



# COMMUNICATING RANKINGS

## GUIDELINES FOR SOCIAL MEDIA CONTENT AND COVERAGE

AUGUST 2025





# CONTENTS

---

Confirm the Claim	3
Gather Evidence	4
Communicating the Claim	5
Examples	6

# CONFIRM THE CLAIM

- Understand the basis of the underlying data.
- Have we been ranked by an external body, or are we showing the results of internal analysis of external data?
- Beware of e.g. 'Top x' claims if there are  $> x$  universities with a ranking of  $\leq x$ .  
If Surrey and 2 others are ranked 10<sup>th</sup>, there are 12 of us in the top 10

# GATHER EVIDENCE

---

- External rankings with no further processing required are straightforward.
- Where further data processing has occurred, note the method and any filters applied – this will form the basis of any qualifications (below).
- Remember we would have to share this evidence in the case of a complaint.

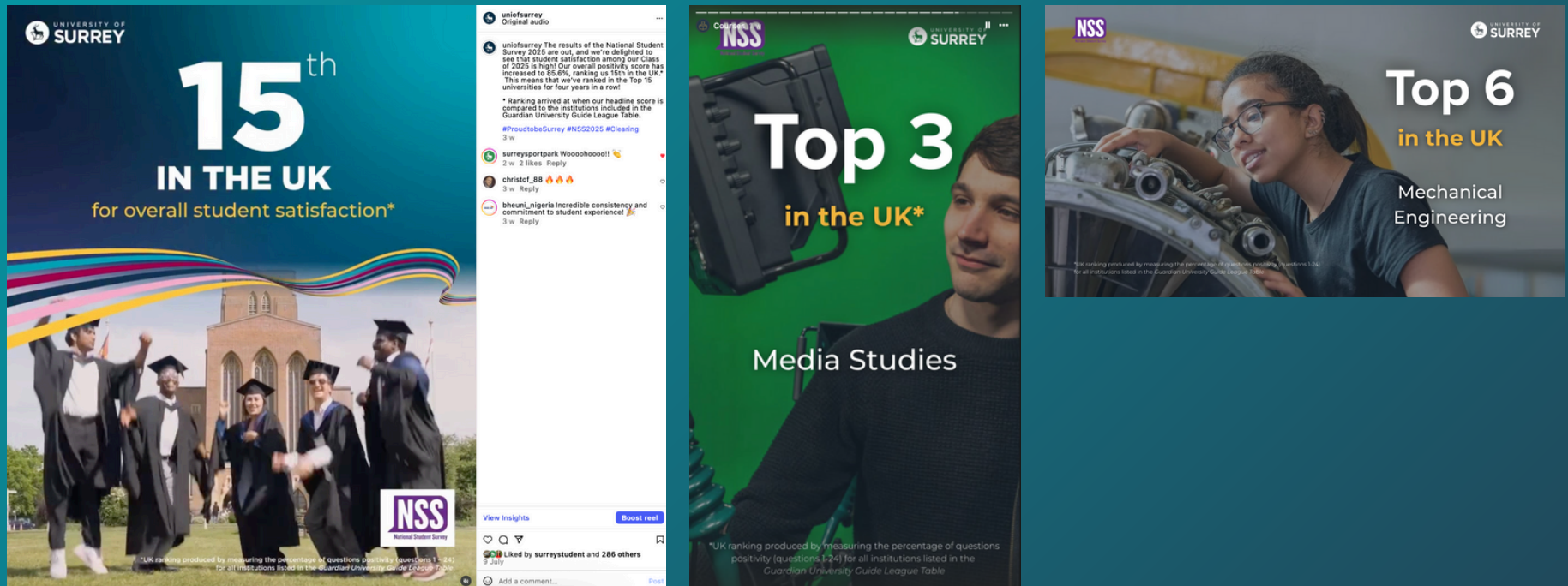
# COMMUNICATING THE CLAIM

- It is expected that the results shown should be independently verifiable by another party – all qualifications / caveats should be shown so the analysis can be replicated.
- Terms used should be clear and unambiguous e.g. ‘Russell Group’ is ok, ‘research-led’ is not.
- Use the supplier’s own name for its data/report and include the date.
- Where we have applied an order to unranked data (e.g. National Student Survey - NSS, Graduate Outcomes Survey, Research Excellence Framework - REF) we should describe the source as “University of Surrey analysis of [data source]”.
- The ASA have found repeatedly against universities using “ranked” after sorting unranked data – avoiding this term in this circumstance would avoid this.
- Ensure claims in images are not detached from any required qualifications / disclaimers.

Code applies to paid-for advertising, printed materials and our website. Social media is not covered but applying the same standards reinforces expectations for media within the code and fits with the University’s value of ‘integrity’.



# EXAMPLES



The ranking caveat that supports the claim and methodology must appear on any graphic or film footage as well as in the accompanying copy.