

National Student Survey Producing Own Marketing Materials

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Ipsos communicates the National Student Survey (NSS) details to students through multiple channels and produces various marketing materials to publicise the survey as outlined in the 2026 Good Practice Guide. Providers registered in Wales, Scotland, and Northern Ireland are expected to promote the NSS as they have in previous years. In England, providers are not required to actively promote the survey; however, they can choose to do so. While providers can create their own internal promotional materials, including artwork, there are certain restrictions. Please refer to the [Good Practice Guide](#) for further details.

Additionally, providers can follow the provided schedule (accessible in the Good Practice Guide) to align their promotional activities with the Ipsos Fieldwork Timetable, found in the [Set Up Guide](#). If you have any questions regarding these guidelines, please contact the NSS Helpline at nss@ipsos.com. Further guidelines for promoting the NSS are available in Chapter 2 of the NSS 2026 Good Practice Guide.

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 7 January 2026 until 30 April 2026.
- 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, 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 2026 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 Ipsos at nss@ipsos.com the NSS teams and the OfS at nss@officeforstudents.org.uk