



THE UNIVERSITY *of* EDINBURGH

# PLATFORM ONE

# A-Z

26 useful pieces of information about the new online platform for students, staff, alumni and the wider university community.



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# A

## Authentic

The motivations of our students are complex and many of our alumni have not followed a pre-planned career path. Platform One wants to capture these realities, and use them to create an online environment that is supportive, non-judgemental and, above all, real.



### **Social Science 1984**

How do nursing and social science skills help with, and lead to, a career in media via lecturing?  
Anything is possible.....

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## Background

Platform One is a new online University resource brought into existence by Development and Alumni and the Careers Service.

## Community

It is an online space where all members of the University community, past and present, can gather together.

## Development

Initially conceived as a way for students to draw on the knowledge and life experiences of former students for careers advice, Platform One has stepped beyond this idea to offer something broader and more inclusive.

## Evolution

What has been developed is a starting point. We would like to invite colleagues across the University to consider using Platform One where there is a need to link members of the University community in a mutually beneficial way.

## Faces

All promotional material for Platform One uses the faces of real alumni, students, staff and volunteers.

## Graduation

At graduation, Platform One is promoted by focusing on the benefits of an independent Edinburgh network of professionals and peers.



### Law 2010

I had a lucrative job in investment banking technology but I wanted to prove that I could write essays; so, with stubborn determination, I quit and became a student again!

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## Hashtags

There are a number of hashtags that can be used to advertise availability and presence on Platform One.

These include #areyouonPlatformOne, #meetmeonPlatformOne, #nowonPlatformOne

## Industry

You can identify interesting individuals on Platform One by using the search filters. These include the ability to filter by industry, as well as by year of graduation and by school or faculty.



### **Business Management and Accounting 1993**

I was working on the turnaround of a cruise company. As part of the plan my team were given a ship and told to build a new business line around it. None of us knew the front end from the back!

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## Jobs

Future plans for Platform One include the ability to share job vacancies, internships and work experience opportunities.

## Knowledge

Platform One offers an opportunity for our community to connect with each other, and benefit from sharing knowledge, insight and experience.

## Lifetime

Platform One reinforces the proposition that the University of Edinburgh offers a lifetime of relevant and rewarding experiences.

## Many happy returns

A simple positive and familiar message of congratulations that links Platform One to our wider alumni offer.

It evokes ideas and feelings relating to giving back, travel, the University as a constant in life, change and multiplicity.

## Nutshell

Platform One is a meeting place, a community place, a discussion place. It is a platform of possibilities.

Its aim is to provide a single online location where students, alumni, staff and volunteers can share, interact and advise.



### **Chemical Engineering 2014**

I achieved a place on BP's high-flying graduate scheme straight out of university ...and then the oil price crashed. Four years later, I've found a new passion and career in teaching.

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## One to One

One to One is the name we have given to structured individual support on Platform One.

## Profile

Everyone on Platform One has a profile. You can set up a profile without committing to anything else.

We recommend that you set one up and spend a little time getting to know the other people who have decided to join Platform One.



### **Inclusive Education 2018**

Five years of teaching have taught me this: "Teachers have three loves: love of learning, love of learners, and the love of bringing the first two loves together." - Scott Hayden.  
Teaching is a labour of love.

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## Quotes

Promotional material for Platform One uses genuine quotes to communicate authenticity.

The quotes do not tell the whole story. Instead, they create intrigue and a desire to know more about our community and what it has to offer.

## Review

Requests for feedback will be an automated part of Platform One once a profile is created. This will inform the development of the Platform.

## Security

All data is stored on secure servers and won't be shared with any other organisation.



## Tagline

We are not sure if Platform One needs a tagline. If we had a tagline, it would be something like - "A place for Edinburgh people."

## Unselfish

At the core of Platform One is a belief that our community wants to support and help each other.

## Visual identity

Platform One's visual identity is based around real individuals and their stories. We don't use stock images, we don't airbrush and we don't edit.

### **Business Management 2001**

My granny always asked me, when I was going to get a proper job.

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## Wanderlust

Platform One plays on the idea of travel. Destinations, departures, arrivals and transfers. The University of Edinburgh as an "open return".

## Xenomania

Platform One connects our community together wherever they hail from, and wherever they are now. It celebrates diversity and draws strength from difference.

# Z

## **You can join too**

We have called it Platform One because it is a platform and we are a single community. Set up a profile and be inspired.

## **Zebra to armadillo**

We hope that Platform One evolves to support interactions and activities that draw our community and the University together.

From a to z, and from z to a.

If you like what you see at **[www.ed.ac.uk/platform-one](http://www.ed.ac.uk/platform-one)**, spread the word or contact **[platform-one@ed.ac.uk](mailto:platform-one@ed.ac.uk)** for more information.