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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?

