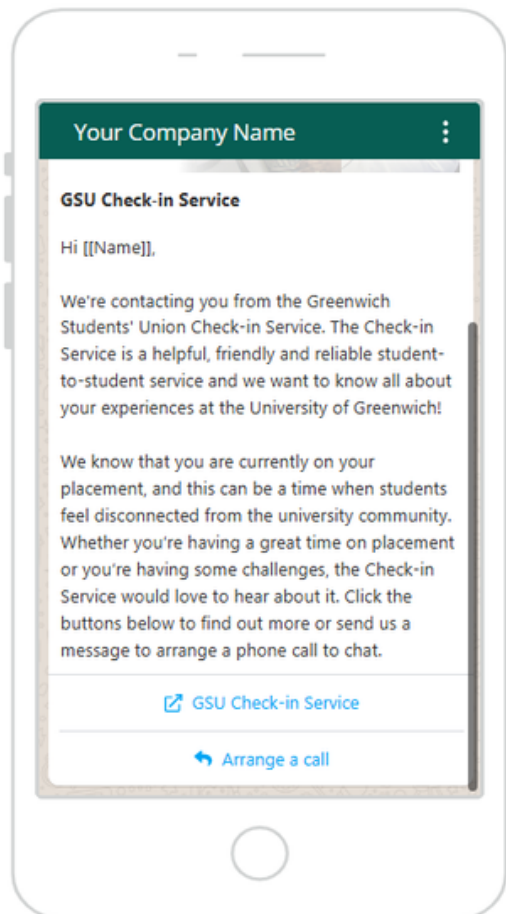


Check-in Service Term 3

WhatsApp Outreach

We sent our first trial WhatsApp Outreach messages this term. We chose two groups of students who were on placement as our initial test groups. We know that students on placement often feel disconnected from the university community, and are also less likely to be able to have a phone call during working hours.

Round 1 - Paramedic and Adult Nursing students



The first group of students we contacted were Paramedic students in Year 1 and January start Adult Nursing students in Year 1, who had recently started a placement block.

The image to the left shows the text of the message that was sent to this group of students. We sent this to 42 Adult Nursing student and to 109 Paramedic students. This excluded 6 students who we did not have phone numbers for.

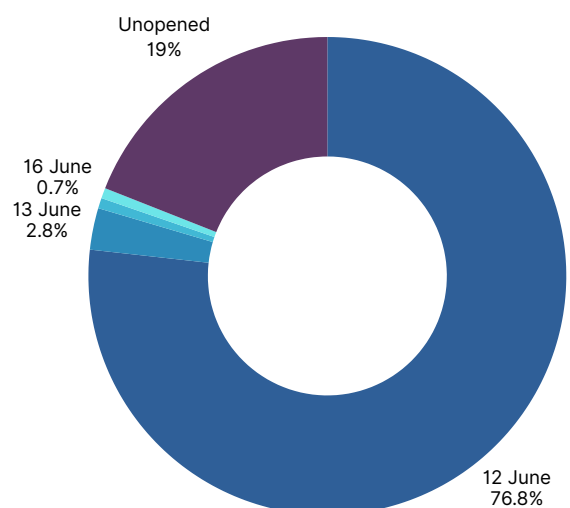
The message was delivered to 105 Paramedic students and 37 Adult Nursing students. The failed deliveries may be due to students not using WhatsApp.



Of these students 115 viewed the rich text of the message - this means that they opened the message and saw the photo, text and links at the bottom of the message.



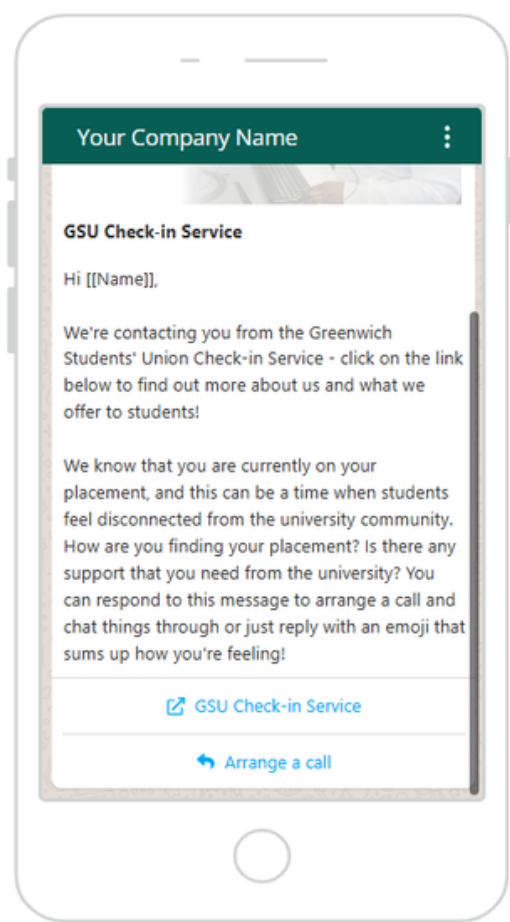
None of the students in this cohort responded to the message, clicked on "arrange a call" or clicked through to the website. This may be because they did not need the support and therefore did not feel that they needed to respond to the message.



The majority (76.8%) of students opened the message on the day that it was delivered. 19% of students have not yet opened the message although it was delivered to them.

Round 2 - Adult Nursing students

Our second batch of messages went only to Adult Nursing students - BSc Sept 24 Year 1 and MSc Sept 23 Year 2, both cohorts were on placement at the time the messages were sent.



As you can see in the message to the left, we altered the message slightly, to encourage more responses, including emoji responses from students regardless of whether they were doing well or having challenges.

We sent this message to 184 students, 9 MSc students and 175 BSc students. This excluded 11 students that we did not have phone numbers for. Of those 184 students, the message was delivered to 174 of them. 127 students viewed the rich text of the message.

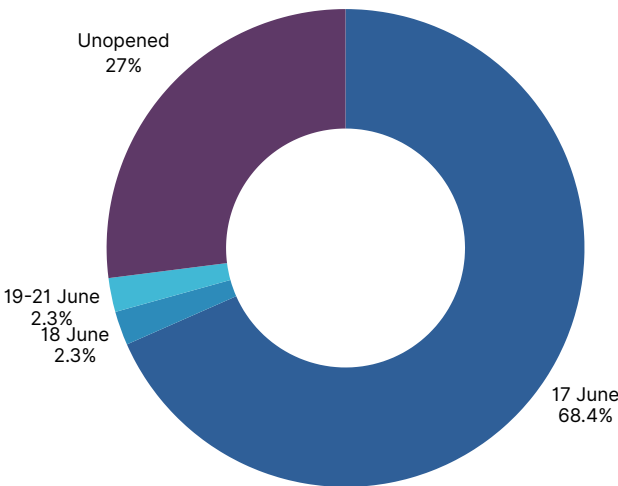
Unlike the previous round of WhatsApp messages, we had several responses and directly supported a small number of students through this outreach. Several students thanked us for reaching out, and appreciated the direct communication.

6 students
Asked to arrange a call with one of our callers

3 students
Spoke to one of our callers after arranging a call

2 students
Received signposting via WhatsApp

6 students
Responded with an emoji or said they were doing well



The majority (68.4%) of students opened the message on the day that it was delivered. 27% of students have not yet opened the message although it was delivered to them.

Learning from pilot messages

1

Making the tone of the message more conversational, and encouraging light touch engagement (such as emoji responses, or a short sentence about how things are going) impacts response rates and, implicitly, how approachable the service seems.

2

Different groups of students will have different response rates - we will need more data to understand why and what impacts this.

3

Arranging calls with students after they have asked to do so does have a drop off rate in engagement - this may be due to situations rectifying themselves or due to students changing their mind. Having a plan for how to manage this will be important going forward.

4

One student came back to the WhatsApp thread after the phone call for more advice and guidance. To ensure that the WhatsApp outreach stays manageable, we should develop a flowchart and message templates which ensures that students are directed to other sources of support while still feeling heard and supported.