

YOUNGOFURTHER.CO.UK PROFILE PAGES

TALK DIRECTLY TO PROSPECTIVE STUDENTS.

Yougofurther.co.uk is UCAS' official student network. It's used exclusively by students thinking about moving on to higher education as well as students already at university. It's a vibrant hub for sharing and giving advice about a whole range of relevant areas including finding out about the UCAS application process, particular HEIs and which courses will be of interest to the students. It's a way of meeting people with similar interests, studying similar subjects and joining in debates.

HEI profile pages are one of the most significant features of the site. Profile pages offer HEIs the opportunity to talk directly to the audience, giving up-to-date, relevant and official information. They are an effective way of tapping straight into the needs of the audience.

HAVING A PROFILE PAGE ON YOUNGOFURTHER MEANS THAT HEI'S CAN:

- present themselves and all of the benefits they offer to their key target audience.
- give regular updates, details, of events, open days, etc.
- create faculty-specific pages.
- run live webchats.
- use banner advertising on the site.
- make the most of an official UCAS channel.

UCAS holds the data for the registered users of yougo which is available for purchase from UCAS. For more information please call 01242 544881 or email us at ucasmediaeducationteam@ucas.ac.uk



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