1. Use social media to encourage strong associations with and affection for the Oxford brand.
   - Actively listen and engage with supporters.
   - Encourage user-generated content.
   - Delegate a consistent user experience that reflects brand values.

2. Use social media to tell Oxford University’s stories more effectively to key audiences.
   - Focus on certain key areas:
     - Oxford’s reputation for world-leading research.
     - Oxford’s cutting-edge university.
     - Oxford’s influence and value of its education.
     - Access to the University and diversity.

3. Ensure that social media channels are being used:
   - Effectively, strategically and tactically.
   - Monitor and improve engagement through interactions.
   - Cultivate, engage and nurture a diverse range of audiences.
   - Develop relationships with influencers.

4. Increase audience size and participation in the most relevant social media audience segments.
   - Increase audience growth in social media audience segments.
   - Use social media advertising as an effective acquisition tool.
   - Increase number of interactions with university in social media spaces.

5. Become more of a social media-focused and skilled organization.
   - Promote social media best practice.
   - Implement a digital content calendar.
   - Work collaboratively with other areas of the university to improve social media knowledge sharing.
   - Support 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
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