

The Orlo logo is positioned in the top left corner of the page. It features a stylized white 'O' with a horizontal line through its center, followed by the lowercase letters 'rlo' in a clean, sans-serif font. The background of the entire page is a photograph of a large group of graduates in blue gowns and white mortarboards, seen from behind, filling a large hall.

For Higher Education

One-to-one conversations on the channels your students choose

With social and digital channels being the primary means of communication for the majority of young people, Higher Education institutions are having to move with the times and get savvy with their digital strategy.

Whether it's prospective students sussing out which universities to apply to, current students discussing the latest events at the student union or alumni wondering how they can stay connected with the place they used to call home, the number of digital conversations taking place is on the rise - and institutions are battling to stay in the loop. Always on and always listening, the Orlo platform pulls your direct and indirect mentions into one easy to use platform, allowing your college or university to focus on keeping students informed, engaged and well looked after - hooray!

Who's part of our community?

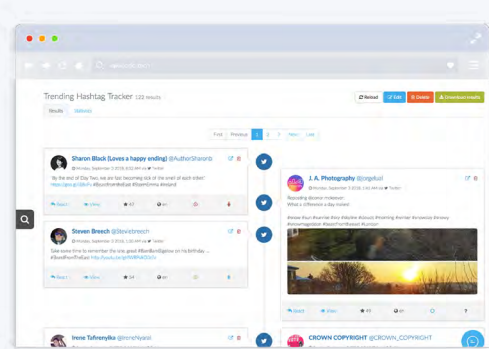
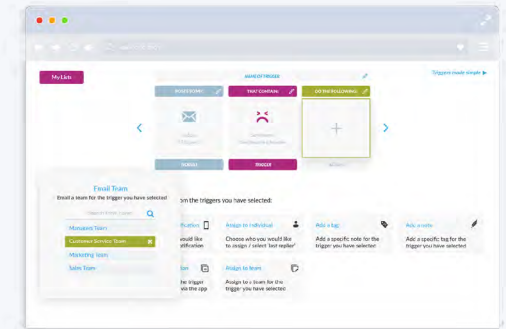
The Orlo logo is located in the bottom right corner of the page, identical to the one in the top left.

It ain't what you do it's the way that you do it...



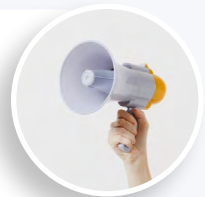
Be there in the moments that matter

With student wellbeing at the top of the priority list, it's essential that someone is available to support with any struggles, queries or concerns. Be there to listen, on the channels they chose - whether that's Social Media, WhatsApp, SMS or Live Chat. Set up triggers to automatically notify you about messages with negative sentiment or specific keywords and ensure you're always there when you're needed the most.



Keep an ear to the ground

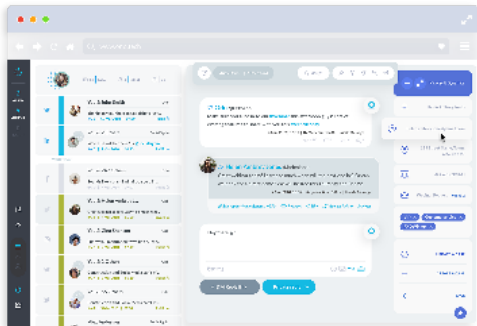
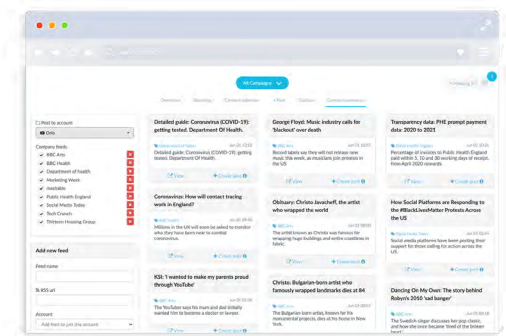
With institutions working to provide a hybrid learning experience, allowing students to learn remotely through digital platforms, it's becoming more challenging to keep track of the student journey. Digital channels offer a treasure trove of candid feedback and conversation, so whether your institution has been tagged or mentioned indirectly, Orlo's Social Listening tool can identify those conversations, giving you the chance to respond appropriately. You can monitor the sentiment of messages too, giving a true picture of the student experience.





Content is king

From informing students of upcoming events to weighing in on the latest education news, ensure you're engaging your audience consistently by using the Content Calendar to schedule digital campaigns. If you're stuck on what to say, share student generated content from your monitoring streams or pull posts from your favourite RSS feeds for relevant and timely updates. You can easily understand which campaigns are doing well too, with Orlo's Performance Analytics!



Talkin' about an integration

We're able to interact with a range of CRM systems, enabling your university or college to elevate social media insights by combining them with the rich data held within your existing CRM. Get a single view of the student, tracking their journey from the first interaction, right through to graduation day and beyond! As a Microsoft Premium Tier Partner, Orlo provides a deep and seamless integration with Dynamics 365 and Power BI too.



What makes us unique?



Just a click away

Measure and monitor the sentiment of your student interactions throughout their journey and be there when they need you most.



Stay in the know

Use AI first technology to automatically flag up conversations you need to know about so you can react in real-time and manage reputation.



Let's get digital

Enhance your tech stack with an digital conversation platform that integrates with your CRM and supports a hybrid learning experience.

Don't just take our word for it...



Our social media content and strategy is driven by a need for excellent data gathering. We need to know when the optimal time for posting and levels of engagement at that time in order for us to fully engage with our students, staff and parents. Orlo provides us with such an easy-to-use platform where that information is only a click away. We're proud to use Orlo for all of our social needs, including the management of our online Clearing team.

Helen Fulton | Digital Content Co-ordinator | Aston University



Say Hello

Want to find out more or see Orlo in action?

Our team is always happy to have a chat, answer any questions and welcome you to the Orlo community!



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