

### Oxford University social media strategy



### 1. Use social media to encourage strong association with and affection for the Oxford brand

- To actively listen and engage with supporters
- To encourage and celebrate user generated content
- To offer a consistent user experience that reflects brand values



### 2. Use social media to tell Oxford University's stories more effectively to key audiences

#### Focusing content down on key areas:

- Oxford's reputation for world-leading research
- Oxford is a cutting-edge university
- Uniqueness, quality and value of an Oxford education
- Access to the University and diversity



- Focus on defined social media campaigns, esp. on Facebook/Instagram
- Capitalise on key internal and external moments
- Use key influential social media users and OU's vast network of SM spaces
- Overhaul Oxford University's use of video in social media

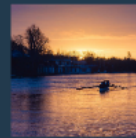


### 3. Ensure that social media channels are being used optimally, strategically and tactically

- Monitor and improve response handling to supporters
- Gain insights into audience to inform targeting and content
- Reporting metrics to track audience growth and engagement
- Create individual channel strategies
- Test and learn/ approach to social media innovation
- Use latest technology to engage with audiences

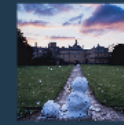
### 4. Increase audience size and participation in the most relevant social media audience segments

- Increase audience growth in most relevant audience segments
- Use social media advertising as effective acquisition tool
- Increase number of interactions with University in our social media spaces



### 5. Become more of a social media-focused and skilled organisation.

- Promote social media best practice
- Implement shared digital content calendar
- Work collaboratively with other areas of the University to improve social media knowledge sharing
- Keep the University informed and active
- Empower and enable staff to use social media in their work



### What's next?

- Working with others on content planning
- Channel strategies
- Tone of voice guidelines
- Video strategy



# Oxford University social media strategy

**Oxford University**  
@UniofOxford

It's a beautiful morning of #oxfordsnow here at the University!

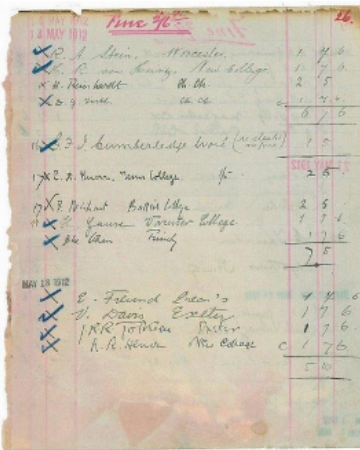


RETWEETS 213 FAVORITES 237

9:51 AM - 3 Feb 2015

**Oxford University**  
@UniofOxford

JRR Tolkien (yes, THAT one) was fined £1 7s 6d for overdue library books in his 1st year at Oxford (1912).




RETWEETS 392 FAVORITES 318

5:31 PM - 18 Feb 2015

**University of Oxford**  
Posted by Stuart Fowkes · 71 · 14 hours ago ·

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 Khodzajada and 2 others.



800,000 people reached

Like · Comment · Share

Chhaya Singh, Yehlel Aung, Cindyrose Ilazar and 9,563 others like this.

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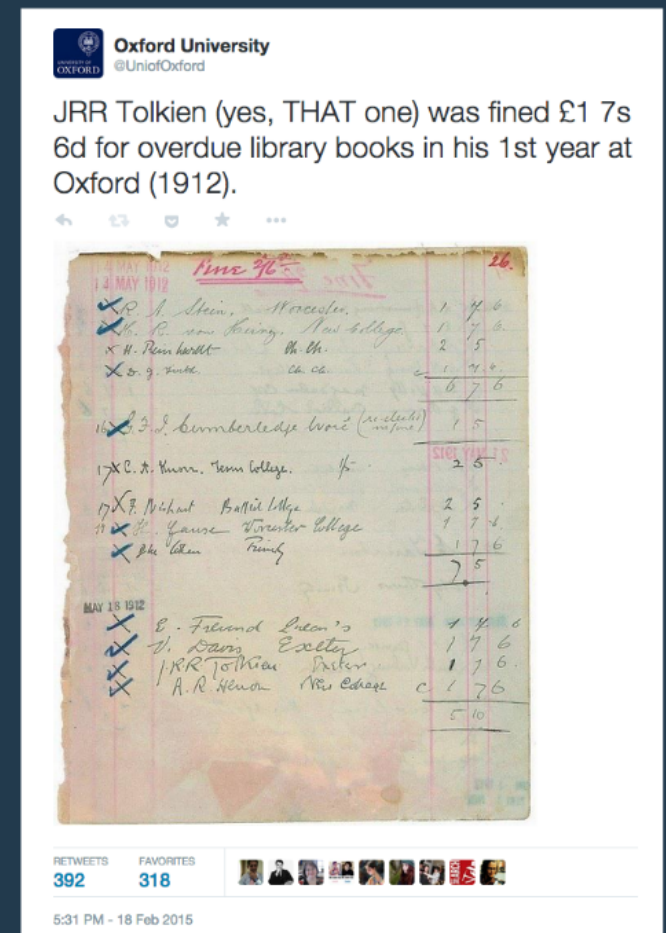
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