



Transparency in advertising guidance

Aim

Our overall aim is to ensure that any potential applicant is aware of the official data that [Discover Uni](#)¹ provides and can use the data to inform their decision making. In response to sector feedback, this is a revision of previous guidance, which asked for components of the OfS Proceed data to be incorporated into all institutional-level advertising. We are now asking that the established and trusted Discover Uni website is used to provide the data.

For all advertising, we are asking that links to the Discover Uni website should be placed in a prominent position. Providers are asked to use their best efforts to ensure that any signposting of the Discover Uni website should be as clear as possible. This may be done in a variety of ways, depending on the focus of the advertisement and the platform or media being used. The choice of approach to use will depend upon the type of advertisement and what is the simplest and most cost-effective way of bringing the Discover Uni dataset to the reader's attention.

Below we provide guidance and recommendations, and further information which we hope you find useful.

Scope

The expectation is that prospective students will be able to make better-informed decisions about the courses they decide to take, by ensuring that graduate outcomes data is available on all course-level advertising for all higher education providers in England. Higher education providers, in this context, refers to those providers registered with the Office for Students (OfS). This guidance covers all full-time undergraduate courses. Part-time courses, courses aimed at international students and postgraduate degrees are out of scope. Where courses are new or do not have any students who have finished them yet, Discover Uni may publish data for other courses in the relevant subject area.

¹ Discover Uni is owned and operated by the four UK higher education funding and regulatory bodies.

Rationale

It is reasonable that prospective students should be made aware of graduate outcomes data when courses are advertised. This is so they can make meaningful comparisons between courses and providers before making decisions about what course to take and where to study. While this data is publicly available, not all students appear to be aware of it. Making it more prominent by clearly highlighting it in course-level advertising should help to achieve the wider aim of assisting and encouraging students to make better informed decisions about post-18 study.

Course level adverts

For worked examples and information on how to use all suggested media assets, please see the Office for Students' guidance page: <https://www.officeforstudents.org.uk/discover-uni-department-for-education-transparency-in-advertising-resources/>

Online/digital adverts

Widget

The Discover Uni widget is the preferred means of signposting to the Discover Uni course page, as it takes applicants directly to the relevant and up to date data. The widget is a small web application that displays course data. Current OfS guidance asks that it be displayed clearly on the course pages of all university and college websites where a course is advertised and appears on the Discover Uni website.

Any additional online advertising of the course externally, such as third party websites, should use the widget where possible.

Discover Uni logo and URL

If use of the widget is impractical a reasonable alternative would be to include the Discover Uni logo with a hyperlink to the course page and a strapline which links to Discover Uni through a URL. URLs could be used in online advertising such as on social media posts, influencer posts and videos, online brochures and digital media assets which advertise the course, if that is feasible. You can add the Discover Uni course page URL to any text or media assets which direct users to the data and information.

See the 'Media assets' section below where there is a selection of suggested taglines that can be used.

Printed/static adverts

QR code

QR codes set up for Discover Uni course pages can be used for printed or digital adverts which are displayed in public such as posters, brochures, billboards and leaflets. This allows recipient readers of hard copy advertising to access the most up-to-date datasets on Discover Uni.

QR codes enable people to access the Discover Uni course data easily by hovering their phone camera over the QR code which will direct them to the course page through the link displayed.

See the 'Media assets' section where we have provided some templates which can be used.

Institutional and subject level adverts

Online/digital adverts

Discover Uni logo and URL

Institutional or subject level advertising should signpost to the institution details page on Discover Uni. Such signposting should be clear and placed in a prominent position. It should use the Discover Uni logo with hyperlink to the provider's institution details page. In the 'Media assets' section below where we have provided design assets and suggested text descriptors.

URLs can be used in online advertising such as on social media, online brochures and media assets which advertise the subject, university or college. You can add the Discover Uni logo and URL for the institution details page on Discover Uni to any text or media assets.

Printed/static adverts

QR code

QR codes can be used for printed or digital adverts which are displayed in public such as posters, brochures and leaflets.

For institutional level advertising, you should link to your institution's details page on Discover Uni. From here, users can find information about your provider and all of the courses available.

Media assets and templates

A selection of media assets and templates have been created by the OfS for use by higher education providers in advertising on the range of platforms and media used. These are provided along with suggested text, straplines and further information.

[The media assets and templates are available to download here.](#)

Asset text

See the below suggested straplines which can be used when signposting to the Discover Uni website.

Course level advertising

Straplines:

- Discover students' views on the teaching, average earnings and the number of graduates who go on to work or study after the course. Visit Discover Uni.
- Discover students' views on the teaching, average earnings and the career and study outcomes the course led to. Visit Discover Uni.
- Discover how students view the teaching, the student experience, and if graduates feel their course has positively impacted their career. Visit Discover Uni.

Subject and provider level advertising

Straplines:

- Discover more about [Provider] and available courses on Discover Uni.
- Discover students' views on the teaching, average earnings and the number of graduates who go on to work or study after the course. Visit Discover Uni.
- Discover students' views on the teaching, average earnings and the career and study outcomes the course led to. Visit Discover Uni.
- Discover how students view the teaching, the student experience, and if graduates feel their course has positively impacted their career. Visit Discover Uni.
- Discover official statistics on higher education courses to see the student and graduate experience of the course. Visit Discover Uni.