

Kansainvälinen opiskelijarekrytointi – Kanavat, tiedon tarkkuus ja yhteistyön puuttuvat palaset

Sarianne
Vihakara

Kansainvälisen markkinoinnin
suunnittelija

Kanavat, tiedon tarkkuus ja yhteistyön puuttuvat palaset



Opiskelijarekrytointiin liittyvät kanavat



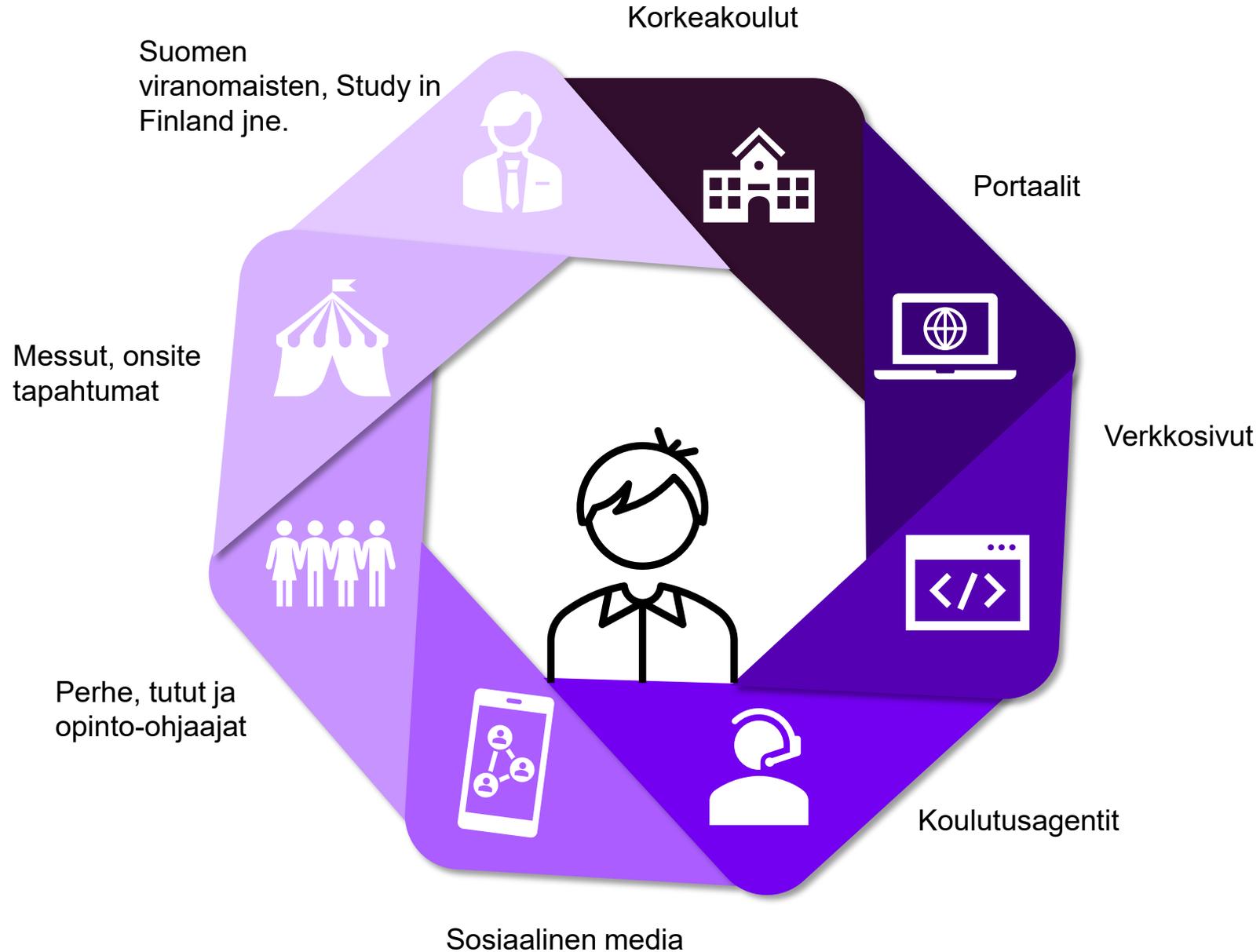
Tieto: Väärää, vanhentunutta vai vajavaista?



Mitä on jo tehty, missä tarvitaan yhteistyötä?

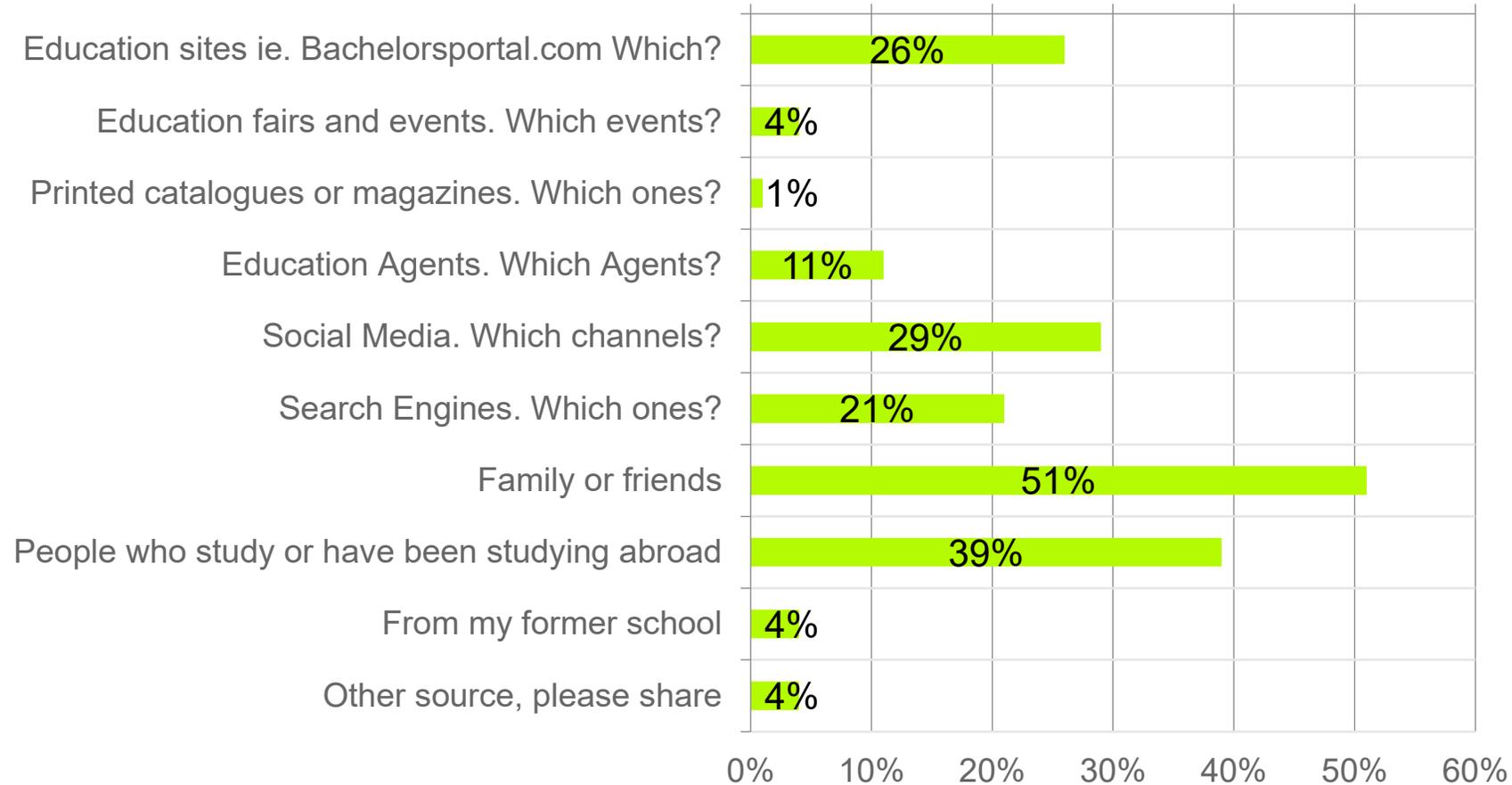
Opiskelijarekrytointiin liittyviä kanavia

Näiden kanavien
ylläpito on kaikkien
meidän tehtävä



Where did you get information about international higher education in general? (choose as many as you like)

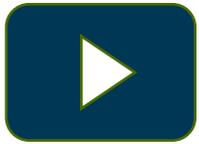
Number of respondents: 1607, selected answers: 3049



*Perustuu HAMKin tekemään tammikuun yhteishaun hakijakyselyyn 2025

**Top mainitut sosiaaliset mediat: Youtube, Facebook, Instagram, TikTok, joista Youtube ja Face olivat yli tuplat verrattuna Instagramiin ja TikTokkiin

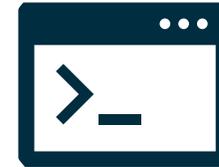
Top six social channels for researching universities for students looking to study in Europe



60%
Youtube



49%
Instagram



39%
Internet forms



37%
LinkedIn



29%
Facebook



15%
TikTok



HAMK

Häme University
of Applied Sciences



RTUN
REGIONAL
UNIVERSITY
NETWORK
EUROPEAN UNIVERSITY

Tieto: Väärää, vanhentunutta vai
vajavaista?

Study in FINLAND

Bachelor's & Master's Program



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50%
Scholarship

Early Application Start Now For February Intake 2026

Partner Universities

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- ✓ Free Counseling & SOP Support
- ✓ Document Review & Visa Mock Interviews

LAB University of Applied Sciences	Karelia ammattikorkeakoulu
HAMK Hämeen ammattikorkeakoulu	OAMK OULUN AMMATTIKORKEAKOULU
Haaga-Helia	XAMK Kaakkois-Suomen ammattikorkeakoulu

Banani Annabella Gráce,
House 51, Road 06, Block C (Nearby
Icon Hospital), Banani, Dhaka - 1213

- Linkki alkuperäiseen postaukseen:
<https://www.instagram.com/p/DMpOWWXzZJB/?igsh=MWQ0bW0zd2lvZzJoaA%3D%3D>

gticdhaka Follow ...

gticdhaka 14w
📍 Study in FINLAND – February 2026 Intake Now Open!
✳️ Up to 50% Scholarship Available |
🎯 Bachelor's & Master's Programs

🚀 Your European Education Dream Starts Here with Globe Trek Immigration Consultancy!
Secure your seat at top-ranked Finnish universities with our expert guidance!

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- ✓ Document Review & Visa Mock Interviews

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- Liikkeellä on paljon agentteja, jotka väittävät olevansa yhteistyössä korkeakoulujen kanssa vaikka eivät olekaan.
- Paljonko näille voi tehdä? Ei paljoa. Voi kommentoida ja ilmiantaa
- Tämä kyseinen postaus poistettiin sen jälkeen kun kaksi korkeakoulua kävi kommentoimassa ja yksi lavastettu hakija kyseenalaisti yhteistyön. Hurraa!

Usein valitamme tämän tyylisistä postauksista, Kuinka Suomea myydään valheellisesti tai väärillä odotuksilla, mutta suurin osa asioista jotka mainitaan, ovat itseasiassa totta ja olleet Suomen myyntiargummenteja pitkään. Tarvitaan lisää sisältöä kertomaan tarkemmin ja realistisesti Suomesta.

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333, Silver Stone Arcade Singapore, Causeway-Road, Katargam Surat.

oxenvisa_internation... Seuraa 3

Study in FINLAND
Make the Right Move – Get Your Study ...

Linkki postaukseen: [Oxenvisa](#)

Forget the UK & Canada:
Move to Finland 🇫🇮 without
IELTS and Tuition-free

Why Finland?

- ✓ No IELTS at many universities ✓
- ✓ Work 30 hours per week ✓
- ✓ Affordable tuition ✓
- ✓ Scholarships available ✓
- ✓ 2-year post-study visa ✓
- ✓ PR pathway ✓

6174
182
11
9873

explorewithfestus ja
explorewithfestus_ba... Seuraa

Move to Finland 🇫🇮 in 2026: Study & work ...

Linkki postaukseen: [Explorewithfestus](#)

STUDY IN FINLAND

BACHELOR'S / MASTER'S

- No Age Limit ✓
- No Need IELTS ✓
- Can fly with your Family ✓
- Happiest Country in the World ✓
- Intake are now open ✓

APPLY NOW ➔

venuseducationcons... Seuraa 4

Study in Finland – Your Gateway to a
Brighter Future! ...

Linkki postaukseen: [Venuseducation](#)

1 Why Finland?

- Very low crime rates
- High government transparency
- Excellent social welfare system



MIGRATE

**Finland wants 15,000
international students,
30,000 workers a year by
2030**



Study in Finland: Job Opportunities, Top Universities, Language Barriers, Scholarships, Visa...



EdYou Abroad with Bijal
3.61K subscribers

Subscribe

- “Are all of these jobs in English, the answer is No”
- There are companies which also operate in English but overall the jobs are limited
- For example, Helsinki has many English-speaking tech jobs but not maybe in other domains
- So before deciding to go to study in Finland you need to figure out if in the career you want to build in has English speaking jobs in Finland or not

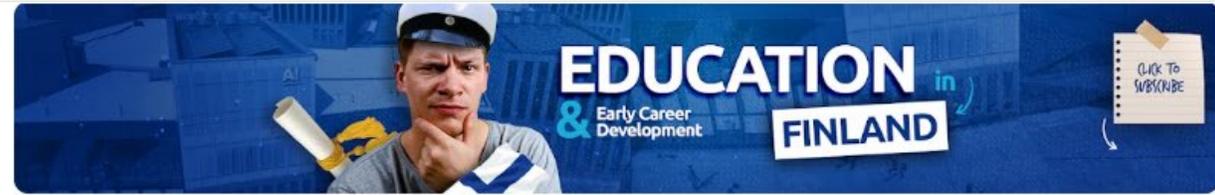
**Saavatko oikeaa tietoa levittävät agentit
ja vaikuttajat tarpeeksi tietoa?**

[Linkki kuvan videoon: Study in Finland: Job Opportunities, Top Universities, Language Barriers, scholarships, Visa...](#)

Tässä malli hyvästä selitysvideosta, missä asiat on selitettyselkeästi ja ilman ruusukuvia vaikka silti käyttäen niitä tietoja, mitä meiltä Suomesta jaetaan

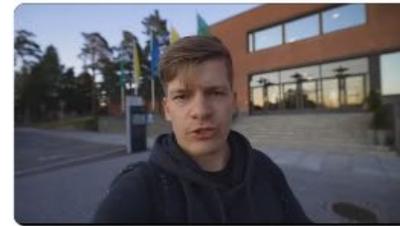
Oldie but goldie

- Hyvää sisältöä, mutta kriittiset 2-5 vuotta vanhaa.
- Voidaanko tämä toistaa uudella tiedolla?
- Linkki kanavalle, josta kuva on napattu: [Road to Finland - YouTube](https://www.youtube.com/@RoadtoFinnish)



Road to Finland
@RoadtoFinnish · 45,5 t. tilaajaa · 168 videoita
My name is Oliver, and I'm a MSc in Economics and Business Administration from Aalto...lisää
youtube.com/c/RoadtoFinnish?sub_confirmation=1
Tilaa Liity

Etusivu Videot Shorts Live Soittolistat Postaukset



Best Universities in Finland for international students!
57 493 katselukertaa · 4 vuotta sitten
In this video we go through the list of best universities in Finland for international students. In addition to the best universities in Finland, I also explain why international university rankings are not necessarily the best way for you to choose your university.
0:00 Best universities in Finland 2021
1:21 Whats wrong with university rankings...
LISÄTIETÖJÄ

Want to study in Finland? Start here! ▶ Toista kaikki
Want to study in Finland? Start with these videos for important information about studying in Finland

 Best Universities in Finland for international students! Road to Finland 67 t. katselukertaa · 4 vuotta sitten	 Pathway Studies to Finland Explained Study in Finland Road to Finland 10 t. katselukertaa · 3 vuotta sitten	 Getting a STUDENT VISA to Finland JUST GOT EASIER! Road to Finland 20 t. katselukertaa · 2 vuotta sitten	 Best Scholarship in Finland Road to Finland 11 t. katselukertaa · 2 vuotta sitten	 Top 5 Reasons Why You SHOULD Study in Finland Road to Finland 29 t. katselukertaa · 4 vuotta sitten	 Is University Free in Finland Road to Finland 63 t. katselukertaa · 5 vuotta sitten
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Learn more about Finland ▶ Toista kaikki
Everything that international students and expats need to know about Finland and Finnish culture.

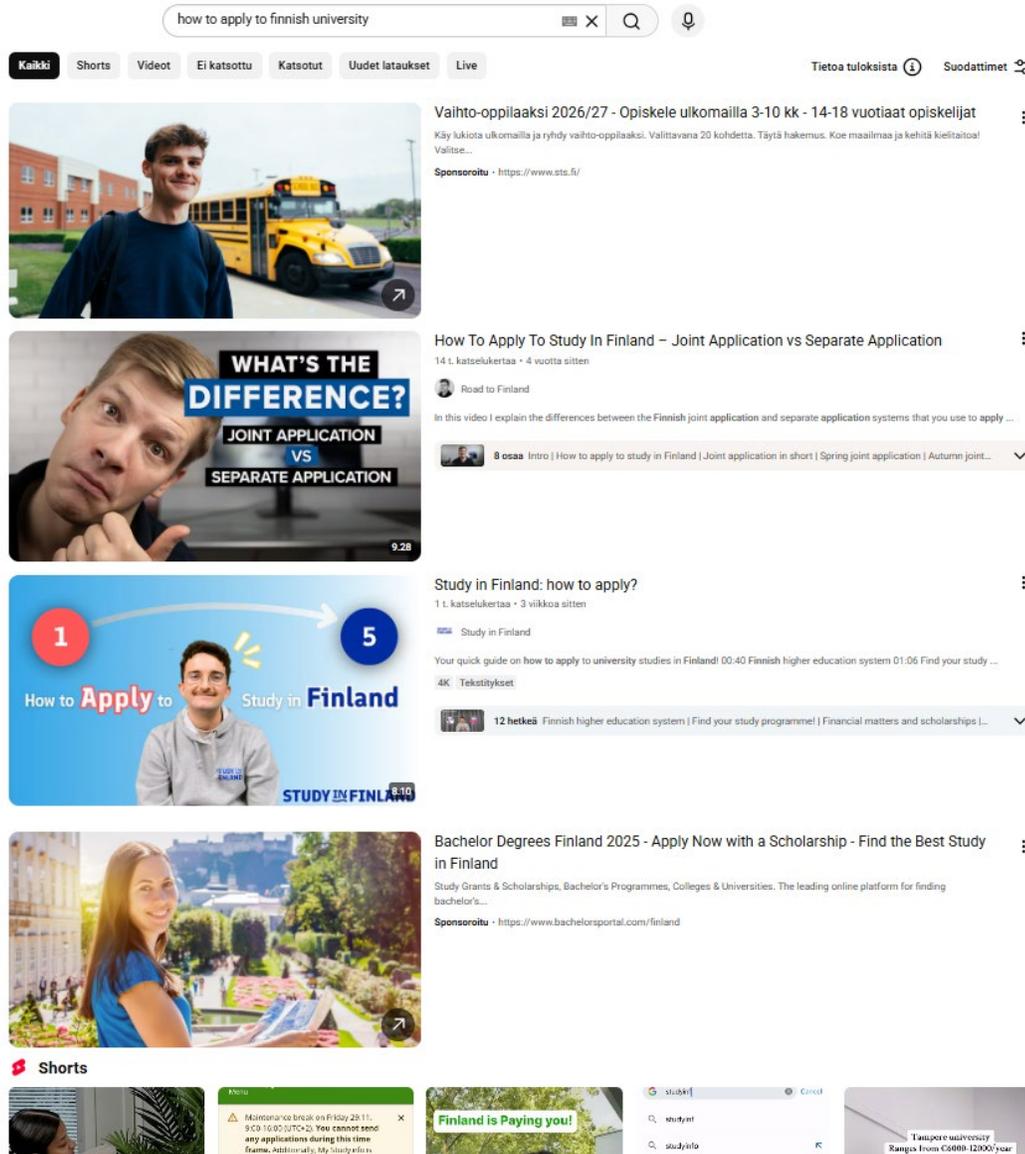
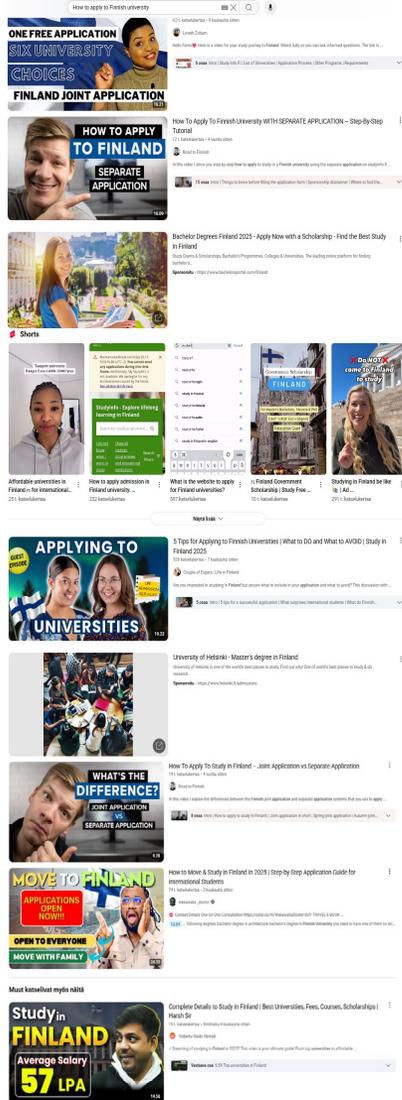
 Weird But GENIUS Things In FINNISH STUDENT... Road to Finland 893 t. katselukertaa	 5 Things You MUST KNOW BEFORE You Move to Finland Road to Finland 173 t. katselukertaa	 5 WEIRD Things You MUST KNOW About Finnish People! Road to Finland 175 t. katselukertaa	 How to Survive WINTER IN FINLAND like a PRO Road to Finland 67 t. katselukertaa	 5 Guaranteed Ways to PISS OFF Finnish People! Road to Finland 39 t. katselukertaa	 5 things that WILL GET YOU IN TROUBLE in Finland! Road to Finland 123 t. katselukertaa
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Mitä ollaan tehty ja missä
tarvitaan yhteistyötä?

[Link: How to apply to Finnish University](#)

Toukokuu 2025

Marraskuu 2025



- Muutosta jo näkyvissä
- Toukokuussa 2025 hakusanoilla how to apply to Finnish University ei löytynyt juuri mitään sisältöä Study in Finlandilta tai korkeakouluilta
- Lokakuussa Study in Finland julkaisi videon, jossa oli pohdittu hakusanat kohdilleen ja jo Marraskuussa se oli ensimmäisten hakutulosten joukossa

Paljon on tehty – Paljon on tekemättä

- HAMK esimerkki, mutta suurin osa korkeakouluista tekee samoja asioita
- Tukea tarvittaisiin virallisilta tahoilta
 - Kartoitus hakusanoista, jotka eivät ole Suomen hallussa ja sen mukainen sisällöntuotanto suunnitelma.

Avattu uusi
kanava
[@study_at_hamk](#)

Suunnitelma how
to apply to HAMK
sarjasta

Webinaarit
hyväksytyille

Agenttikoulutus,
eettiset ohjeet
yms.

Lisätty suora
opoyhteistyötä

Lisää sisältöä
verkkosivuille



HAMK

Häme University
of Applied Sciences



RTUN
REGIONAL
UNIVERSITY
NETWORK
EUROPEAN UNIVERSITY

“Eiks me vaan voida jättää
kertomatta vaikeita juttuja, ettei
sanota väärin?”

Tiedon puute tai liian geneerinen tieto on vaarallista.

Väärään tietoon voi vaikuttaa vain lisäämällä oikeaa tieto.

Story time:

Kiinalainen opiskelija, että etsiessään tietoa ulkomailta opiskelusta niin hän törmäsi agenttiin, joka neuvoi, että ”kun menet Suomeen opiskelemaan niin älä koske tukiin. Ne eivät ole sua varten ja niihin tukeutuminen voi vaarantaa sun oleskeluluvan”. Opiskelija otti tämän tosissaan ja ymmärsi, että “herranjestas ei tukia!”. -> Selkeä viestiminen vastuista ja seuraamuksista on tärkeää!

Reddit

Should I study in netherlands

Posts Communities Comments Media People

Relevance All time

r/StudyInTheNetherlands · 5mo ago

Would you recommend studying in the Netherlands as an international student?

I feel like you could still feel separated from natives. Whereas in the Netherlands I'd say only around 5% of students who attend international programs are Dutch.

9 votes · 43 comments

r/Netherlands · 10d ago

i wanna study in the netherlands...

Study in the netherlands will cost you minimum 30k-35k euro

0 votes · 14 comments

r/StudyInTheNetherlands · 3y ago

why would someone want to come to the Netherlands to study?

In mainland Europe, the Netherlands has the most choices for studying in English by far.

21 votes · 53 comments

r/StudyInTheNetherlands · 10d ago

How is Netherlands for international students?

The Netherlands has probably the worst housing crisis in the developed world. Some unis have limited dorms for international 1st year students, but it is rare, and you should not rely on that.

0 votes · 19 comments

r/Indians_StudyAbroad · 7mo ago

Ask me anything: What's it like studying in the Netherlands?

How is netherlands job market for these roles in 2025? How are they projected to be in next few years?

9 votes · 41 comments

Should I study in germany

Posts Communities Comments Media People

Relevance All time

r/Indians_StudyAbroad · 9mo ago

Is Studying in Germany Really Worth It? Can we finally know the truth

The main problem with foreign education for Indians in general is simple: a vast proportion of Indians going to study outside are not competent.

102 votes · 129 comments

r/germany · 1y ago

Should I spend a year learning German before applying to study in Germany?

German is the key to success in Germany. I got rejected by potential roommates and internships because I don't speak German fluently.

2 votes · 22 comments

r/germany · 2y ago

Lesser known pros and cons of studying in Germany

0 votes · 9 comments

r/AskAGerman · 7mo ago

how hard it is to study in germany as an international student?

It will be absolutely heart breaking though to work a side job while studying Bachelor degree.

0 votes · 25 comments

r/germany · 4y ago

Why do most international student study in Germany?

It's the living costs associated with studying (minimal compared to most countries), the level of education in Germany is high, and it's just a damn good country to live in.

773 votes · 299 comments



Should I study in sweden

Posts Communities Comments Media People

Relevance All time

r/TILISverige · 7mo ago

Is Sweden Nice To Study In?

Sweden is a great country for studies, I've spent 7 years in uni here myself. We have some of the best universities in the world.

83 votes · 53 comments

r/sweden · 1y ago

Is it realistic for me to study in Sweden

Most bachelor-programs in Sweden are taught in Swedish, so that might be a problem if you don't know the language very well.

1 vote · 24 comments

r/TILISverige · 7d ago

Where should I study in Sweden as an international student

0 votes · 8 comments

r/TILISverige · 15y ago

If I were to study abroad for a year in Sweden, what should I know?

9 votes · 21 comments

r/Indians_StudyAbroad · 10mo ago

Study in sweden v/s germany? Which is better?

German has a bigger economy than sweden and finding a job is easier there than kn sweden

12 votes · 24 comments

Should I study in finland

Posts Communities Comments Media People

Relevance All time

r/Finland · 1y ago

International students, how did you ended up studying in Finland?

In the current situation, I wouldn't suggest anyone to study in Finland if you're planning to stay back and try finding work.

30 votes · 54 comments

r/Finland · 5mo ago

Don't study here

Your title isn't reflecting your point. Foreigners can study in Finland. Plan to stay too? That's something else.

588 votes · 214 comments

r/Finland · 5mo ago

I'm considering studying in Finland

Job market is bad so if you plan on working part time or similar while studying, it's not gonna work.

0 votes · 45 comments

r/Indians_StudyAbroad · 9mo ago

Why is Finland a better study option than Germany?

Let's be real: as long as you do not speak the local language, you will always be the odd one out and be pretty much confined to expat bubbles.

44 votes · 37 comments

r/Finland · 1y ago

Perks of being a foreign students in Finland

The ability to take more credits than the required masters degree. I have already completed 100 credits in one year.

131 votes · 103 comments

Kuvankaappaukset otettu Marraskuussa 2025

Linkit Reddithakuun:

[Saksa](#), [Alankomaat](#), [Ruotsi](#), [Suomi](#)

←  r/Finland • 5mo ago
RepresentativeGap45

Don't study here

I've been following the exchange student/ immigration stories and it's so heartbreaking. If you want to study here, be aware that even Finns are struggling to find jobs. If you don't speak Finnish, it's almost impossible to get a job. I wish the unis were more realistic and transparent when advertising their programs.

 588   215   Share

 **Western-Night-6366** • 5mo ago

I wish the unis were more realistic and transparent when advertising their programs.

I'm starting in September this year and this is literally all what they've been telling us in the webinars. Don't come unless you have funding, do these things to increase your chances of getting a job but don't count on it because even for Finnish people it's hard, etc.

 566   Reply  Award  Share ...

 **vacant_shell** • 5mo ago

The OP is mistaking the marketing companies messages with uni messages. Many marketing companies paint a very rosy picture of Finland.

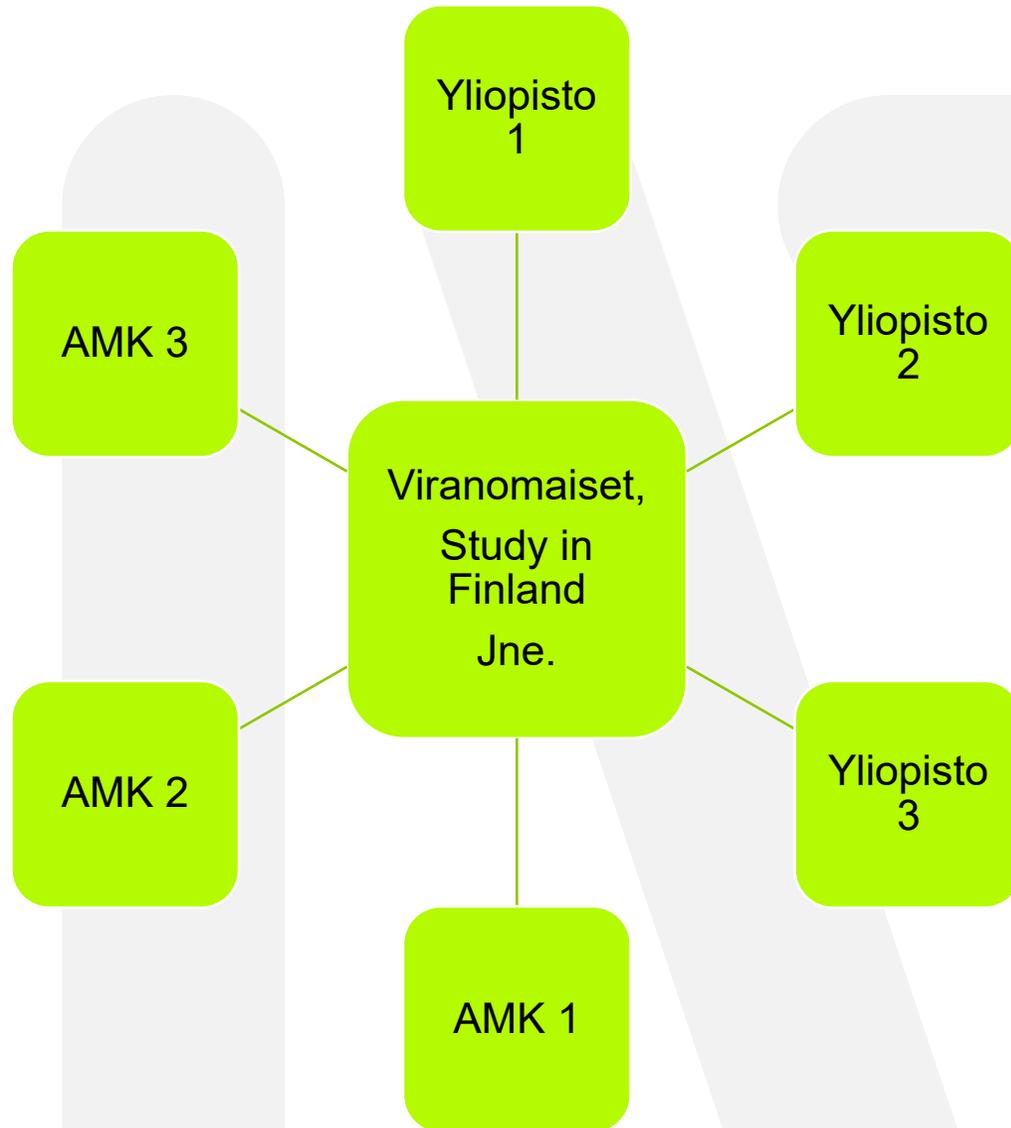
 325   Reply  Award  Share ...

 **SlothySundaySession** • 5mo ago • Edited 5mo ago

I would say a lot of online content does exactly the same thing, this includes content from immigrants who might have landed a job before they came. If you google you get mainly the same thing...

Viestiminen korkeakouluilta ei ole turhaa, mutta se ei yksin riitä

Linkki keskusteluun: [Don't study here](#)
Kuvankaappaus otettu marraskuussa 2025



Lisää yhteistä tietoa virallisissa lähteissä

- Korkeakoulut voivat jakaa tietoa ja linkittää artikkelit, somepostaukset yms. Takaisin viralliseen lähteeseen.
- Viestii hakijalle, agentille yms. että tieto on virallista.

Yhteenveto

Lisää kriittistä ja realistista tietoa meidän omiin virallisiin kanaviin

Tietoa väärin ja vanhentuneesti netissä

Läpinäkyvämpi tieto auttaa kaikkia

- Hakijoita, vaikuttajia, agenteja, korkeakouluja

Yhteisvastuu siitä mitä isojen kv-opiskelijamäärien tavoittelemiseen kuuluu!

- Kohti aidosti eettistä opiskelijarekrytointia!

- Vink vonk: Miten olisi yhteinen hanke, jonka päämääränä on tehdä kunnan benchmarkkaus, hakusana- ja sisältökartoitus ja sen mukainen yhteinen sisältösuunnitelma siitä kuka viestii ja mitä.

Thank you!

**Häme University
of Applied Sciences**
www.hamk.fi

