

Higher Horizons+ partnered with The Access Platform and saw...



23 target students sign up and engage with the platform



20 direct message conversations
6 questions asked, 1 phone call and an average of more than 4 minutes spent on their TAP page on each visit



225 pieces of user-generated content created through TAP to fuel their social media channels

TAP gave us an easy to use, safe platform to make conversations happen. We have had some real successes, including one young person who... consequently applied for and gained a place at one of our partner universities



Hannah Merry
Operations Manager

TAP Content has made the journey between capturing the content to getting it published on social platforms so much easier and enabled us to keep our social media channels up to date, current and exciting



Libby Tozer
Evaluation and Communications Officer

The Challenge

Higher Horizons+ offers higher education outreach to targeted secondary schools and colleges throughout Staffordshire, Shropshire and Cheshire. They came to The Access Platform for digital support in their school and college outreach work.

They wanted to be able to build relationships and start conversations with their target students, as well as provide accessible support and a safe space for questions about Higher Education - our chat platform allowed them to do exactly this, while also giving prospective students a direct link to student ambassadors.

Not only that, Higher Horizons+ wanted an easier way to communicate across teams and harvest user-generated content to drive their social media channels and market their work. Our content module was the ideal solution.

Why TAP?

TAP was the ideal partner for Higher Horizons+ because...

1

Our chat function meant Higher Horizons+ could offer their target students the accessible space they wanted to ask questions about Higher Education and a direct link to current students for peer-to-peer conversations.

2

Our 'safeguarding by design' approach to building our platform – with in-built checks and alerts – offered a safe space for conversation and matched Higher Horizons+'s passion for safeguarding.

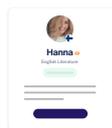
3

Our content feature made requesting, creating, harvesting and publishing user-generated content incredibly easy and gave a whole new layer of authenticity to their social media channels.

Set-up



10 outreach officers initially set up on TAP



Student ambassadors subsequently added



Now at 23 profiles in total; 13 outreach officers and 10 student ambassadors



Content feature subsequently added for easy creation of UGC

We started working with The Access Platform because we wanted an easy-to-use question and answer section on our website, where young people could go to find out reliable answers to their questions if they didn't know who else to ask. Our Project Officers all have a profile on the platform, and are generally recent graduates who remember what it was like to be in the shoes of the young people we work with.

TAP gave us an easy to use, safe platform to make those conversations happen. We have had some real successes with the platform, including one young person who got in touch to ask about which engineering courses would accept their level 3 qualification and consequently applied for and gained a place at one of our partner universities.



Hannah Merry
Operations Manager

We started to use TAP Content as we already used The Access Platform. Our network is split across three counties: Staffordshire, Shropshire and Cheshire with colleagues based at four institutions. We needed a streamlined and easy way for colleagues to send content to our management team for our social media platforms. TAP Content enabled everybody in the network to send current and interesting content so that we could showcase all the work we do with young learners.

TAP Content has made the journey between capturing the content to getting it published on social platforms so much easier and enabled us to keep our social media channels up to date, current and exciting.



Libby Tozer
Evaluation and Communications Officer

Impact

By using The Access Platform, Higher Horizons+ has been able to create an ideal digital space for their outreach work - an accessible and safe space for target students to discover more about what higher education might be able to offer them



The Access Platform generated leads! 23 target students have signed up and are engaging with Higher Horizons+ through it



Those leads are converting to meaningful conversations; interactions with the platform have led to 20 direct message conversations, 6 questions being asked, 1 phone call being placed and an average time of 4 and a half minutes spent on the platform by each visitor



By using our content feature, Higher Horizons+ have been able to request and create 225 pieces of excellent user-generated content to help fuel their social media channels and market their work in an authentic way

Book a demo to learn how The Access Platform can help increase attraction, conversion and recruitment by giving you an **authentic connection to prospective students**