

Why we are carrying out this research

Gray Manning is purposefully researching how prospective students and key influencers use social media in making and key influencers in making choices and decisions regarding post-16 education. We value those who contribute to the survey, to help us better understand the role, value and place of social media in increasing engagement with a provider.

The objectives of this project are:

- To understand more about the effectiveness of social media as a tool to aid learner recruitment
- When applying to college, which social media platforms are important and how they are used by young people, adults and parents

As a result of this project and our experience in the sector, we can offer an understanding of how FE educators can strategically incorporate social media tools into their recruitment and marketing campaigns as well as how the use of social media can potentially affect learners' views of the college, and its provision.

We are working in partnership with a number of Further Education Colleges. These are:

Blackburn College

Chelmsford College

EPNE

HRUC

Hull College

Hartlepool College

Kirklees College

Luminate Group

Nelson College Group

Northern College

North Kent College

Oaklands

Sheffield College

SHCG

Stoke College

South Bank College

T2000

Vision West Nottinghamshire College

York College

Terms and Conditions



Start date: 22nd August 2024

Closing date: 20th September 2024

You may not enter a Competition if you are an employee or immediate relatives of any employees of Gray Manning LTD. 50 Hoyland Road, Hoyland, Barnsley, England, S74 0PB or any other person professionally connected with the Competition.

We will only accept One (1) entry per person, which must include the information requested on the Competition entry page.

The winner(s) will be the first entry/entries randomly drawn on the date of the Prize draw from all entries received.

The winner(s) will be notified by e-mail as soon as possible after the Competition draw and may receive subsequent written confirmation and full details of the Prize.

In the event that we cannot for any reason contact the winner within a reasonable period of time from the Prize draw, we reserve the right to draw another winner.

Our decision is final with respect to any aspect of the competition, including the determination of any winner(s) of a Prize and no correspondence will be entered into.

All Prizes are non-transferable and no cash alternative will be offered. Arrangements for the fulfilment of Prizes will be made by us.

Your Personal Data will not be disclosed to any third party.

Any queries regarding the competition should be addressed to john@graymanning.marketing or by writing to:

Gray Manning LTD. 50 Hoyland Road, Hoyland, Barnsley, England, S74 0PB.