

The Ambassador Platform – FAQ

20 May 2022

What is it

[The UTS Ambassador Platform](#) (TAP) is primarily a peer-to-peer online chat that lets prospective students talk to the UTS community (current students and alumni) about courses, life in Sydney and much more. However, users may also choose to speak to staff (domestic and/or international) for entry requirements, how to apply and scholarships.

Users can also explore content generated by ambassadors and browse the FAQ section. Please note that TAP is a less formal means for future learners to make contact, and does not replace more traditional enquiry channels (email, call, web form, events).

How does it work

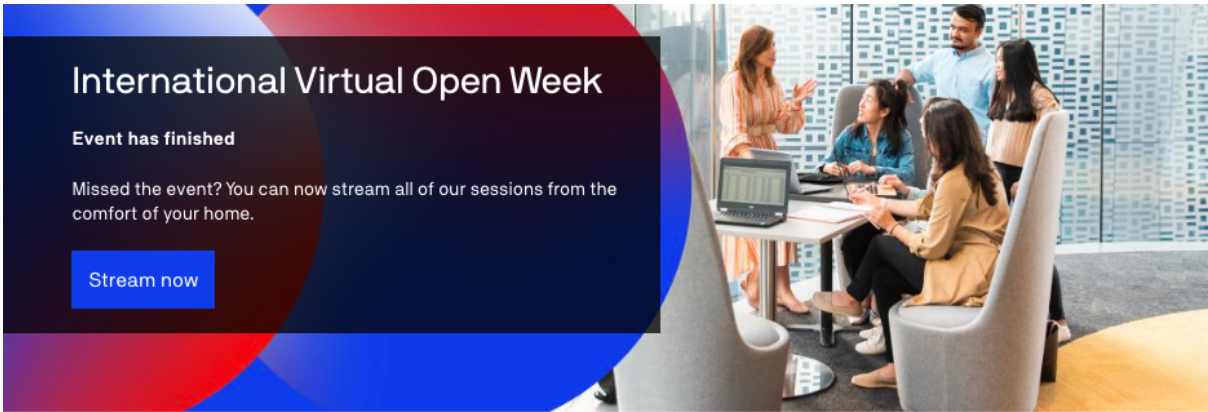
Users who land on the [TAP microsite](#) create an account to start a chat (this generates a lead which filters through to the UTS CRMs). Users can filter the chat by type of ambassador (staff, undergraduate student, postgraduate student, international student, alumni) and/or preferred course.

How do I promote TAP/How do I embed a chat pop-up card on my website?

It is encouraged to promote the TAP microsite across web, social and email marketing. Ask your web developer to embed the below html code on any Drupal web page. This will generate a pop-up card linking to the platform:

```
<script>(function(w,d,s,o,f,js,fjs){w['popCard']=o;w[o]=w[o]||function(){(w[o].q=w[o].q||[]).push(arguments)};js=d.createElement(s),fjs=d.getElementsByTagName(s)[0];js.id=o;js.src=f;js.async=1;fjs.parentNode.insertBefore(js,fjs);}(window,document,'script','mw', 'https://cdn.theaccessplatform.com/popcard.js'));mw('init', {groupID: 35,terms:[],title:"Chat to our community",alignment: "right",backgroundColor: "#4f4c4c",href:"https://www.uts.edu.au/study/chat-our-community?utm_medium=popcard&utm_source=TAP%20Group%20Account&pageTitle=Chat%20to%20our%20community%20of%20over%2050%20students%2C%20staff%20and%20alumni"});</script>
```

You can also promote pre-filtered pop-up cards by course or nationality, please get in touch with the TAP working group to receive a customised pop-up card.



Stream International Virtual Open Week

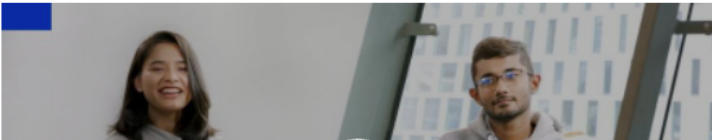
If you missed the event or couldn't attend all your favourite sessions, explore our video library and stream the recordings anytime, anywhere.

[Stream now](#)





Ready to apply to UTS for free?

Grab the discount code we've sent to all attendees via email and start your application, or [find an education agent](#) in your country.

[Apply now](#)



Chat to our community ✕

[Chat now](#)

[Still got questions?](#)
Hear from current UTS students what it's like to study in Sydney. Why UTS?

(Example of pop-up card on bottom right)

How can I add more students/staff from my Faculty to the platform?

We encourage marketing staff to liaise with their Sprouts, students, alumni and Faculty to expand the TAP community. The more diverse the pool of ambassadors, the more meaningful and relevant conversations will be exchanged.

Please reach out to the TAP working group for onboarding advice, reporting and any other questions:

- Christina Miebach (International Marketing Manager, MCU)*
- Bruce McCarthy (Head of Future Learner Experience and Services, LACE)*
- Tori Hyland (Social Media Specialist, UTS College)*
- Amy Cifuentes-Platts (Senior Communications Officer, UTSI)*