Social media best practice

Oxford University

Official Twitter account for the University of Oxford, one of the world’s leading universities. Social media contact: @stuartlowies

Oxford, UK

ox.ac.uk

Joined June 2009

365 Photos and videos

Tweets

Favourites

Followers

Following

Lists

2,568

132

205K

430

Tweets

Tweets & replies

Photos & videos

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

&. CUBC Squad, CUWBC Squad and Anastasia Chitty

years in a row

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)
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!

University of Oxford added 5 new photos — with Kristen M. Fernández and 5 others.
Posted by Georgina Brooks (91) 14 February at 06:58 - Edited 11 -
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
Like · Comment · Share
 Giulia Biasibetti, Lovato Romma, Amine Stf and 5,823 others like this.
193 shares
J.R.R. Tolkien (yes, THAT one) was fined £1 7s 6d for overdue library books in his 1st year at Oxford (1912).

"Education is not the learning of facts, but the training of the mind to think" - Happy Bday Einstein.

Happy Valentine’s Day! Today we’ll share photos from couples who found love together during their time at Oxford!
Twitter best practice

- It makes me want to share it with my friends
- It tells me something I didn’t know
- It makes me feel happy
- It has a stunning photo
- It makes me feel part of a community or group
- It makes me laugh/is funny
- It surprises me
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
  
  #FF Our Social Sciences depts @oioxford @OxfordLawFac @Politics_Oxford @DSPL_Oxford @SociologyOxford @oxmartinschool
  
  10:07 AM · 27 Feb 2015

- Oxford University
  
  #FF Our @OxfordMedSci departments on Twitter: @OxBiochNews @NDMOxford @ndorms @Oxford_NDPH @OxPrimaryCare @OxPsychiatry
  
  3:30 PM · 6 Mar 2015

- Oxford University
  
  It's a beautiful morning of #oxfordsnow here at the University!
  
  9:51 AM · 3 Feb 2015

- Vera Chok
  
  @Vera.Chok · Feb 27
  
  @Unioxford I'm super pleased that you are all active on Twitter & I get to keep up with dept news (ahhnn)
  
  3 Retweets  3 Favorites
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?
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)
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
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
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?