

Social media best practice



Social media is not just one thing

- It is an ensemble of many different digital channels...
- ...each with their own audiences and goals.
- ...Considering it as one entity means you're missing it from the outset.

The social context

Who are you competing against on social media?

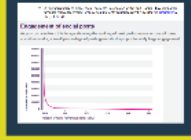


Social media is about playing the long game

- Organic community building
- Building legitimacy in your area
- Sharing content, not broadcasting



Here's what happens to most social media posts



Agree on a worksheet about to at least one of the following

1. Tell others something they don't already know
2. Reinforce the user's values and beliefs (emotional thing)
3. Reinforce the user's (positive) emotions & give them good
4. Connect people with people already
5. Ask them to do something that will make them feel better about you by making a certain post

Some golden rules

1. You should be able to see things of yourself and others in your own
2. Take a small out of your life and make it a normal part of
3. Be honest to yourself "What does this mean for me as a person?"
4. What's the emotional connection?
5. Is it really a perfect?
6. Is there a point in time where you're not a part of it?
7. Don't let your life be a constant

How it looks is more crucial than ever

- Importance of the visual can't be overstated
- On platform specific, some don't do it all
- Who has the most eye playing in the strongest ways?
- Video capturing high importance - with corresponding emotional implications
- Be creative with your images - Creative Commons



The half a second test



People connect with people



TWITTER



Twitter best practice



Twitter mistakes

- Retweeting only Twitter accounts
- Self-promotion
- Hashtagging too many tweets
- Asking for retweets or likes
- Using a flow of content that is not too short
- Not being able to share your own
- Linking to a tweet that is not yours

Retweets and conversation

- Fundamental to Twitter SUCCESS
- Twitter is showing and taking
- Find conversations using lists and hashtags
- Retweet liberally
- Credit your sources and thank your supporters



Images in tweets



Other tactics for tweets

- Tagging other users (even in photos)
- Use trending topics
- Video tweets (30 sec at most)
- Other embedded content (GIFs)
- Twitter cards
- Threaded replies
- GIFs
- Link tracking (e.g. bit.ly)



What's going on in the real world?



FACEBOOK



A note on post reach



Bottom line: Facebook exists to make money out of your page.

The Facebook algorithm

- 2.5 billion users - reaching 0-10% with every post
- Knows to effect of good and bad posts
- Certain things are prioritized/rewarded by Facebook and the others things are not (e.g. sharing, photos and videos, good links and sharing, etc.)
- Organic posting is to come out of the algorithm



Motivations to engage on Facebook (for the self-serving Facebook user)

- Self-expression - emotional or intellectual
- Being helpful to friends
- News & current events
- Wider social good
- Being part of a community
- Gaming engagement e.g. competitions



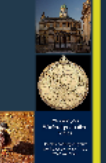
Facebook best practice

- Where possible, keep CTA within Facebook
- Consider a direct CTA in the post copy
- Every post is a test
- Think of the social context
- Consider hosting a post (paid)
- Likes are nice, but aim for shares!



Using Instagram

- Not the possible to keep it other than
- Instagram is a place for sharing and inspiration
- Make a good impression
- Instagram is a place for sharing and inspiration
- Instagram is a place for sharing and inspiration
- Instagram is a place for sharing and inspiration
- Instagram is a place for sharing and inspiration
- Instagram is a place for sharing and inspiration



Social media video best practice

- Length of video (under 30 seconds)
- Hook (the first few seconds)
- Needs to be short and snappy - social media
- Instagram is a place for sharing and inspiration
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LinkedIn - university and company pages

- Used for research, HR, corporate updates
- We can target posts to small subgroups accurately by location, university, subject studied etc.
- An engaged set of well professional audience
- Groups are also a useful way to build communities

What you can use today if you remember one slide

1. Facebook - the better video player
2. Facebook - the better video player
3. Facebook - the better video player
4. Facebook - the better video player
5. Facebook - the better video player
6. Facebook - the better video player
7. Facebook - the better video player
8. Facebook - the better video player
9. Facebook - the better video player
10. Facebook - the better video player

Thanked Any questions?



Social media best practice

UNIVERSITY OF OXFORD

Oxford University
@UniofOxford

Official Twitter account for the University of Oxford, one of the world's leading universities. Social media contact: [@stuartfowkes](#)

📍 Oxford, UK
🌐 [ox.ac.uk](#)
🕒 Joined June 2009

📷 355 Photos and videos

TWEETS 2,568 FOLLOWING 430 FOLLOWERS 205K FAVORITES 132 LISTS 2

Tweets Tweets & replies Photos & videos

Pinned Tweet

Oxford University @UniofOxford · Apr 11

Congratulations to both our crews for a stunning **DOUBLE VICTORY** in the **#boatrace2015** - **THREE YEARS IN A ROW!**

👤 OUBC Squad, OUWBC Squad and Anastasia Chitty

years in a row

years in a row

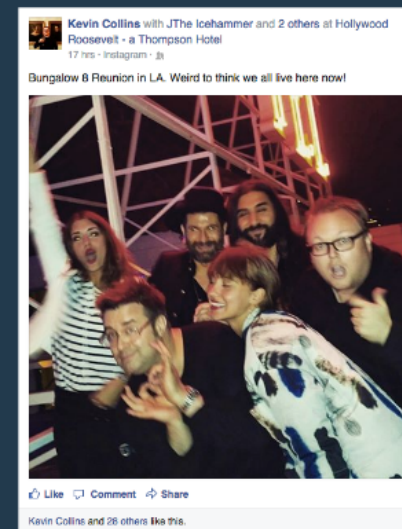
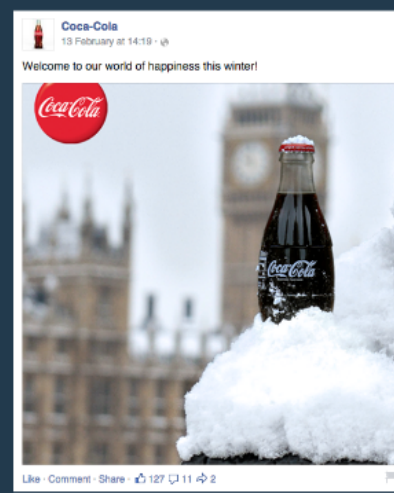
345 244 View more photos and videos

Social media is not just one thing

- It's an ecosystem of many different digital channels...
- ...each with their own audiences and quirks.
- Conceiving of it as one entity means you'll be misusing it from the outset

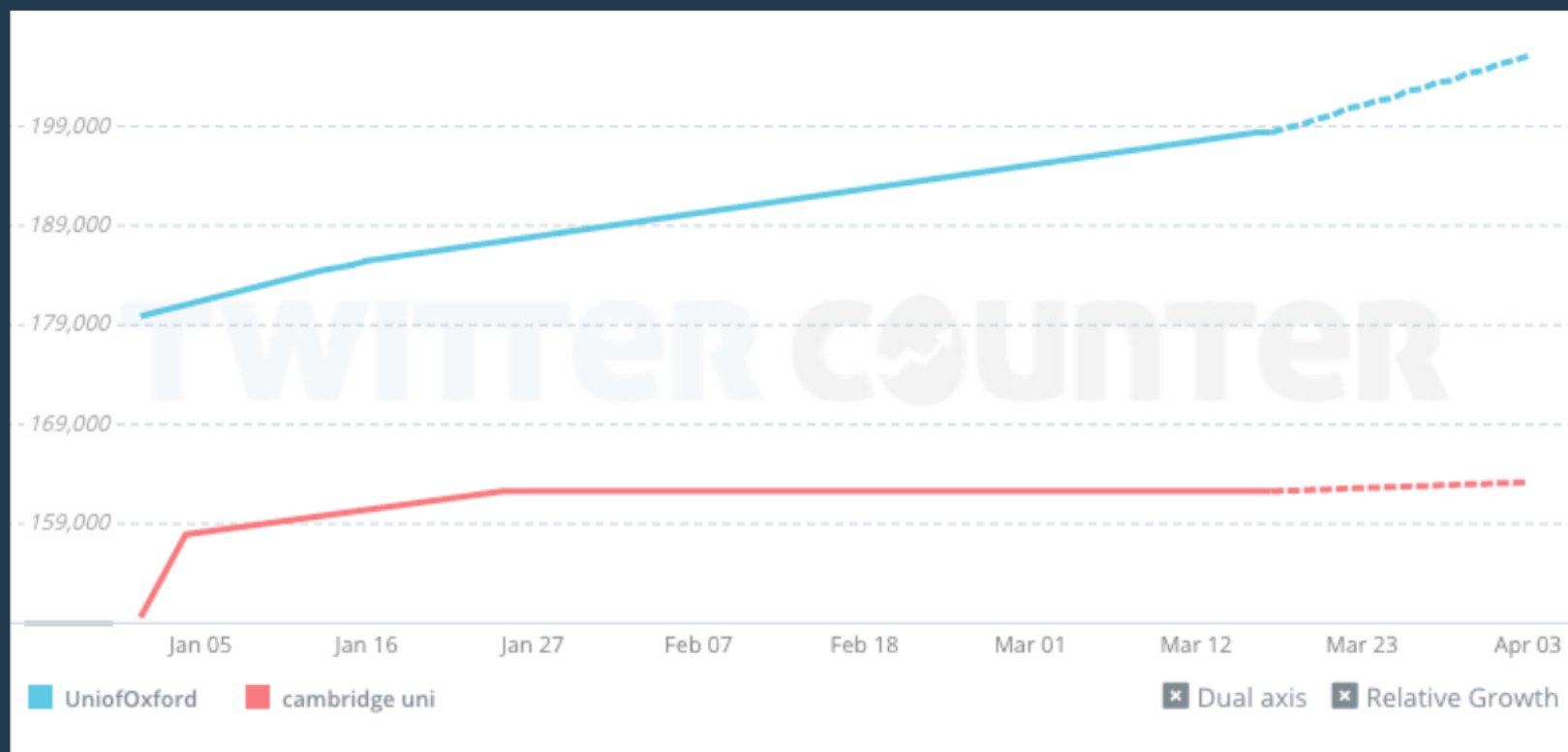
The social context

Who are you competing against on social media?



Social media is about playing the long game

- Ongoing community building
- Building legitimacy in your area
- Sharing content, not broadcasting

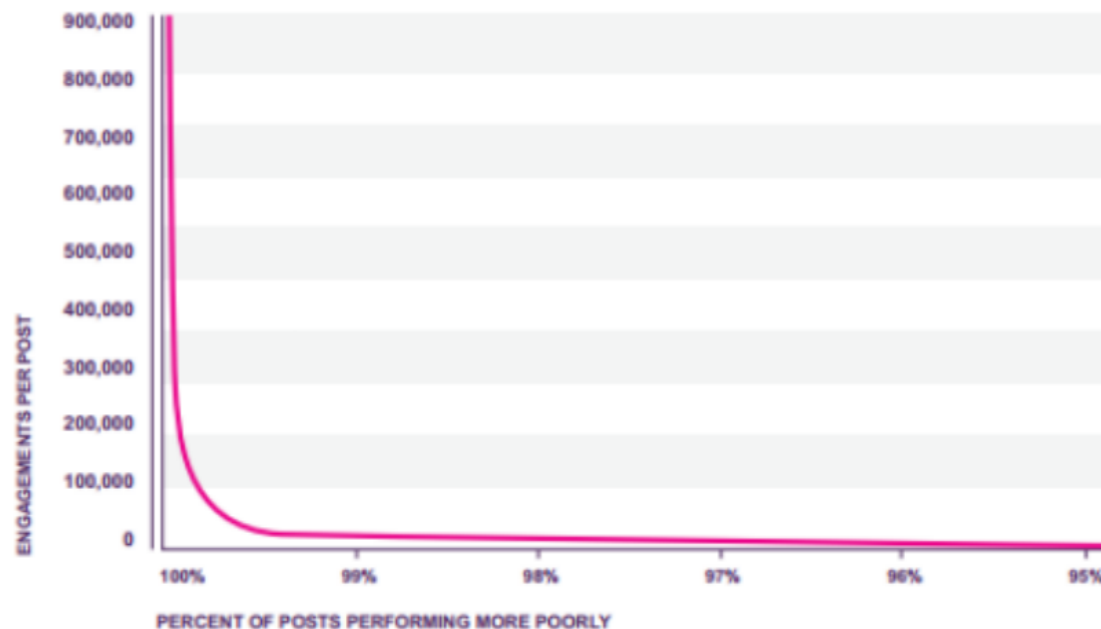


Here's what happens to most social media posts

- A tiny percentage of global social posts (to Facebook, Twitter and Google+) by companies produce high engagement, while a vast majority generate very little. [Source: [SocialFlow](#), August 2014]

Engagement of social posts

As you can see from this image showing the ranking of post performance across all three social networks, a small percentage of posts generate disproportionately large engagement.



A good social media post should do at least one of the following

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.

Some golden rules

1. You should be able to take the logo off your posts and still tell that they're yours
2. Take yourself out of your bubble and see the post 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?
7. Don't auto-post from one account to another

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
-
- Be creative with your images - Creative Commons etc.



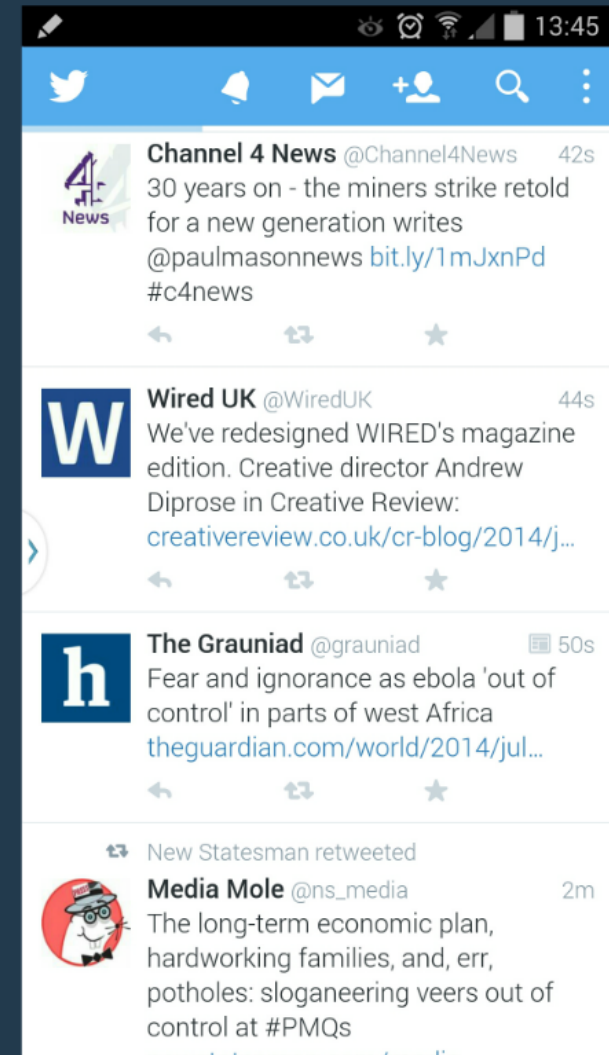
The 'half a second test'

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)



Prezi

People connect with people



Blavatnik School of Government with Marian Schreier -
Kompetent, Mutig und mit neuen Ideen

3 March at 09:48 · 🌐

We're absolutely delighted to hear that Marian Schreier (MPP class of 2012) has been elected Mayor of Tengen. At 25, he is the youngest mayor in Germany!

Like this post to join us in congratulating Marian - we're so proud of him and all our wonderful alumni!



Unlike · Comment · Share · 100 11



University of Oxford added 5 new photos — with Kristen M. Fernández and 5 others.

Posted by Georgina Brooke [?] · 14 February at 09:58 · Edited [?] · 🌐

This Valentine's we asked you for your pictures and stories of your Oxford University weddings, and we were enchanted by what you sent us.

Here are five beautiful stories from five couples who found love during their time at Oxford.



320,896 people reached

Boost Post

Like · Comment · Share

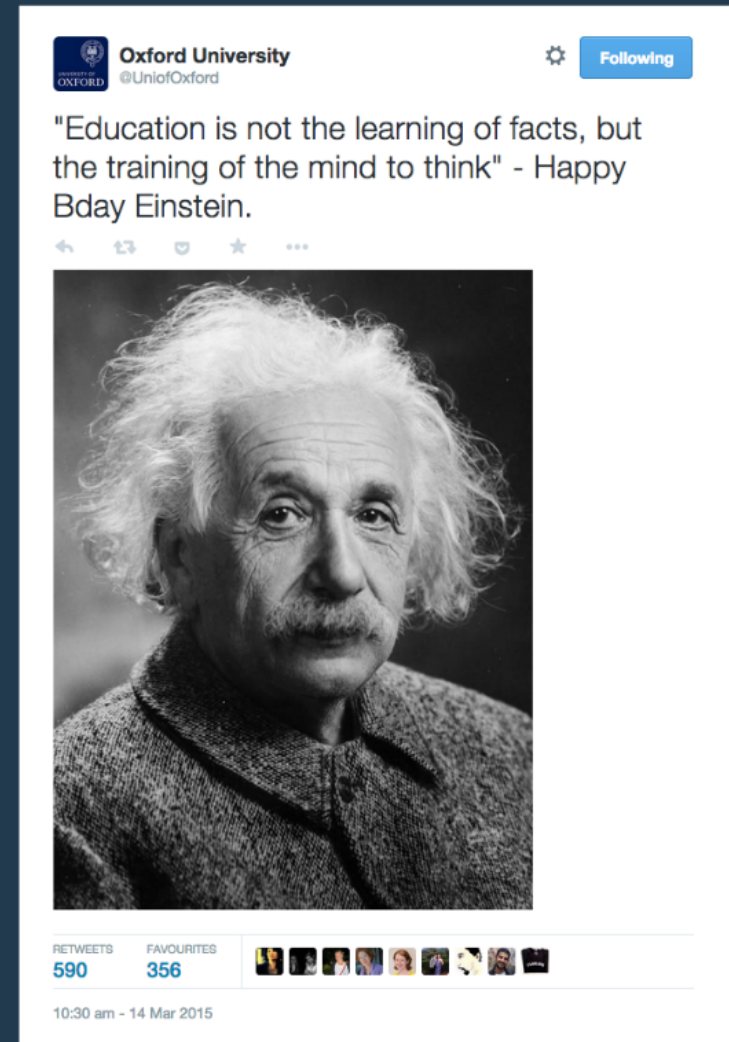
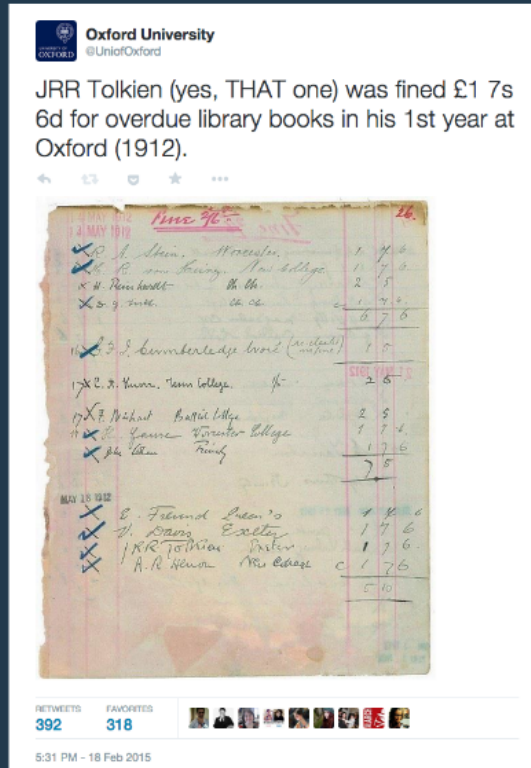
Giulia Biasibetti, Lovato Romma, Amine Stif and 5,823 others like this.

193 shares

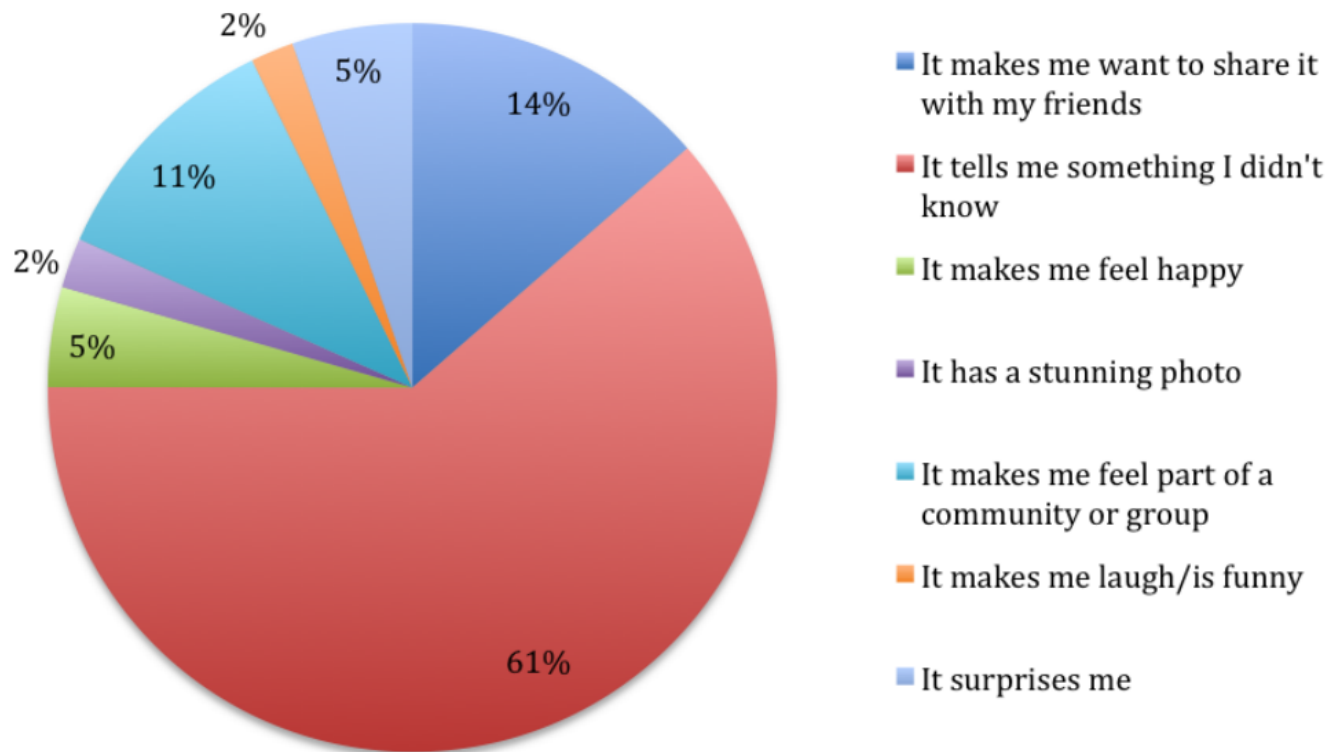


Prezi

TWITTER



Twitter best practice



Twitter mistakes

- Broadcast-only Twitter accounts
- Sell, sell, sell
- No response to questions or comments
- Auto-posting to different platforms
- Irregular flow of content (most often too little!)
- Not finding and sticking to your niche
- Jumping on a trend - and missing



Retweets and conversation

- Fundamental to Twitter success
- Twitter = sharing and talking
- Find conversations using lists and hashtags
- Retweet liberally
- Credit your sources and thank your supporters



Images in tweets

Oxford University
@UniofOxford

#FF Our Social Sciences depts @oiioxford
@OxfordLawFac @Politics_Oxford
@DSPI_Oxford @SociologyOxford
@oxmartinschool

View translation



RETWEETS 28 FAVORITES 30


10:07 AM - 27 Feb 2015

Reply to @oiioxford @OxfordLawFac @Politics_Oxford @DSPI_Oxford @Sociolog...

Vera Chok @Vera_Chok · Feb 27
@UniofOxford I'm super pleased that you are all active on Twitter & I get to keep up with dept news #alumni

Oxford University
@UniofOxford

#FF Our @OxfordMedSci departments on Twitter: @OxBiochNews @NDMOxford
@ndorms @Oxford_NDPH @OxPrimaryCare
@OxPsychiatry



RETWEETS 4 FAVORITES 13

3:30 PM - 6 Mar 2015

Oxford University
@UniofOxford

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



RETWEETS 213 FAVORITES 237

9:51 AM - 3 Feb 2015

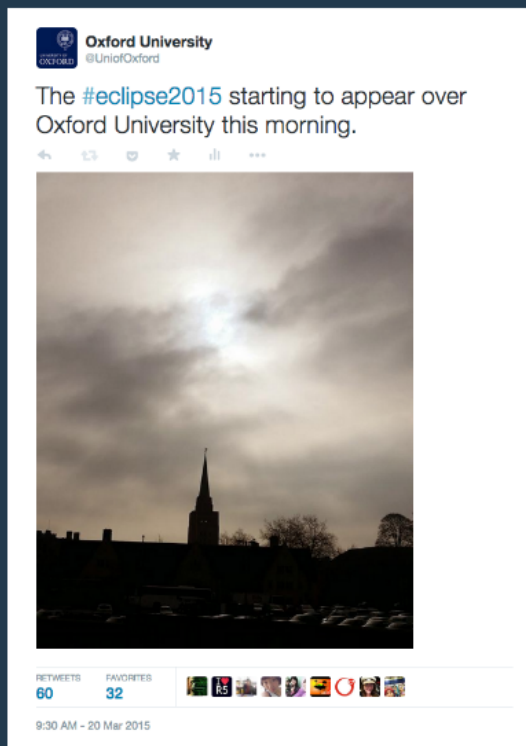
Other tactics for tweets

- Tagging other users (even in photos)
- Live tweeting (events)
- Video tweets (30 secs)
- Vines
- Other embedded content (audio)
 - Twitter cards
 - Threaded replies
 - GIFs
 - Link tracking (po.st)



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.





University of Oxford

Posted by Georgina Brooke [?] · 7 February

Today is National Library Day (NLD). Oxford has over 100 libraries and some of them look like THIS. — with Thel Castillo and 34 others. (8 photos)



582,656 people reached

Boost Post

Like · Comment · Share

1,211 Shares



Naila Setia, Charlotte Andersen, Syeda Iqra Ahmed and 13,141 others like this.

Top Comments

March at 17:00 ·

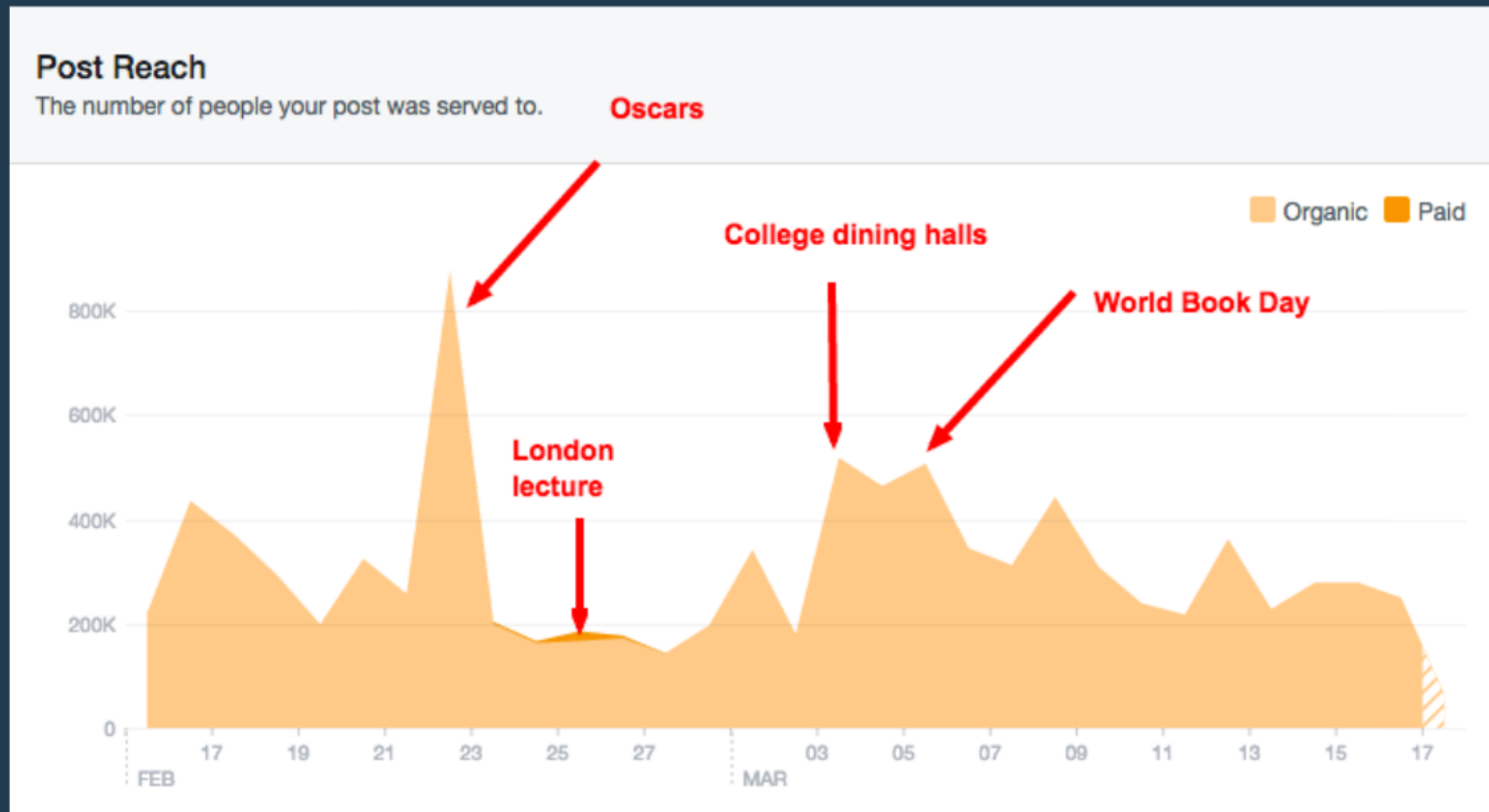
Beautiful, it's also an incredibly search...



Boost Post



A note on post reach



Bottom line: Facebook exists to make money out of your page.

The Facebook algorithm

- 2.5 million likes - reaching 8-10% with every post
- Knock-on effect of good and bad posts
- Certain things are punished/rewarded by Facebook - and this often changes without warning
- Generally: photos and videos good, links and sharing posts bad.
- Organic posting is to some extent about playing the algorithm

Post Details

Reported stats may be delayed from what appears on posts

University of Oxford added 7 new photos — with Farooq Chuhan and 11 others.

Published by Georgina Brooke (P) · Yesterday at 16:00 · Edited (P) · (P)

When Nicholas Wadham died in 1609 it was his wife Dorothy who took up the challenge of founding Wadham College Oxford, transforming his intentions into reality.

Alumni include Sir Christopher Wren, Robert Hooke, and 2015 Oscar nominees Felicity Jones and Rosamund Pike.

Wadham today celebrates academic excellence, diversity and independence within a progressive and liberal community.

148,249 People Reached

3,994 Likes, Comments & Shares

3,691 Likes	3,461 On Post	230 On Shares
108 Comments	85 On Post	23 On Shares
195 Shares	195 On Post	0 On Shares


6,184 Post Clicks

1,532 Photo views	2 Link clicks	4,650 Other Clicks (P)
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NEGATIVE FEEDBACK

16 Hide Post 17 Hide All Posts

0 Report as Spam 0 Unlike Page



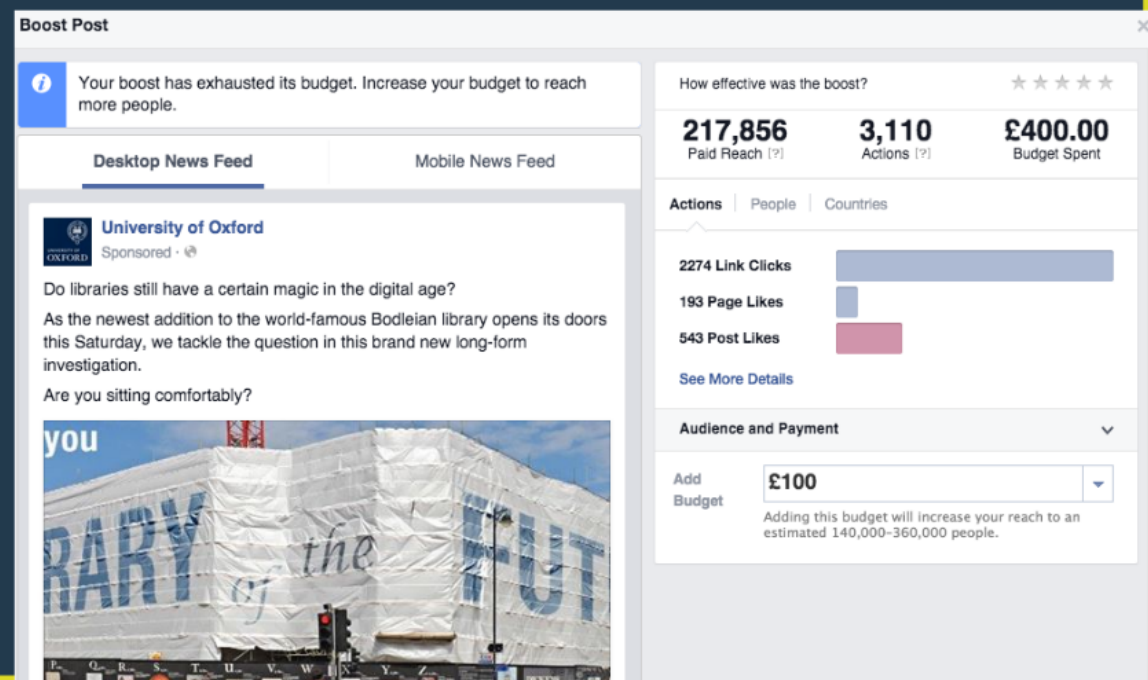
Motivations to engage on Facebook (or the self-serving Facebook user)

- Self-expression – emotional or intellectual
- Being helpful to friends
- News & current events
- Wider social good
- Being part of a community
- ‘Gaming’ engagement e.g. competitions



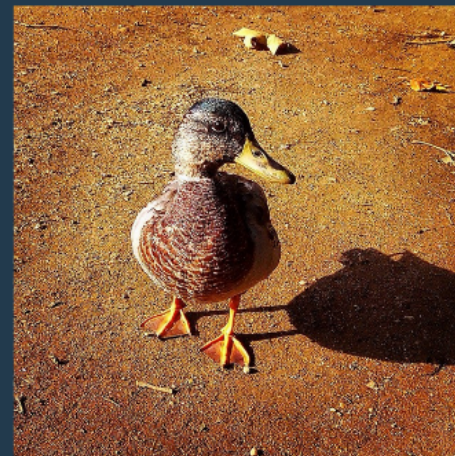
Facebook best practice

- Where possible, keep CTA within Facebook
- Consider a direct CTA in the post copy
- Every post is a test
- Think of the social context
- Consider boosting a post (paid)
- Likes are nice, but aim for shares(!)



Using Instagram

- No CTA possible, so keep it about likes!
- Instagram audience is young, involved and influential
- Make your posts inspiring
- Instagram is the most 'brand-friendly' channel
- Hashtag-friendly
- Mobile-only
- Great for UGC: become part of community
- 15-second editable videos
- Frequent posting
- What goals will signing up help you achieve?

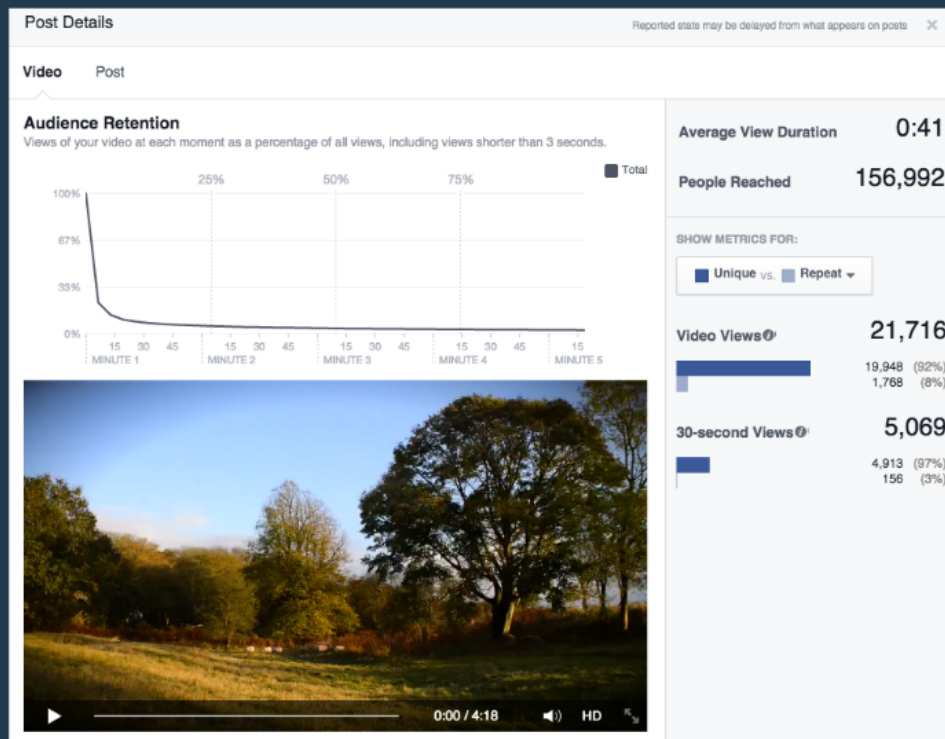


We want your
#Oxfordgraduation
photos

Use this hashtag on yours
We'll post some from here
when we hit 5k

Social media video best practice

- Length of video (audience dropoff)
- Making the first few seconds punch
- Needs to work without sound - served mute
- Drop the intro and end cards
- Learn from YouTube channels & Instagram stars



University of Oxford **College & University**

Timeline About Photos **Videos** More

Featured Video

Have you ever wondered what it's like to study at Oxford? As part of our 'Wall of Faces' project: <http://po.st/w4FIYX>, we created over 100 talking heads talking about different aspects of studying at Oxford. Here's one from Jamie Miles, studying Philosophy, Politics and Economics at Magdalen...

943 Likes 57 Comments 31,774 Shares

Playlists

Oxford research

The latest research news from across Oxford University

Scientists at the University of Oxford are applying their...
3,275 Likes - 84,588 views

Professor Fritz Volirath discusses the appeal of...
859 Likes - 32,447 views

In this video we talk to the first person given the Ebola...
1,451 Likes - 36,527 views

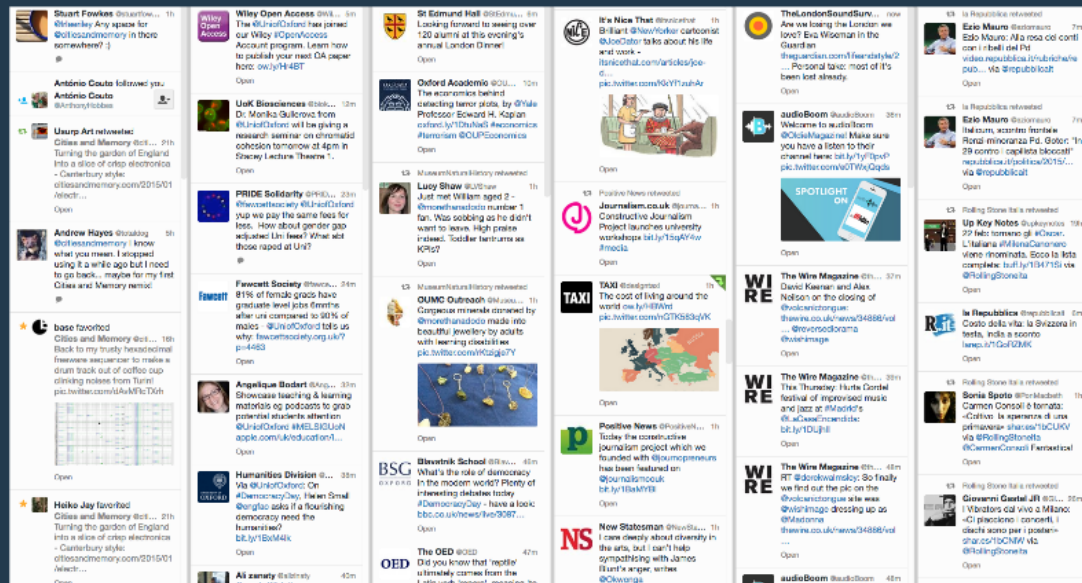
Alternative energy sound don't yet pack the desin...
516 Likes - 24,100 views

LinkedIn - university and company pages

- Used for research, HR, 'corporate' updates
- We can target posts to small subgroups accurately by location, seniority, subject studied etc.
- An engaged, senior and professional audience
- Groups are also a useful way into LinkedIn communities

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'!**



Thanks! Any questions?



Oxford University
@UniofOxford

It's a beautiful morning of [#oxfordsnow](#) here at the University!



RETWEETS
213

FAVORITES
237



9:51 AM - 3 Feb 2015