



Postgraduate Student Engagement - Case Study 4

A Students' Union-led approach to postgraduate voice



The Challenge: *There is often no one-size-fits-all approach in communicating to students, particularly postgraduates. The pandemic further constrained communication strategies where other on-site approaches were no longer available (e.g. notice boards, SU information desk, etc.)*

The Solution: *The use of Instagram Stories to capture real-time feedback and queries.*

Aims and Objectives:

1. To capture real-time feedback and queries
2. To highlight events and opportunities

How it works: Maynooth Students' Union (MSU) operate the @maynooth_su and @msu_vlogs Instagram pages which are geared towards all students and prospective students at the HEI. For postgraduate students, the MSU Executive Postgraduate Representative can capture 'stories' to provide any updates, offer a platform for Q&As, as well as upload a live 'Feedback' option to check if PGs have any queries prior to the Rep attending any meetings.

Key Enablers:

- Instagram is a free platform to use in which prompt feedback can be received in real-time.
- The Stories feature allows for posts to be saved as a highlight on the main page.
- There is a high following rate of circa 10,000 individuals (@maynooth_su ~8,000; @msu_vlogs ~ 2,000) although it is impossible to determine how many of these are current postgraduate students.

Learning to date:

- It has proven difficult to set up a platform dedicated to postgraduates. Length of degrees is often short (~one year for most Taught Masters). It is difficult to gauge percentage of audience that are current postgraduates, however the use of the universal MSU platform with greatest reach can avoid duplication of effort.