

Producing Own Materials

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Ipsos will promote the survey to students through a series of communications and will produce various marketing materials to help publicise the National Student Survey (NSS), as detailed in the 2025 Good Practice Guide.

Providers registered in Wales, Scotland and Northern Ireland are expected to promote the NSS as they did in previous years. Providers in England are no longer required to actively promote the survey but they can choose to do so if they wish.

Providers can create their own internal promotional materials, including creating their own artwork, however restrictions apply. Please see [NSS Marketing Materials](#) for more information.

Providers can also use the provided schedule (available in the Good Practice Guide), if they want to plan promotion in line with the Ipsos Fieldwork Timetable available in the [Set Up Guide](#).

If you have any questions regarding these guidelines, please contact the NSS Helpline at nss@ipsos.com. More guidelines on how to promote the NSS survey are available in the NSS 2025 Good Practice Guide, Chapter 2.

Do

- Encourage students to give their honest opinion: This includes what they liked and did not like about their student experience.
- Encourage students to complete the survey online: Providers should direct students to the survey website: www.thestudentsurvey.com.
- Keep promotions in line with your provider's chosen start week: Please note that regardless of your provider's chosen start week, ALL eligible students can complete the survey from 6 January 2025 until 30 April 2025.
- State the purpose of the NSS and its target audience of mainly final year undergraduates.
- Include the NSS logo on all promotional materials.
- Include the relevant funders logos: The Office for Students, Department for the Economy Northern Ireland, the Commission for Tertiary Education and Research (Medr) or Scottish Funding Council and Ipsos logos must be included in all promotional materials.

Don't

- Embed NSS marketing activity in broader provider promotional activities, for example 'Pride' and 'I Love' campaigns: There must be a clear division between marketing campaigns to ensure all promotion of the NSS is neutral. This includes 'You said, We did' campaigns, where it must be clear that particular changes came about from the NSS rather than from internal campaigns.
- Combine the NSS with other surveys being undertaken at the provider: The NSS must be promoted independently. Students must not be led to confuse the NSS with other surveys, whether internal or external, being undertaken at the provider.
- Include material that may inappropriately influence students' responses: Please refer to the 2025 Good Practice Guide for more information.
- Make any references to commercial brands.
- Include any defamatory, offensive, political or unlawful content.
- Quote open comments in marketing materials. Open text comments may be paraphrased in marketing materials, as long as they do not identify any individuals and are not attributed to the NSS.

If you require help or need clarification of any of these items, please speak to the main NSS contact at your provider or contact the NSS teams at the OfS at nss@officeforstudents.org.uk or Ipsos at nss@ipsos.com