

Social media: best practice, insight and strategy



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1. Social media strategy



Guiding principles

- Social needs to work primarily at the brand level - marketing 'proof points'
- Everything should be rooted in data, not assumption
- Audience-centred: you need to meet your supporters where they are
- Your supporters have expectations of what they want to see from you on social - and sometimes they're different
- What's your overall narrative beyond turning on and shutting off your own campaign moments?
- How to use the channel mix effectively



The screenshot shows a Facebook post from the University of Oxford. The post text asks for feedback on what users want to see on Facebook and includes a survey link. It shows 129,984 people reached and 7 shares. Comments from Michael Pennington and Mutebezi Perez are visible.

University of Oxford shared a link.
Posted by Stuart Fowkes [?] · 7 January

What do you want to see from us here on Facebook?

We'd love it if you'd take two minutes to fill in the survey below - or leave a comment here - and tell us what you'd like to see more of from our Facebook updates, what you like and what we could be doing better.

We'll listen to every single bit of feedback - be as honest as you like... thanks!

Oxford Uni on Facebook - how are we doing?
www.surveymonkey.com

Can you spare five minutes to tell us what you'd like to see more of from us on Facebook?

129,984 people reached [Boost Post](#)

Like · Comment · Share [7 Shares](#)

Dina Hatem, Nāwāl Al-Ramahi, Ayush Singh and 595 others like this. [Top Comments](#)

Write a comment...

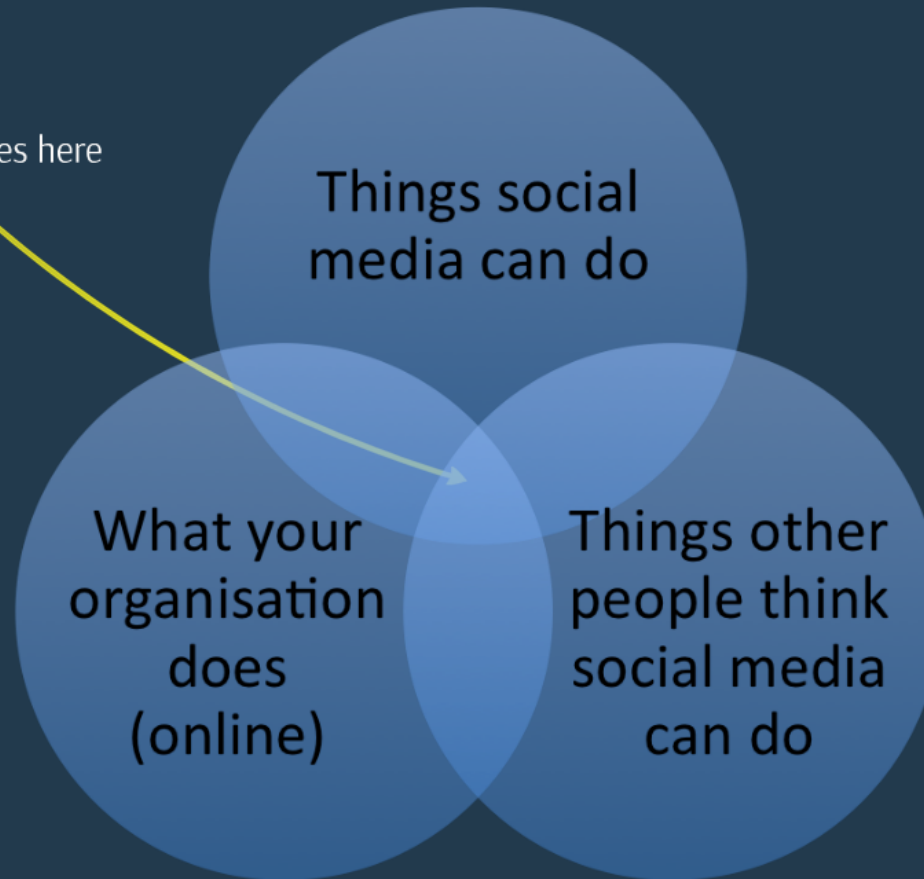
Michael Pennington Information on fee lectures and online learning opportunities
Like · Reply · 8 · 7 January at 14:50

Mutebezi Perez Your Courses And Tuition
Like · Reply · 8 · 7 January at 14:47

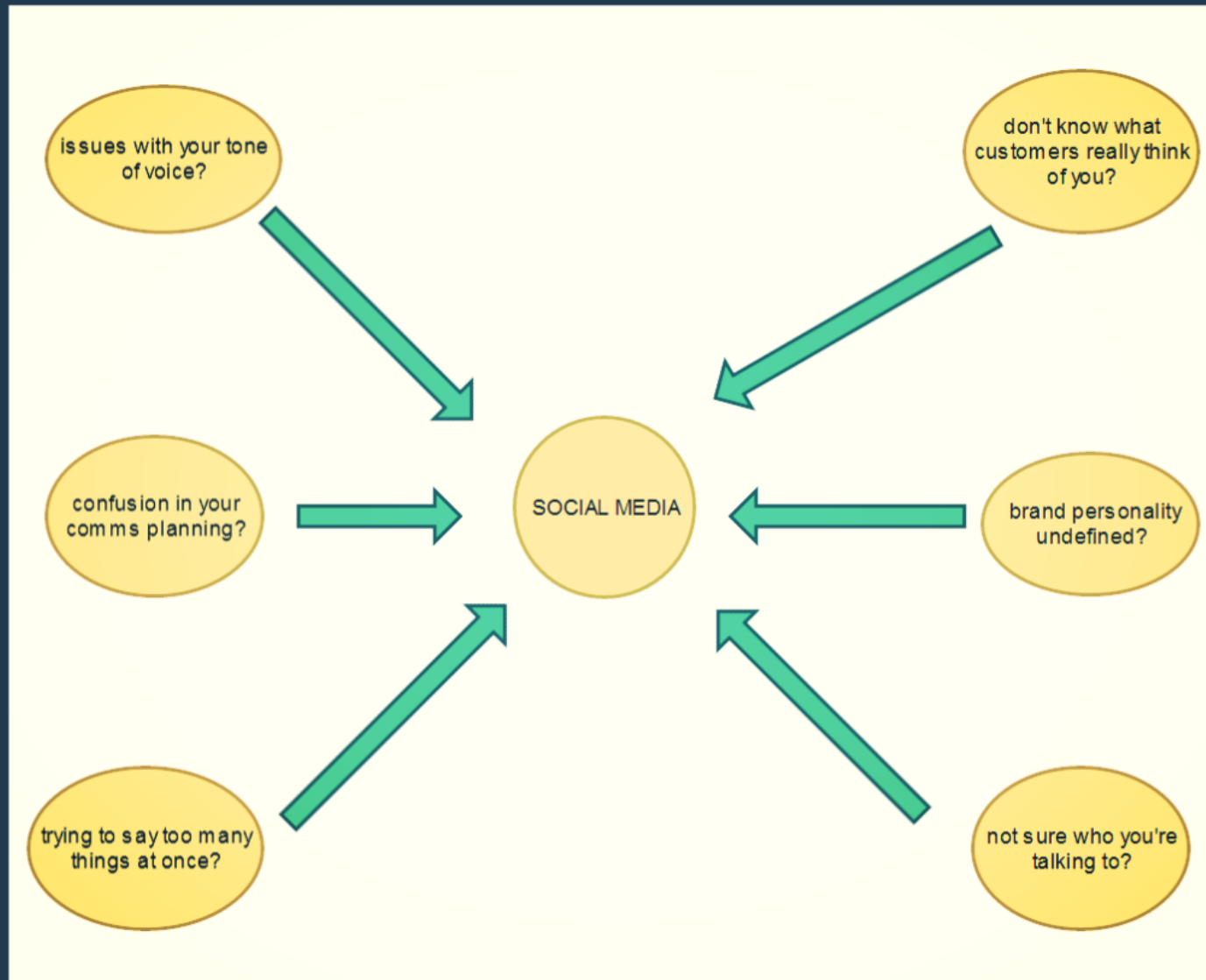
[View more comments](#) 2 of 123

Social media strategy

Your strategy goes here



Social media can surface issues you didn't even know you had



Which channels to be active on

- Almost everyone should be – and is – on Facebook & Twitter, but what of the others?
- Capacity is crucial: each needs unique content & maintenance
- Low setup cost, but prepare an exit strategy
- Avoid at all costs: dead spaces with no posts; reusing the same content in 6 or 7 spaces.

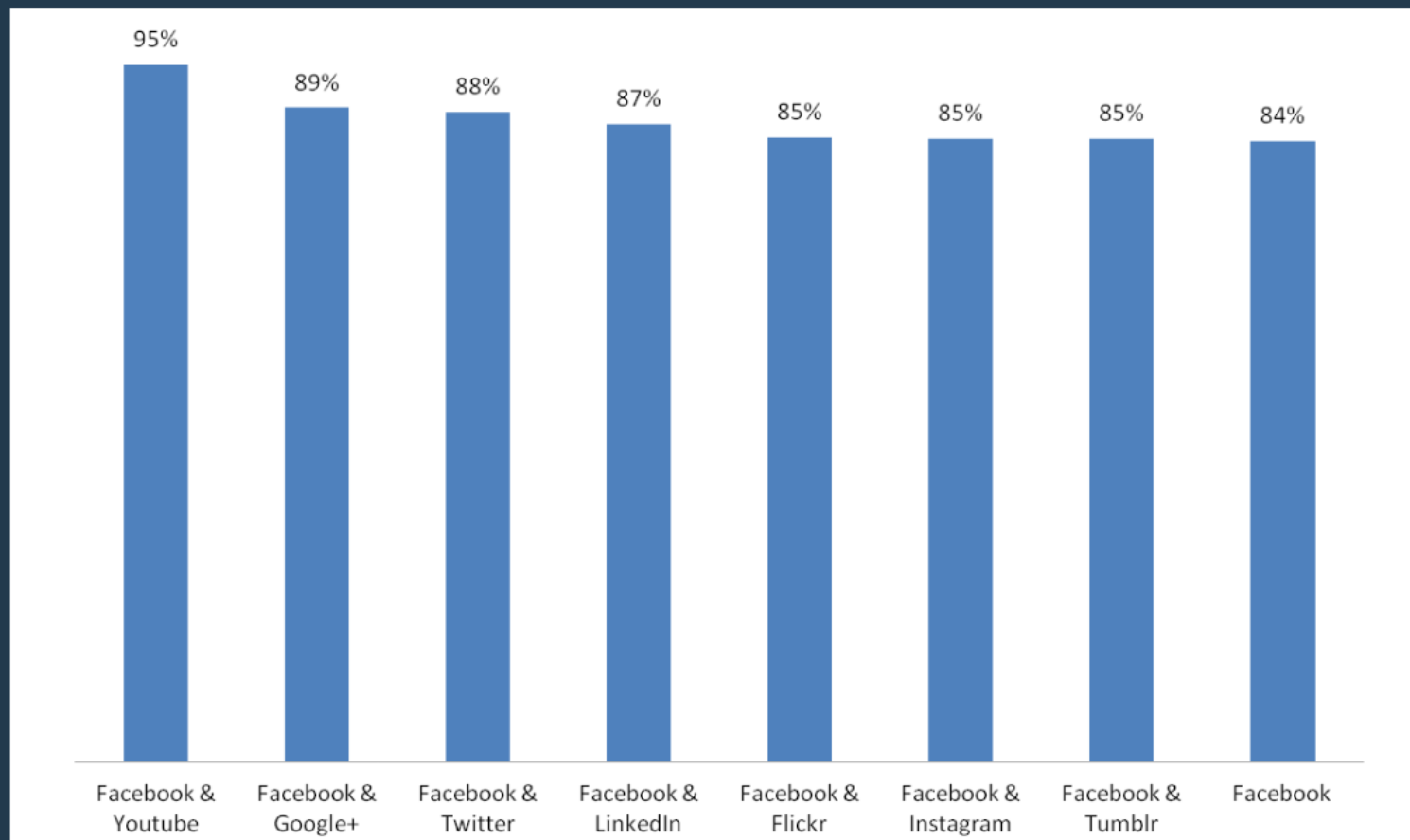
Oxford Uni spaces on:

- Facebook
- Twitter
- YouTube
- Instagram
- Google+
- LinkedIn

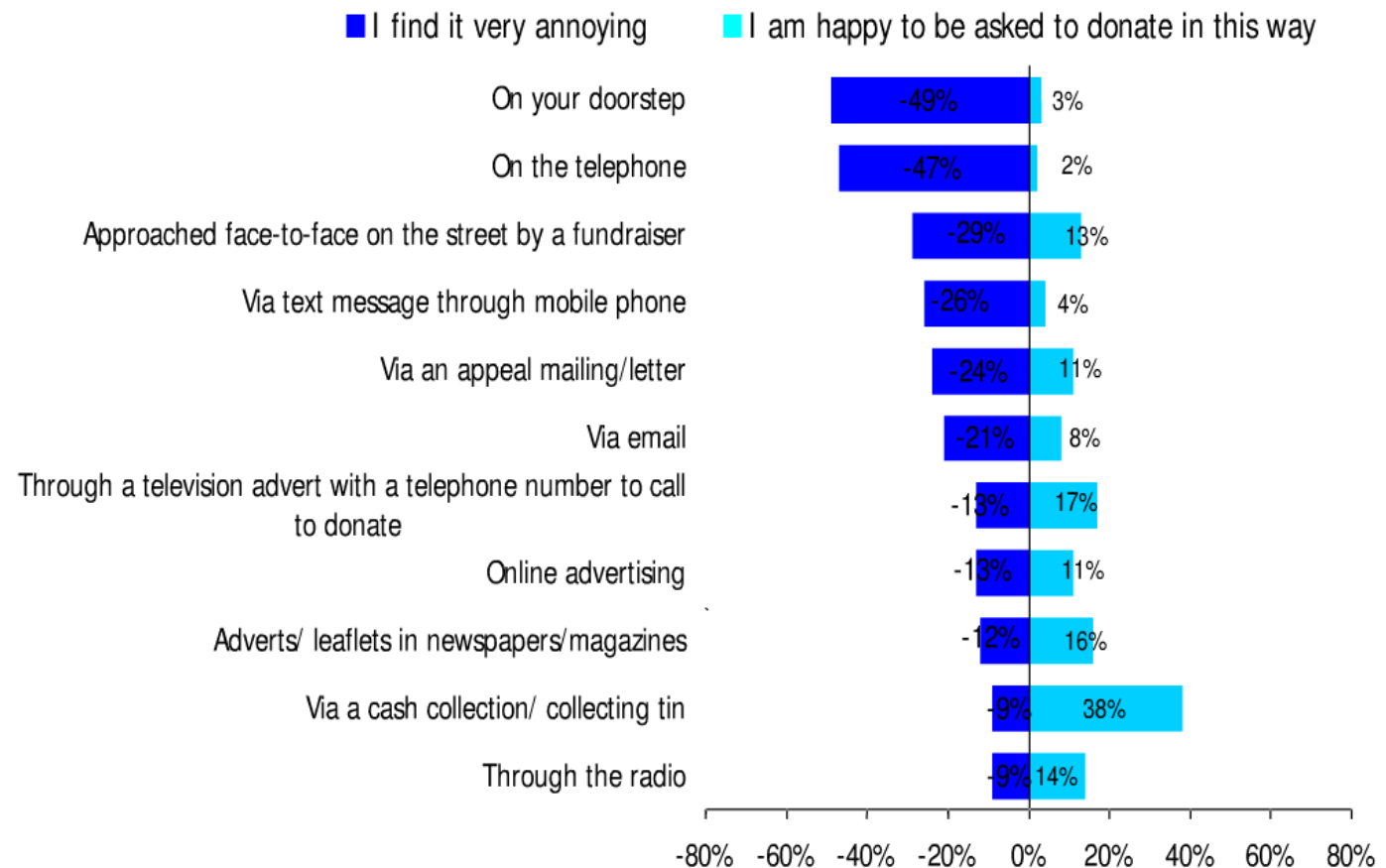


The importance of Facebook

- Only YouTube adds a significant chunk - about 10% - of users to Facebook.
- Most people keep the number of platforms they use to a minimum. While on average users log in to 2.3 platforms per month, VERY few will not be using Facebook.



Generally speaking, the more personal the space, the less favourable people's attitudes are to asks



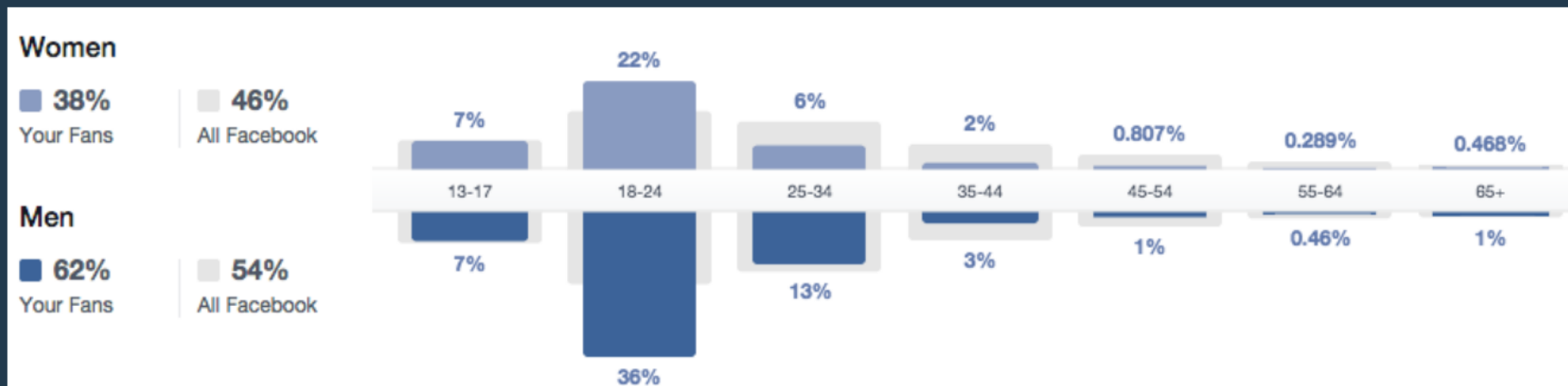
Elements of your strategy

- Overall purpose for social media
- How SM fits with your other comms
- In-depth audience information
- Which channels to be active on
- Tone of voice / response guidelines
- Channel insight & strategies
- How will you benchmark? What does success look like?
- Policies on sub-brands and multiple accounts
- Content planning - calendar

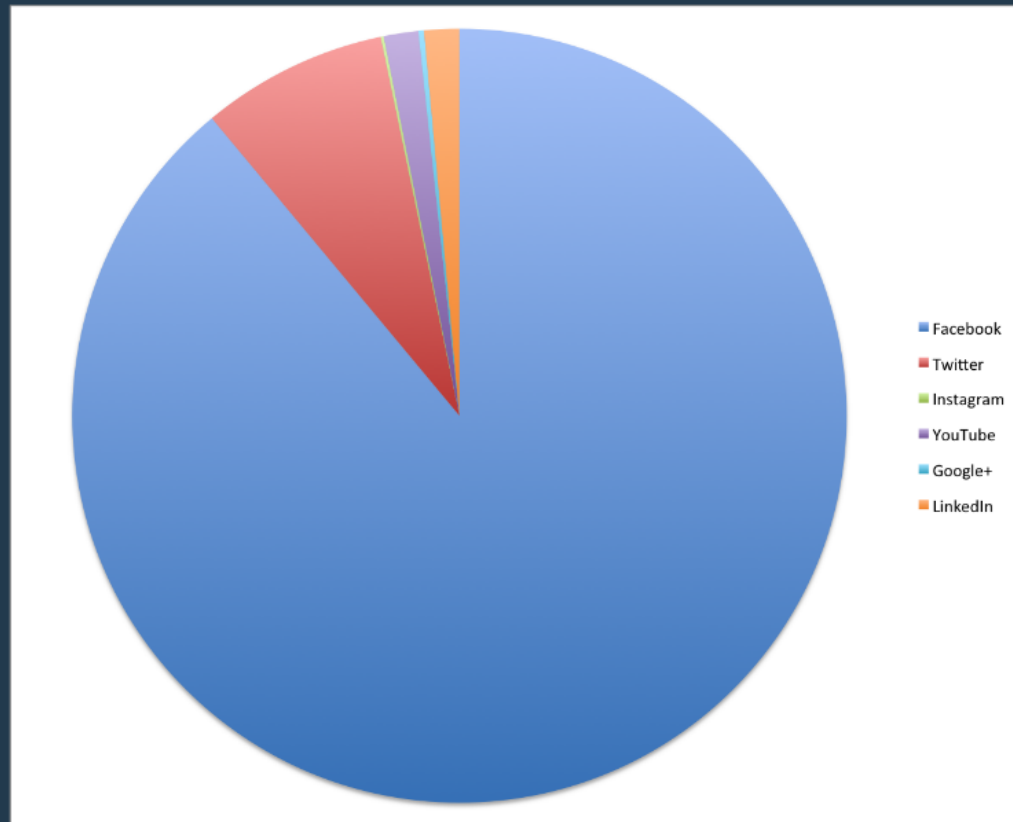


Being audience-focused

- Single most important facet of strategy
- Who are your users on SM? How are they different from your regular supporters?
- Are your current SM users the same as your target SM audience? This will define your content strategy.
- Poll your SM supporters, either directly or using incentivised survey – regular, direct feedback is key.

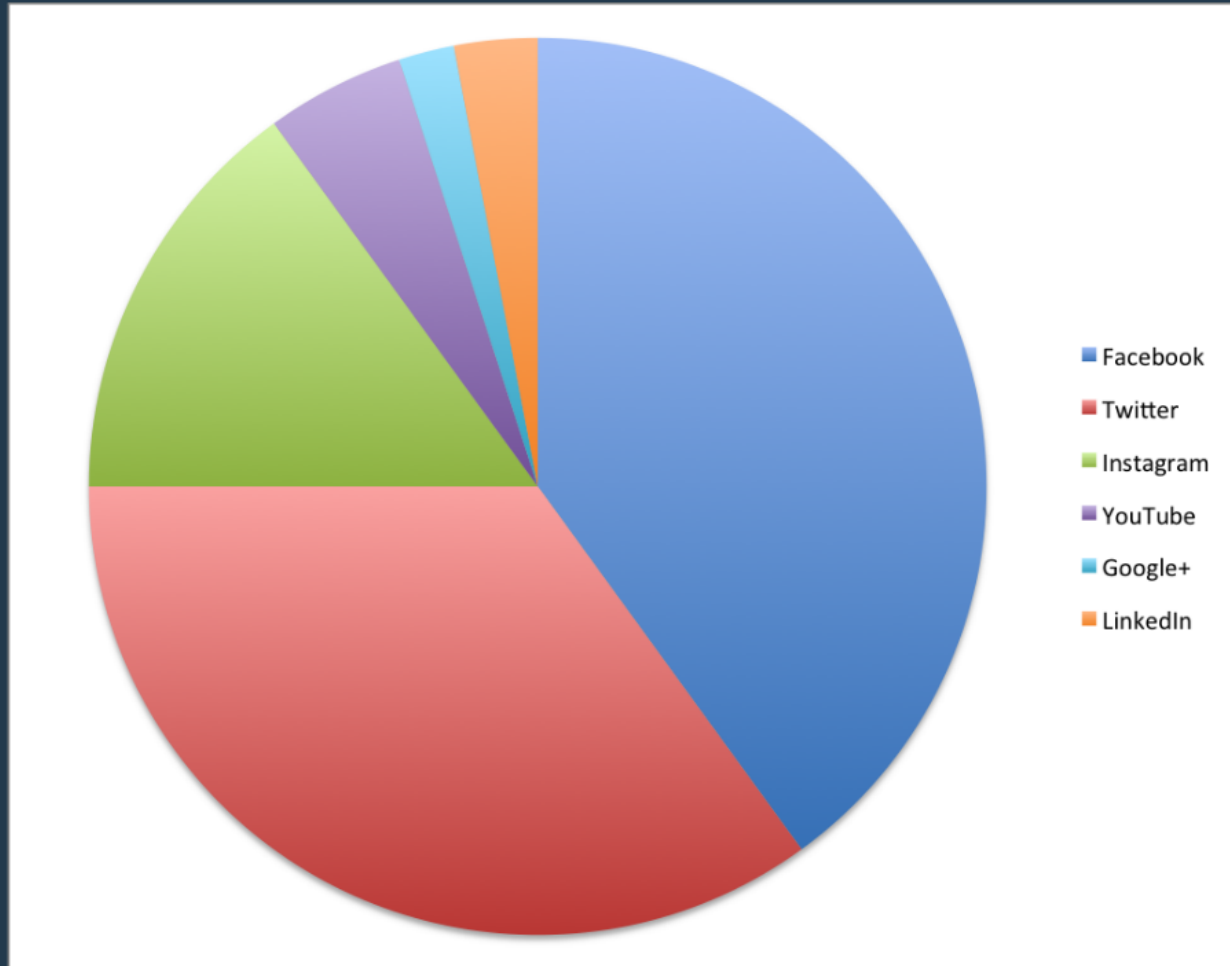


Audience composition...



- How engaged is the audience on X?
- How big is it?
- Are they the right audience?
- How resource-intensive is XX?

...vs. resource allocated



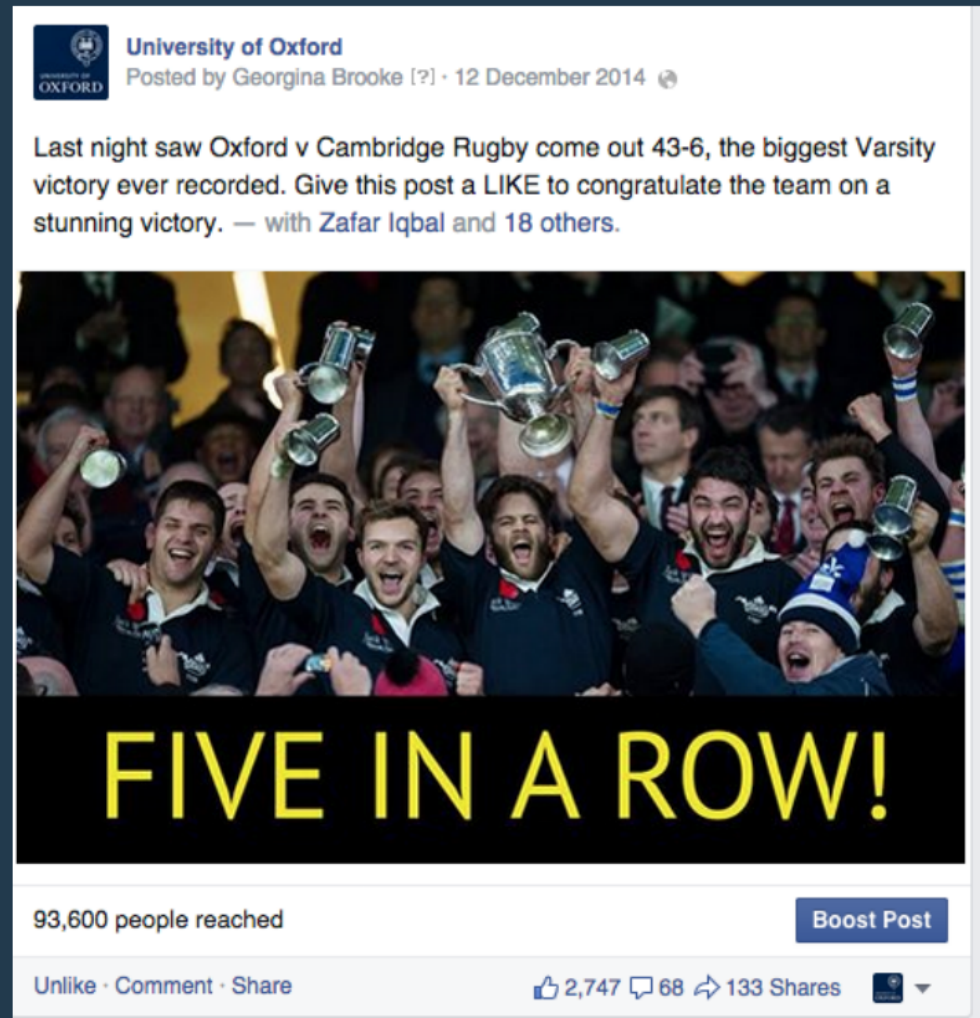
Your social media strategy needs to live

- Accurate future planning is impossible in social media
- Placeholder strategy quickly > nothing at all
- Landscape moves so fast you'll want to refresh every six months
- And your channel strategy might need to change overnight!
- Define and agree the direction first
 - plan tactics and channels later as this moves faster
- How your fans use your spaces may define your strategy



So what does this mean?

- Social needs to work primarily at the brand level - marketing 'proof points'
- You need to meet your supporters where they are
- Your supporters have expectations of what they want to see from you on social - and sometimes they're different
- What's your overall narrative beyond turning on and shutting off your own campaign moments?



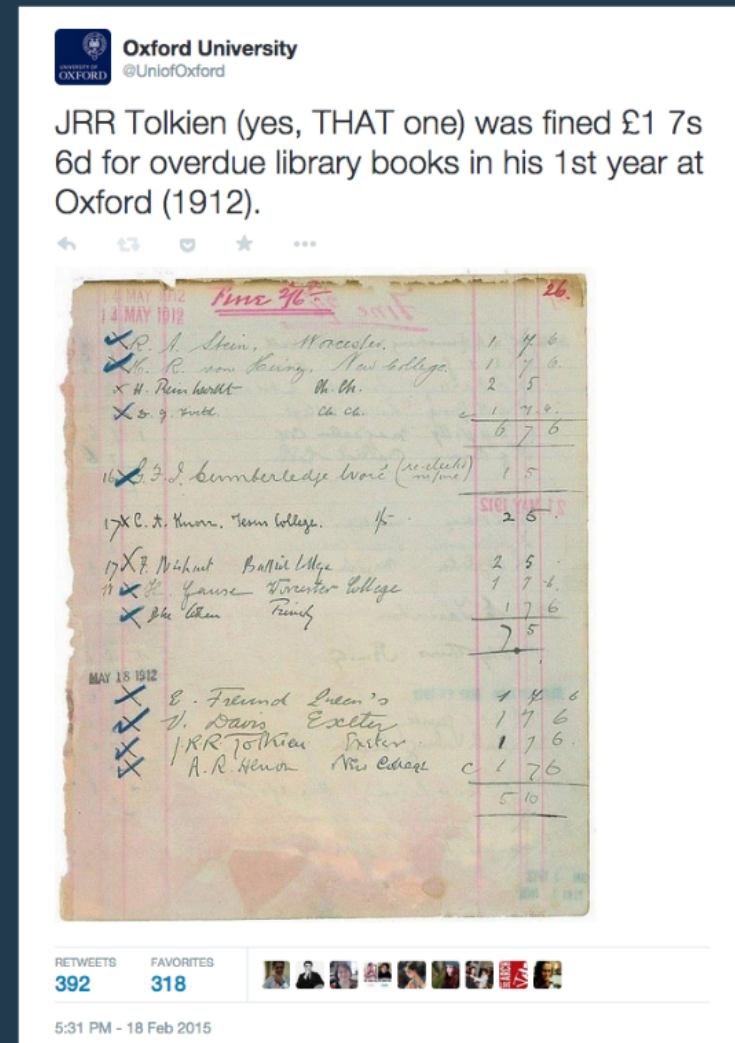
Oxford University: social media strategy headlines

1. Encourage strong association with and affection for the Oxford brand
2. Tell Oxford University's stories more effectively to key audiences
3. Ensure social media channels are being used optimally to maximise reach, engagement and impact
4. Increase audience size & participation in most relevant audience segments
5. Become more of a social media-focused and skilled organisation.




Oxford University social: some new(ish) approaches

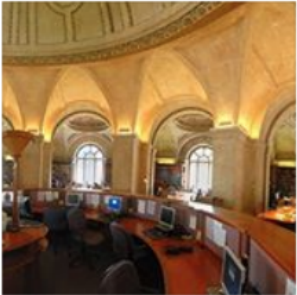



- Themed content by weeks
- Each channel has its own purpose
- Actively engaging with supporters
- Celebrate user-generated content
- Focus down on subject areas
- Capitalise on external events & news
- Place visual content at the centre



2. Social media content: A few notes on best practice


 **University of Oxford**
Posted by Georgina Brooke [?] · 9 January

You've undoubtedly seen many pictures of the iconic Radcliffe Camera from the outside. But far fewer people have seen inside the famous library. In this photo series we give you a view from the inside (and hopefully don't make too many Oxford finalists cry.) — with Max Lin and 7 others. (4 photos)



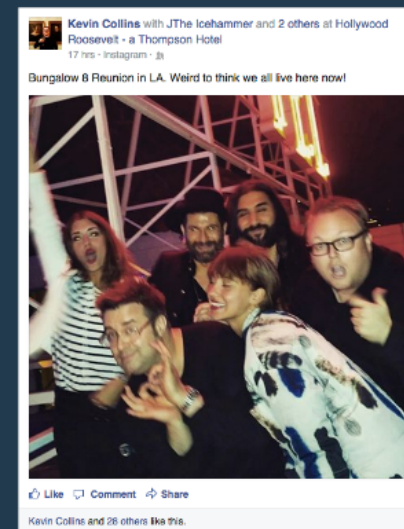
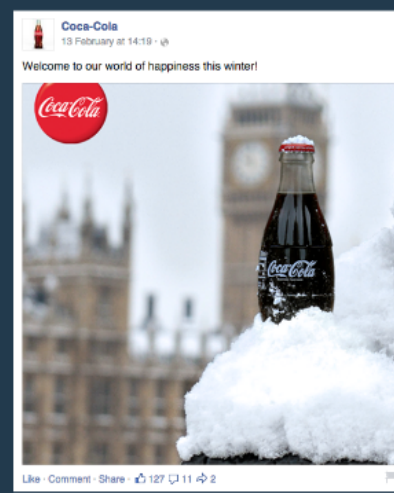
394,624 people reached [Boost Post](#)

[Like](#) · [Comment](#) · [Share](#) [642 Shares](#)

 Divya Sharma, Dina Hatem, Riina Kaldaru and 6,254 others like this. [Top Comments](#)

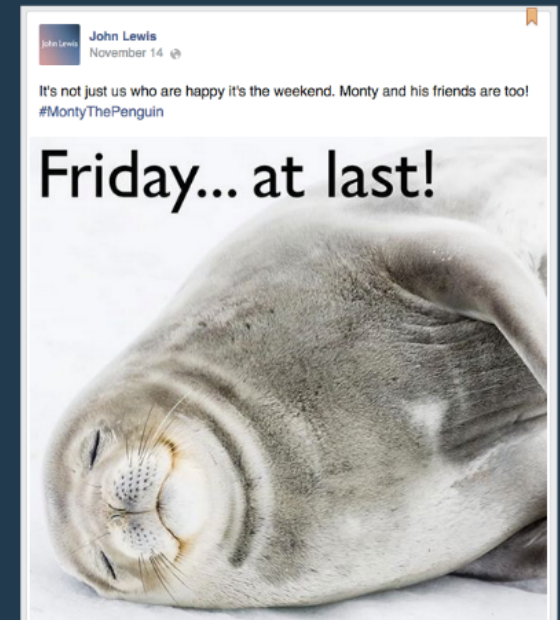
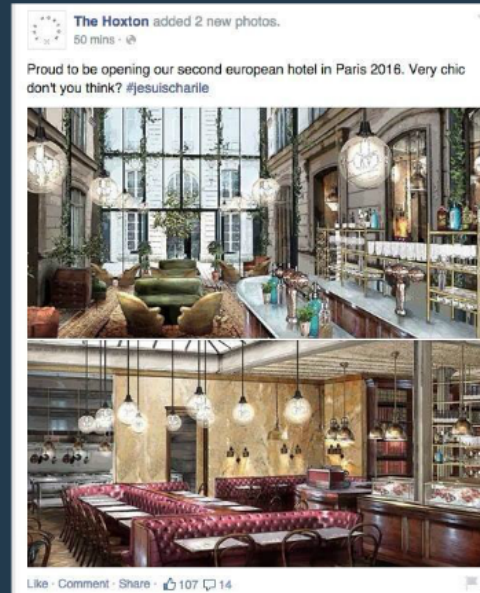
The social context

Who are you competing against on social media?



What doesn't work (generally speaking)

1. "Give us your money now!"
2. "Sign this now!"
3. "Buy this thing from us!"
4. "Sign up to XXXX event."
5. "Check out our new partnership with XXXX."
6. "Watch this ten-minute video."
7. "Read this blog about XXXX."



The self-serving social media fan - "why should I share this?"

- **Self-expression - emotional:** 'sharing this says something about me as a person.'
- **Self-expression - intellectual:** 'Look at this amazing new fact I discovered.'
- **Usefulness:** 'sharing this will be useful for my friends.'
- **News** - this is about a current trend or event.
- **Social good:** 'I share the same social values as XXX'/'I believe that sharing this will do some good'.

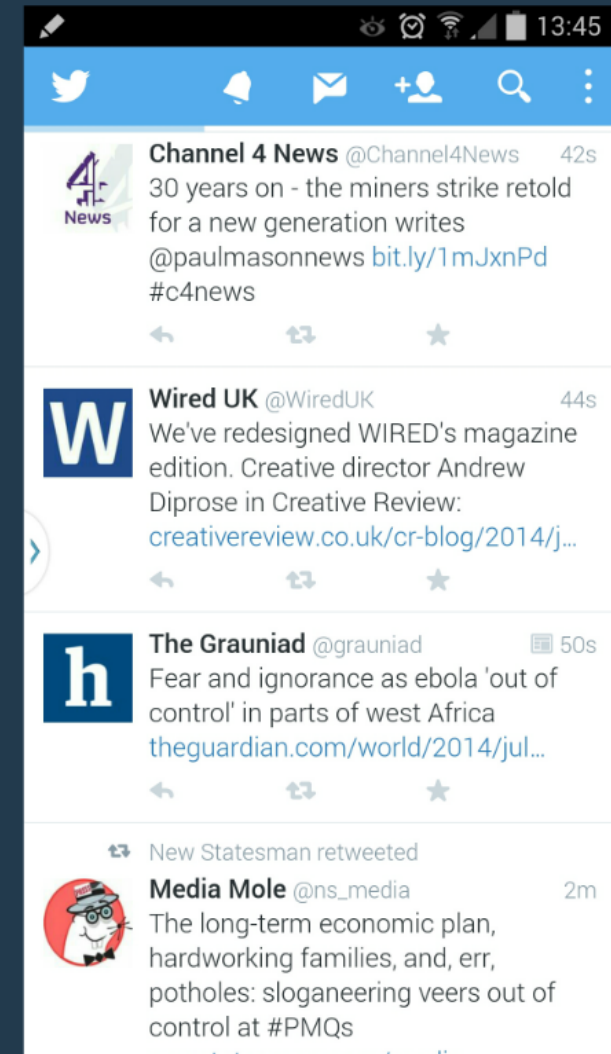
The 'half a second test'

I have to understand, be moved by and want to share your post within half a second...

...or it's lost forever.

Put yourself in the position of the user

Check all your posts on a mobile first (set up a sandbox page)





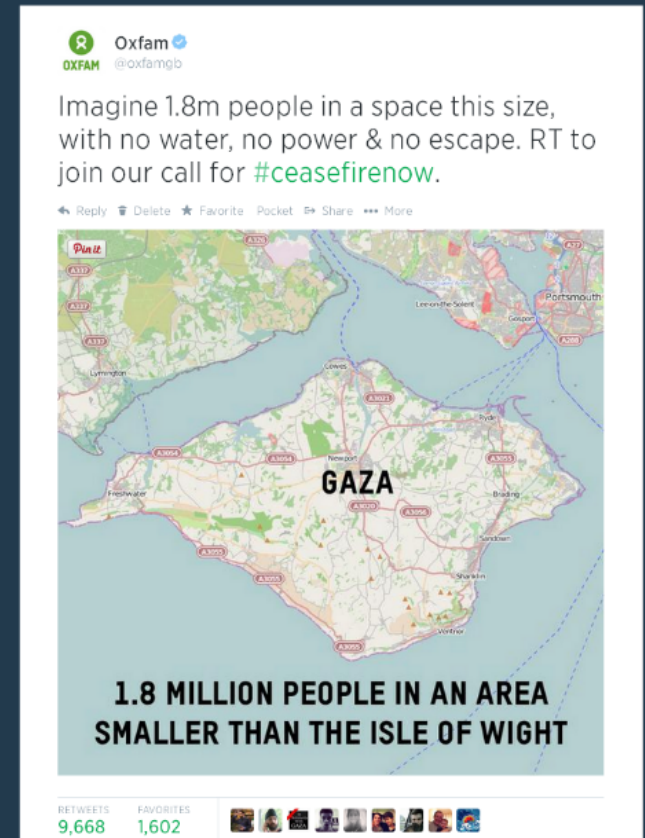
How it looks is more crucial than ever

- Importance of the visual can't be overstated
-
- Be platform-specific: one size does not fit all
- Aim for content mix playing to the strength of each channel
- Video assuming huge importance - with corresponding resource implications
- New developments on Twitter & Facebook
- Be creative with your images - Creative Commons etc.



Some golden rules

1. You should be able to take the logo off all your posts and still tell that they're yours
2. Take yourself out of your organisational bubble and see the post in the news feed as a 'normal person'
3. Be honest & ask yourself: "Would I share this?"
"What benefit does this bring to **ME** as a social media user?"
4. Where's the emotional connection?
5. Is this *really* jargon-free?
6. Is there just one simple message? Is it clear what you want me to do?



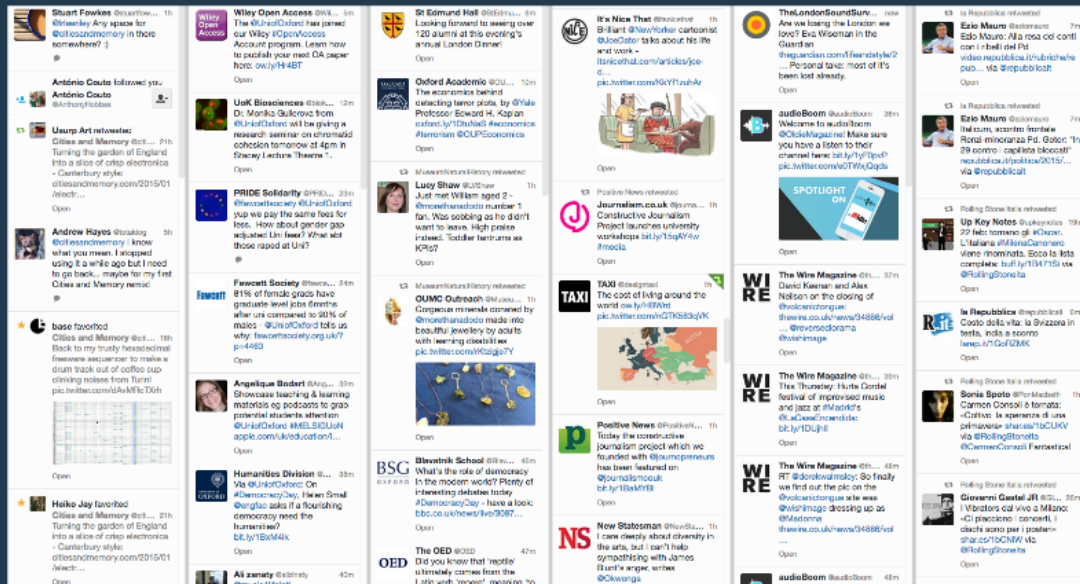
A good social media post should do at LEAST one of:

1. Tell them something they don't already know
2. Reinforce the user's values and beliefs (*inspire* them)
3. An emotional reaction (positive reactions & anger are good)
4. Connect people with people - directly
5. And, from time to time, make them smile, even if you're making a serious point.



Tips you can use today: if you remember one slide

1. **Make it visual:** Twitter posts now up to 4 pics
2. **Facebook:** use **native video** posts
3. Have a **call to action** (like, share, RT, comment)
4. Facebook: keep the CTA **within Facebook**
5. Instagram: use it to **inspire**
6. **Be social:** RT and share liberally and have conversations!
7. Remember the **social context** at all times
8. Social media is **not just 'one thing'!**



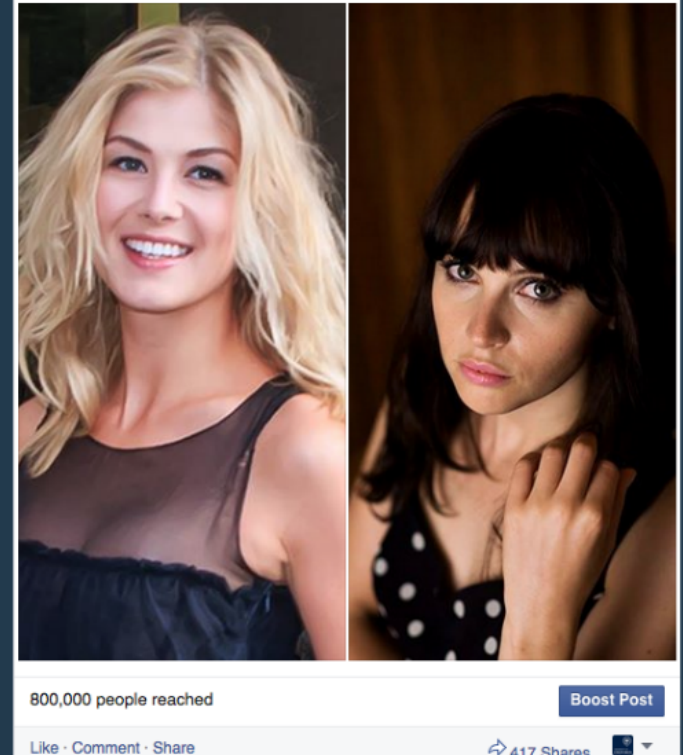
What's going on in the real world?

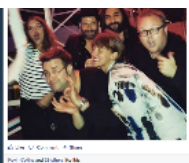
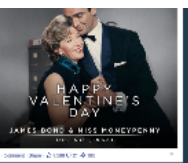


- Look for 'external world' date hooks you can plan content for
- Scenario planning: line your content & messages up in advance
- Systems in place for responding to fast-breaking news/opportunism
- Monitoring the SM world – especially on Twitter
- Be careful about trendjacking – what's your legitimacy?

It's the Oscars, and tonight not one but TWO Oxford alumni are up for best actress! Rosamund Pike ('Gone Girl') and Felicity Jones ('The Theory of Everything') both studied English at Wadham, and now they're up for one of the biggest awards in showbiz.

Give this post a LIKE to help us say 'good luck Rosamund and Felicity!' — with Umida KHodjazada and 2 others.





7. Read this blog about XXXX.

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Thanks! Any questions?



Prezi

University of Oxford

