeted by a local school as well as Solihull BID

‘Try it’ Open Event

Adam then did likewise on the day, tagging Solihull College and Free Radio into his tweet. The below example was retweeted by various people including the Free Radio account (20,500 followers) and ‘Sparky’, another DJ at the station (2,000 followers).

- Solihull College

the College. Some examples are shown here:

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