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IT Services Social Media Strategy 2017 - 2019

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Goals

Our social media has good engagement across each platforms and we also have a lot of followers. The goals that I have listed are based on areas that we can improve on, such as:

- Improving levels of consistency – our activity on social media is very sporadic and reactive. By improving our consistency we come across as reliable and engaged in areas that matter to the University. This also changes the perception of IT Services.
- Setting precedence – social media for IT departments is fairly new. The IT dept. at the University of Sheffield has one of the biggest followings with 3K+ on twitter, which is not very far from our 1.5K, so there is a clear opportunity to become one of the leaders in this field by creating and posting material which is innovative and engaging. Engagement rates as well as followers/likes provide an insight into how good a social media platform is.

By doing this we will appeal to the UAL community as both informative and interesting.

Strategy

1. **Regular Content** that relates to our identity, the University and our audience is posted when relevant
2. **Moving images** that are both engaging and informative

Tactics

It is important to familiarise ourselves with the different approaches and tools that will help us achieve these goals. It's also important that this becomes a part of our regular business as usual and done so intuitively.

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1. Regular Content

Social Media calendar: I've saved this as an excel sheet in our Private Documents area, on our [SharePoint site](#). The reason for having a calendar is for organisation and consistency in content and publishing time. Each member of the content team has a day in which they are responsible for the content on social media, the routine is the same as our management of the mailbox. Each day (except for Friday) has an appropriate hashtag which you may want to use to guide the content you post.

In the excel sheet you will also find a 'Websites' sheet where you can find content to post. The type of content we post should be about technology, arts, culture, design, innovation, sustainability and areas that [UAL value](#). Aim to post content that staff and students will find interesting and useful.

Audience engagement: When posting content, our audience is most active on Facebook from 3pm – 4pm based on [Facebook Insights](#). On Twitter our peak activity is 11am – 1pm based on [Tweriod](#). Remember to use high quality images that fill the post area when publishing content with visuals. For tone and language please see the IT Services Social Media Guidelines. Here are some examples of our previous posts:

Facebook

<https://www.facebook.com/ITatUAL/posts/1281843018562202>

<https://www.facebook.com/ITatUAL/posts/1275103262569511>

<https://www.facebook.com/ITatUAL/posts/1181034601976378>

Twitter

https://twitter.com/UAL_IT/status/796387182588166144

https://twitter.com/UAL_IT/status/763666645101445120

https://twitter.com/UAL_IT/status/695252231902347264

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2. Moving images

The use of high quality videos on social media is fairly uncommon among IT departments. As our audience is wider than the UAL community we do want to establish ourselves as innovative and creative when publishing content. In doing so it raises our profile and our content becomes more dynamic and engaging.

There are two types of moving images that we should work on:

- Animated graphics (gifs)
- Live action videos

Animated graphics (gifs): we have a lot of useful content on our intranet pages and a way to promote some of the most highly searched topics is to create 6 to 10 reusable gifs.

Reusable in the sense that on a day where there is a lack of content to post we can use one of the graphics. The main purpose behind these gifs is to highlight areas that are consistently useful to students. If successful we may want to ask students what type of gifs they would like to see.

Live action videos: we want to continue raising the profile and demystifying the department, so staff and students become more aware of who we are and what we do. This will involve creating short concise videos exploring different teams in the department. The teams will be selected based on their relevance to students and staff and will be exploring their team function. We may also want to use this material for different SharePoint team sites.

These moving images will be posted on our Twitter and Facebook accounts and we will also store them on our [Vimeo account](#).

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Analysis

Measuring our engagement and presence on these platforms is important as it will give us a clear idea of how we are developing, what we are doing right and what can be improved. We should aim to review our social media on a monthly basis to see how our audience engages with us. At the end of each month data will be collated to show the changes.

Twitter Analytic

Tweet impressions: based on how much a tweet is seen by users, either from their home timeline or looking at a hashtag timeline (seen on front page).

Engagement: the amount of retweets, likes, clicks on a link and whether the user has expanded the tweet or replied (export data from '[Tweets](#)' tab).

Followers: the amount of users who will see your tweets when a tweet is posted (seen on front page).

Facebook Insights

Reach: the number of people your post has reached (seen on front page).

Post engagements: the number of times that people have engaged with your posts (seen on front page).

Page likes: the number of times people like your page (seen on front page).

Review

We should aim to review our social media analytics (the areas mentioned above) at the end of each month. This will give us an insight in how our social media presence is developing. All data will be saved in the 'Social Media Analytics' folder on a monthly basis. At the end of 3 months we should make a report to get an overview of how we are developing.