|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| “The FutureMe podcast series aims to show career decisions not as problems to be solved but as amazing opportunities to be curious about.”  "The (Scottish) Parliament praises a University of the Highlands and Islands initiative to launch a new podcast series to help current students and graduates navigate their future career and employment options.”  A first for the university | Developed an online presence which tied in with existing key messages| Considerable focus on accessibility, with an accompanying transcript for each episode | Episodes coincide with key local, national, and international events | Includes wider student support such as mental health and resilience, alongside innovation, employability, and inspirational stories from different sectors FutureMe PodcastExecutive Office W | **Goal:** To engage students in an innovative and accessible way, interviewing industry professionals, staff, students, and alumni, to share career stories, experience, and advice.  **Submitted by:** Alana MacLeod  **Project:** To create a series of podcasts to help alleviate some of the effects of the Covid19 lockdown on students, and tie-in with the increased consumption of podcasts amongst the 15-24 age group since March 2020 **Benefit to:** All students and graduates   |  |  | | --- | --- | | ****Key message: Promote careers and employability messages**** | | | Create a series of episodes with different key themes, expanding beyond just careers to include wider student support | | | Convey messages of positivity and resilience, and create collaborative content from a wide range of backgrounds/sectors | | | Share internal best practice with staff and students relating to podcast software and episode development | | | Engage with students in an innovative way, adapting to the different way of working during the Covid19 lockdown | | | Involvement from a broad range of sectors and businesses to represent the local and national labour market | | | **Project delivery** |  | | Creation of two series worth of content, with Series 1 comprising 15 episodes and Series 2 comprising 11 episodes | | | Adopted a ‘drip-feed’ approach to promotion, to allow for weekly releases during the semester | | | Certain episodes released to coincide with key events, including student volunteering week, international mountain day, and international podcast day | | | Promoted careers and employability messages but also maintained communication around wider support, resilience and mental health | | | Ensured a positive narrative in a time when many were struggling with wellbeing and worried about short/medium-term career prospects | |   **Impact:**  Between Sept 20-Feb 21, there were over 1,400 ‘hits’ for the webpage hosting the podcast, while statistics from SoundCloud showed a distinct spike at the launch of S1 and growing interest at the launch of S2. From LinkedIn alone there were over 3,000 views of podcast-related posts. |