

Strong student communities are the key to success

Students support the Open University to win University Face Off 2012

The second year of the student Facebook contest *University Face Off* has seen *The Open University* crowned as the 2012 champions, and by some margin. Title holders from the first round, *Aberystwyth University*, fell a place in the leaderboard to second, with *Keele University* holding on to third position.

Over 25,000 students from a total of 143 British universities proudly voiced support their support this year.

Once again, many of the regular toppers of traditional university league tables were left standing by a pioneering group of institutions with a strong sense of community. The *University of Manchester* managed 27th place, whilst the Oxbridge universities did not even feature in the top 100. It was the unrivalled community spirit of students from the OU – many of whom study remotely - which powered the proud students to support their university to the top spot.

A spokesperson for the Open University said:

“We have been overwhelmed by the support our students have shown to the OU in the University Face Off this year, and are very grateful for it. We have the unique ability to offer higher education to students who would otherwise find it difficult to study. It’s great to see how this opportunity to learn goes beyond studying to creating strong social ties between students. We look forward to the same success next year!”

In recognition, *The Complete University Guide* has been involved in this year’s contest. Students taking part in the contest have been encouraged to review their universities for the Guide, which publishes its own tables in a few months time.

Several students this year took away some fantastic prizes for supporting their universities. The sponsored prize pool included the new Apple iPad 3, an iPod Touch, trips to Ibiza and a £300 speaker system.

The rapid growth of social media networks, such as Facebook and Twitter, layered with *University Face Off*, is empowering students to come together and support their universities in a public arena. This in turn goes a long way to boost the profile of universities which are often sidelined by a preference for academic traditions in other league tables.

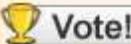
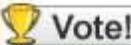
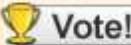
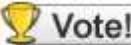
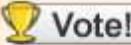
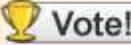
University Face Off is managed by the team behind the student money site [Save the Student!](#) The idea was borne out of a desire to rekindle positive sentiment towards our universities. This year the contest’s total reach exceeded 3 million.

Contact details

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The Top 10 Universities on the UFO Leaderboard 2012:

Position	University		Points				Total	
			Likes	Comments	Tags	Bonus		
1 =		The Open University	Open University	1204	1622	150	2930	5906 (+3) 
2 =		Aberystwyth	Aberystwyth	1443	1258	150	1881	4732 (+3) 
3 =		Keele	Keele	768	964	150	1114	2996 (+8) 
4 =		Aberdeen	Aberdeen	362	474	141	1324	2301 
5 =		Harper Adams	Harper Adams	414	368	132	845	1759 
6 =		Stirling	Stirling	459	626	132	515	1732 
7 =		Bangor	Bangor	273	346	114	570	1303 
8 =		East Anglia	East Anglia	326	394	105	289	1114 
9 =		Roehampton	Roehampton	261	266	111	389	1027 
10 =		Liverpool JMU	Liverpool JMU	138	182	150	428	898 (+1) 



Hi-res University Face Off logo:

