RGyoU listening? Stakeholder communication and digital interface: a case study of a Scottish university.

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RGyoU Listening?
Stakeholder Communication and the Digital Interface: A Case Study of a Scottish University

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Presentation Structure

- Research Overview
- Social Media Presence
- Traditional and New Media
- Tailored Platforms
- Transparency and Porosity
- Blurred Boundaries
- Adopters and Non Adopters
- Conversational Medium
Research Overview

• Robert Gordon University Aberdeen, Scotland

• Communication Review Steering Group

• In-depth interviews and focus groups (Spring 2013)

• What role does the internal/external communication interface in the conversational era play in influencing stakeholder perceptions of RGU?
Social Media Presence

- Website and email more visible than social media
- Social media associated with student recruitment
- Principal's blog used to reinforce understanding
- Untapped potential for more varied and engaging content
Traditional and New Media

• Potential for stories to cross over both ways
• Old and new media most valuable in combination
• Labour intensive and time consuming
• Support and training necessary
Tailored Platforms

- Must adapt to each stakeholder and situation
- Professional networks preferred by professionals
- Social networks preferred by existing and prospective students
- Students create social platforms to complement formal channels
Transparency and Porosity

- Frequency and richness of communication influences perceptions
- High awareness of risk to corporate reputation through lack of control
- Inconsistent messaging through lack of integration and alignment
- Increased emphasis on transparency within public sector
Blurred Boundaries

• User determined content and consumption

• Personal/professional boundaries and power relationships disrupted

• Multi-way communication influences tone, content and feedback

• Opportunity for more holistic and meaningful engagement
Adopters and Non Adopters

- Extent of social media adoption influences efficacy
- Clear divide between adopters and non-adopters
- Implications for leadership communication
- Consensus that social media is essential to communication strategy
Conversational Medium

• Stakeholder voices require an open forum
• Tendency to over control and/or under respond
• Opportunity to build trust and mutual understanding
• More emphasis on dialogue and non-corporate, inspiring content
THANK YOU

QUESTIONS?