



How to get your students to use Genio Notes

Field-tested tactics that institutions use to increase student adoption and everyday Genio Notes usage.

Getting students to adopt a new tool is one of the hardest parts of any rollout. The institutions who see the strongest Genio Notes usage tend to do the following handful of things. Use the ones that fit your campus, your calendar, and your students.

1 Run live, in-class demonstrations

Showing Genio Notes in action beats sending links and digital instructions. When students watch it work and try it themselves on their own device, they understand it faster and keep using it. Institutions consistently report that live demos increase engagement well beyond what handouts achieve, especially when students follow on their own phones, tablets, or laptops.

- **In practice:** Book 10 minutes at the start of a class, ask students to open Genio Notes on their own device, and capture that session together.

2 Make faculty your channel

Students take their cues from faculty. When instructors understand and trust Genio Notes, adoption follows, and faculty-led class presentations consistently outperform organic student interest or small drop-in sessions. Getting faculty hands-on with the tool also gives them confidence in the materials their students receive.

- **In practice:** Give faculty their own short demo first, then invite them as an Educator Admin to try Genio out for themselves and become advocates to your students.

[Learn more at genio.co/faculty](https://genio.co/faculty)

3 Host hands-on workshops and awareness events

Dedicated workshops and awareness events give staff and students a relaxed, no-pressure way to try Genio Notes for themselves. Live demos turn curiosity into sign-ups, and at the University of Wolverhampton they translated this into a measurable rise in license use and wider adoption across the university community.

- **In practice:** Run a recurring Genio Notes drop-in somewhere busy (library, student union, or a computer lab) and let people test it on the spot.

MORE ACTIVITIES THAT WORK

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Swap follow-up emails for QR codes

Students prefer scanning a QR code in the room over finding a follow-up email. A visible, on-the-spot sign-up QR code captures interest at its peak instead of hoping it survives a crowded inbox.

- **In practice:** Add a QR code to your slides, handouts, and table signage at every session so students can sign up before they leave.

5

Lead with personal, one-to-one introductions

Direct, personal support converts far better than bulk email. A brief one-to-one walkthrough builds momentum that mass communication rarely matches, and recommendations from program leads and personal tutors are repeatedly cited as the single strongest driver of student uptake.

- **In practice:** Introduce Genio Notes individually during advising or accommodation meetings, and ask trusted faculty to mention it by name.

6

Activate student champions and peer stories

Your most enthusiastic users are your best engagers. Genuine stories from fellow students make the value tangible and cut through the skepticism that meets any new tool, and that advocacy strengthens the internal case for continued investment.

- **In practice:** Collect short [testimonials](#) from happy users and share them in onboarding emails, posters, and at events. Peers persuade peers.

PRO TIP · LET YOUR DATA POINT THE WAY

Genio Notes usage data show when students are engaging, and when they need a nudge. Focus your demos, outreach, and support where the numbers say they will have the **most impact**.

Want a hand putting this into action?

Your Genio Customer Success Manager can help you plan demos, workshops, or a full student launch day. Pick a tactic, and we will help you run it.

Reach out to your Genio CSM



Get in touch with us to tell us what works for you so we can share it with the **Genio community**.