

Student Communication and Content in the Age of COVID

May 13, 2020



In these difficult times, communication and content are so important. Students are hungry for information about what's going on. They want to feel like they're in the loop and their questions are heard.

Indeed, in this time of crisis, the core principles of crisis communication, outlined by McKinsey & Company in a [recent article](#), are worth reviewing:

1. Give people what they need, when they need it.
2. Communicate clearly, simply, frequently.
3. Choose candor over charisma.
4. Revitalize resilience.
5. Distill meaning from chaos.

Students are Hungry for Information

Students' eagerness for information is clearly demonstrated by the huge increase in the website traffic across our student platform (SchoolFinder.com, ScholarshipsCanada.com and StudyinCanada.com). We've seen a **46% increase in sessions** in April, and **pageviews have doubled**, which speaks to students' desire for communication and content.

April Website Traffic on the SchoolFinder Group Platform

	2020	2019	Change
Sessions	283,802	194,271	+ 46%
Pageviews	2,414,132	1,151,958	+ 110%

Of course, much of the traffic is to school profiles and programs, scholarships and careers, but much of it is driven by articles. We have seen a **threefold increase in article pageviews** for April 2020, compared to 2019. Students have an appetite for information in these strange times.

April Content Traffic on the SchoolFinder Group Platform

	2020	2019	Change
Pageviews	220,559	60,526	+ 264%
Articles	1,665	1,470	+ 13%

COVID, Scholarships, Finance and Jobs are Top of Mind

You won't be surprised to learn that the top ten most popular articles on [SchoolFinder](#), [StudyinCanada](#) and [ScholarshipsCanada](#) right now are COVID-related. Some posts clearly have staying power, remaining popular while being updated over the course of many weeks. Anything scholarship- or finance-related continue to be strong draws.

Overall Top 10 Discover Posts April 2020

1. How to Make Your Own WHO-Approved Hand Sanitizer
2. Government of Canada Expands Student Access to Emergency Funding
3. Don't Know What to Study? 4 Career Quizzes That Can Help!
4. When Will the Quarantine End in Canada?
5. How to Make a Fabric Face Mask
6. 2020 Maclean's University Rankings: Engineering Programs
7. Government of Canada Announces \$9 Billion in Financial Aid for Students
8. Frequently Asked Questions: Scholarship Eligibility
9. COVID-19 Resources for Students
10. Government of Canada Announces Moratorium on Student Loan Payments

Top 20 Posts in April 2020 on the SchoolFinder Group Platform, Submitted by Our Partners

Post	Author
Scholarships are Possible: Conquer your Scholarship Fears	Unlock your Future
5 Ways to Self-Motivate When You've Lost Your Drive	CPA Ontario
Coping with Being Cooped Up	Vancouver Island University
Exams Are Still Coming. Are You Feeling Overwhelmed?	College of the Rockies
Scholarship Application Checklist	Unlock your Future
Free Apps You Need to Survive First Year	Algonquin College
Advice for a Promising Career in Canada	Centennial College
What's the Difference Between a Scholarship and an Award?	SAIT
5 Tips When Choosing an International Medical School	University of Nicosia - Medical School
Seeking Support for Your Health, Academics, and Career During the Pandemic	University of Waterloo
Grounded Thoughts for Trying Times	Algonquin College
How to Get a Great Scholarship Reference, part 1: Who to Ask	mycampusGPS
Searching for Scholarships? Don't Make These Two Common Mistakes	mycampusGPS
3 Steps to Take in Grade 11 to Prepare for University	Western University

Post	Author
Don't Miss Out on Scholarship Money!	Centennial College
Coping With Our New, Weird "Normal"	King's University College
Six Reasons Why Scholarships Might Not Be As Competitive As You Think	mycampusGPS
Useful Tips for Submitting Your York U Application	York University
What Does "Financial Need" Mean for Scholarships?	mycampusGPS
How to Be Productive When Studying from Home	Les Roches Global Hospitality Education

Next Steps

Please let us know how we can help you communicate with students. We're in this together, and things will get better.

info@SchoolFinderGroup.com

Useful Links

- McKinsey & Company Article – "[A leader's guide: Communicating with teams, stakeholders, and communities during COVID-19](#)"
- [SchoolFinder Content Calendar 2020](#)
- [StudyinCanada Content Calendar 2020](#)
- [Content Best Practices Guide](#)

Have questions about any of the data presented here or how you can improve your student recruitment marketing strategy? We're here to help!

Reach out to us at info@schoolfindergroup.com or give us a call at **1-800-211-5577**.