

# Introduction to the Public Affairs Directorate

Suzi Ardley

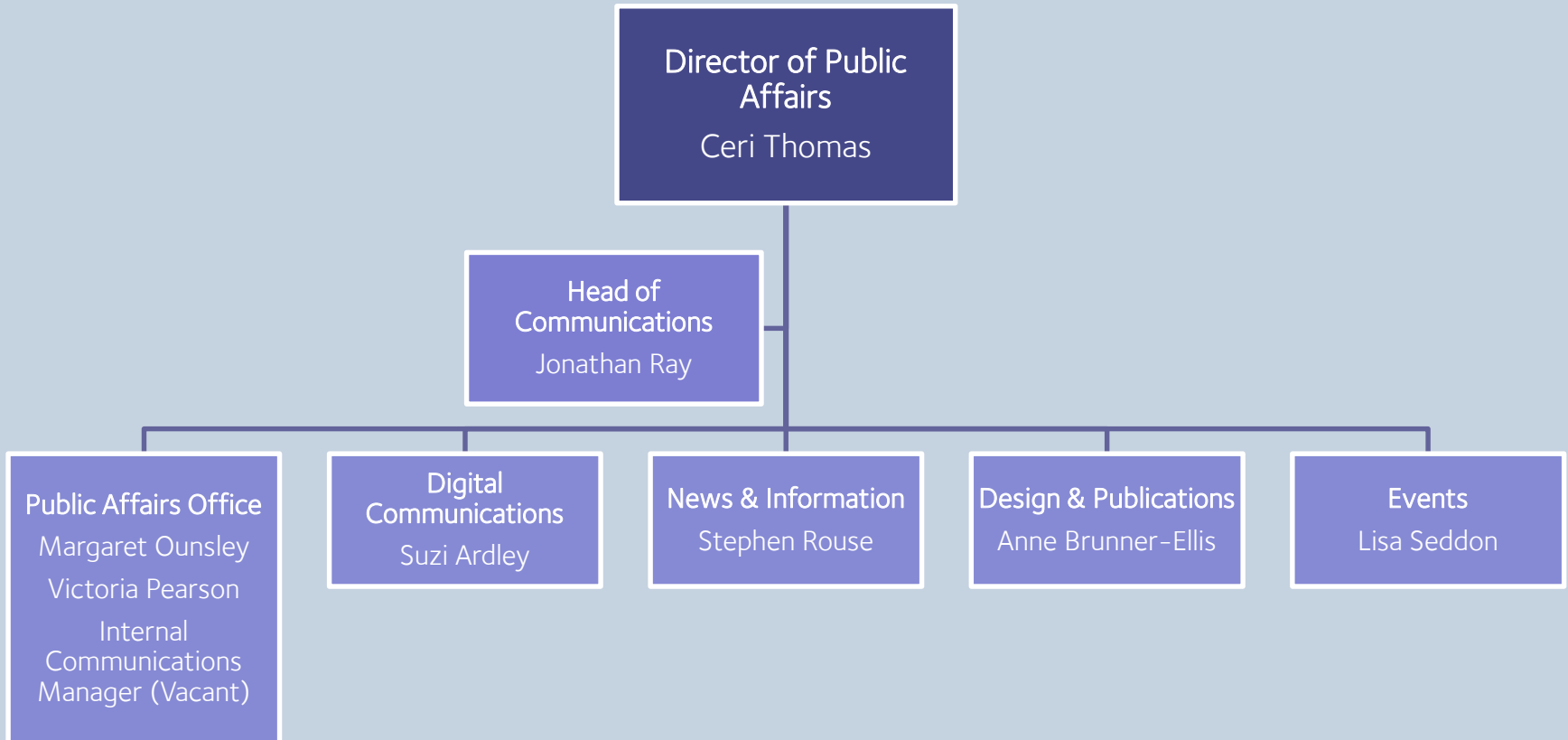
Wednesday 25 January 2017



# Our objectives

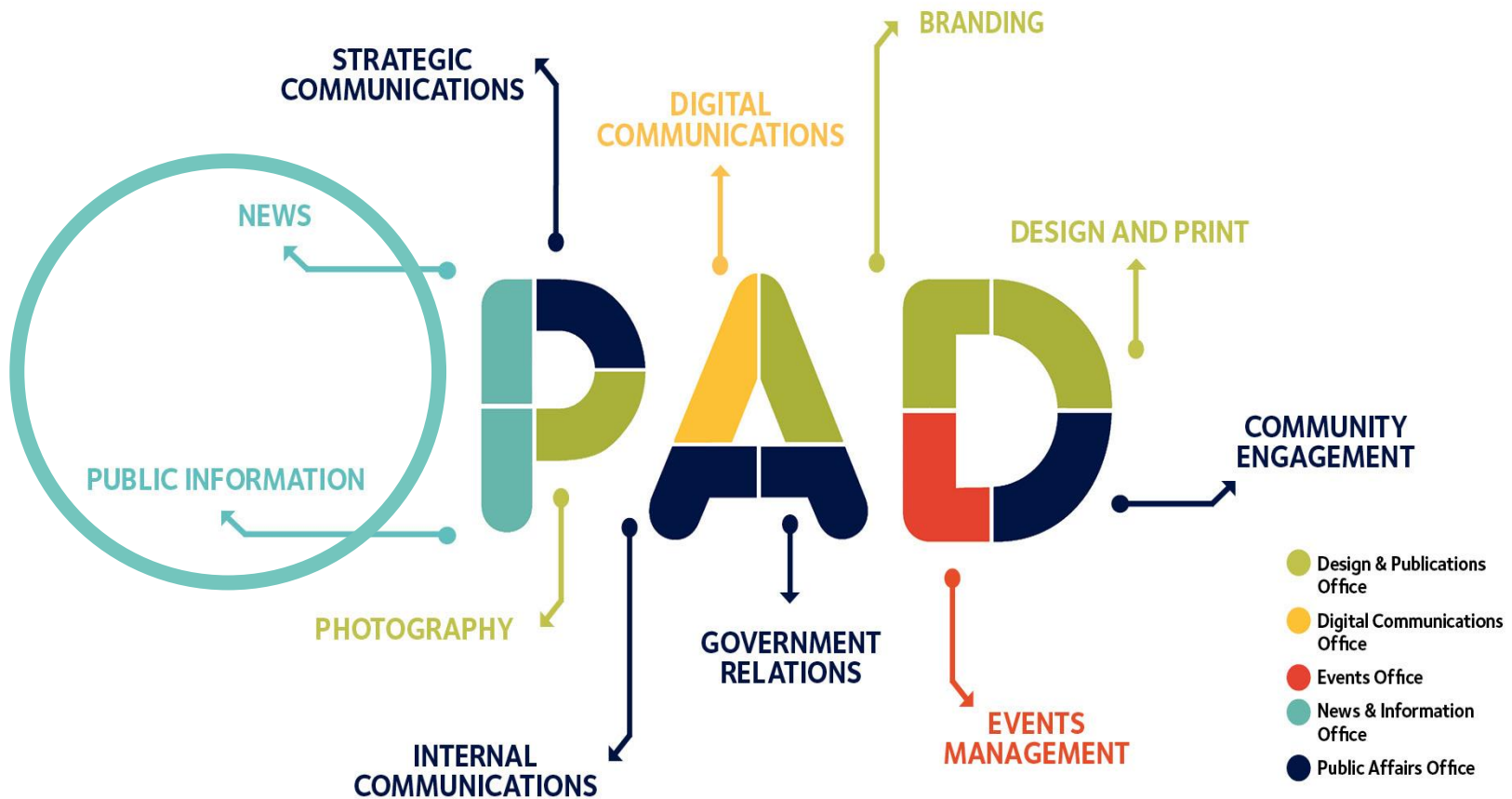
- To increase public understanding of the aims and activities of the collegiate University.
- To protect and enhance the University's reputation.
- To demonstrate the impact of Oxford research locally, nationally and internationally.
- To offer public affairs and communications advice and services to colleagues across the collegiate University.

# Our structure



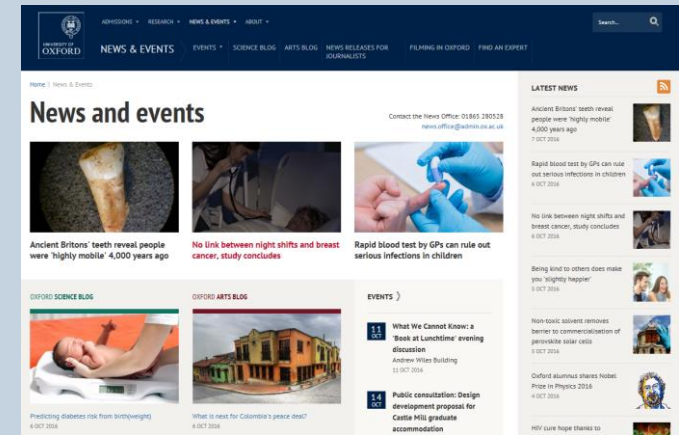
Activity		Figure
Visits to <a href="http://www.ox.ac.uk">www.ox.ac.uk</a> each year		8,000
Number of media enquiries each year		333,000
Number of public enquiries each year		6,000
Number of press releases issued each year		165,000
Number of attendees at University events per year		16,000
Circulation of Oxford Today (print issue)		16 million
Facebook likes		7.6 million
Twitter followers		156,000
Number of images in the online image library		2,000
YouTube views to date		3 million
Instagram followers		200

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# News

- Proactive and reactive media relations
- Direct news through website
- Managing media relations
- Media monitoring





# News – how we can help you

- Media Relations Manager for each academic division
- Advice on publicising your news stories
- Daily News Alert to almost 1,600 subscribers ([news.office@admin.ox.ac.uk](mailto:news.office@admin.ox.ac.uk))
- Media training
- ISDN line for radio interviews

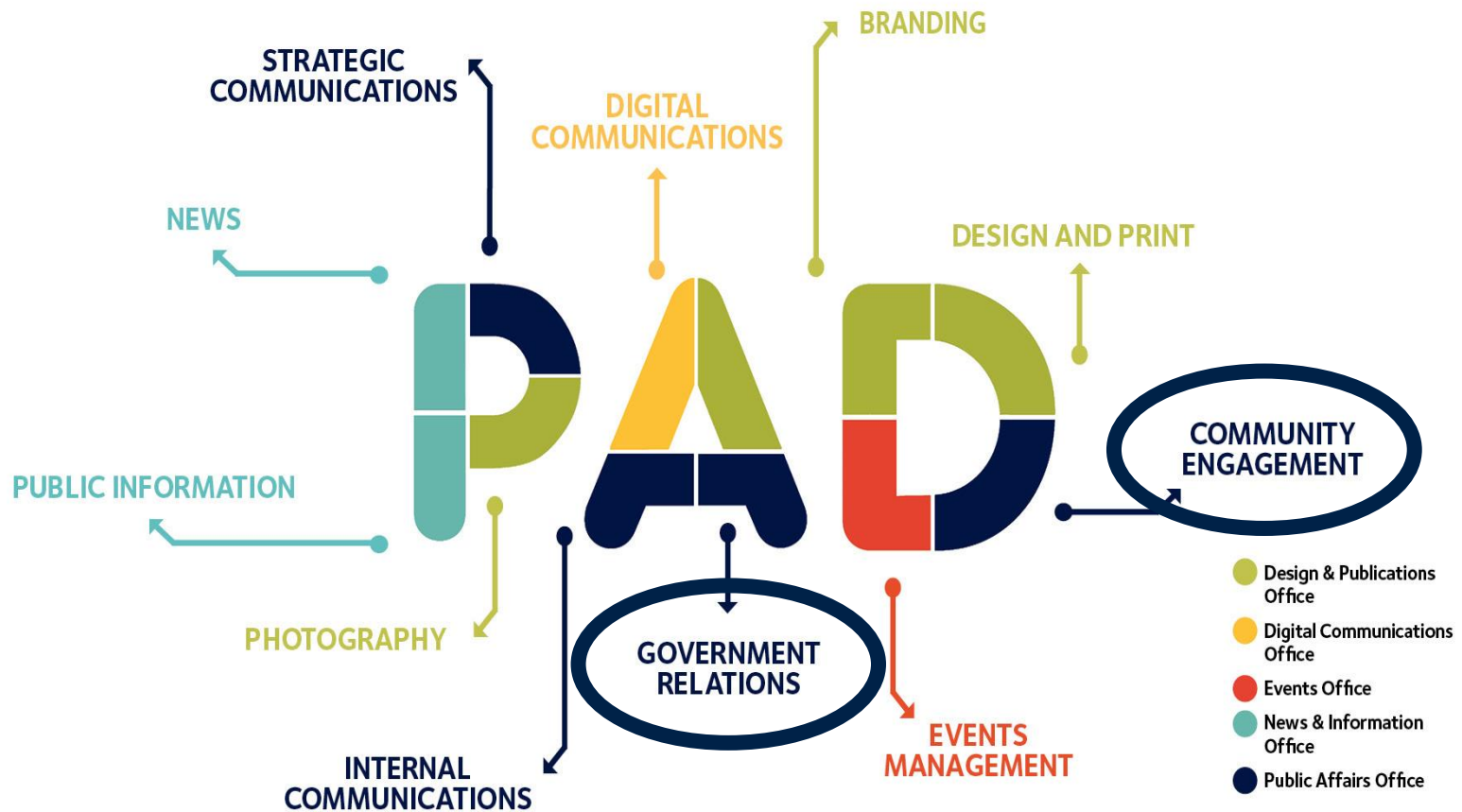




# Public information

- An information service to the University and the general public
- Answers general enquiries (c. 2,000 each year)
- Maintains sources of institutional information
- Briefs external organisations, such as tour guides

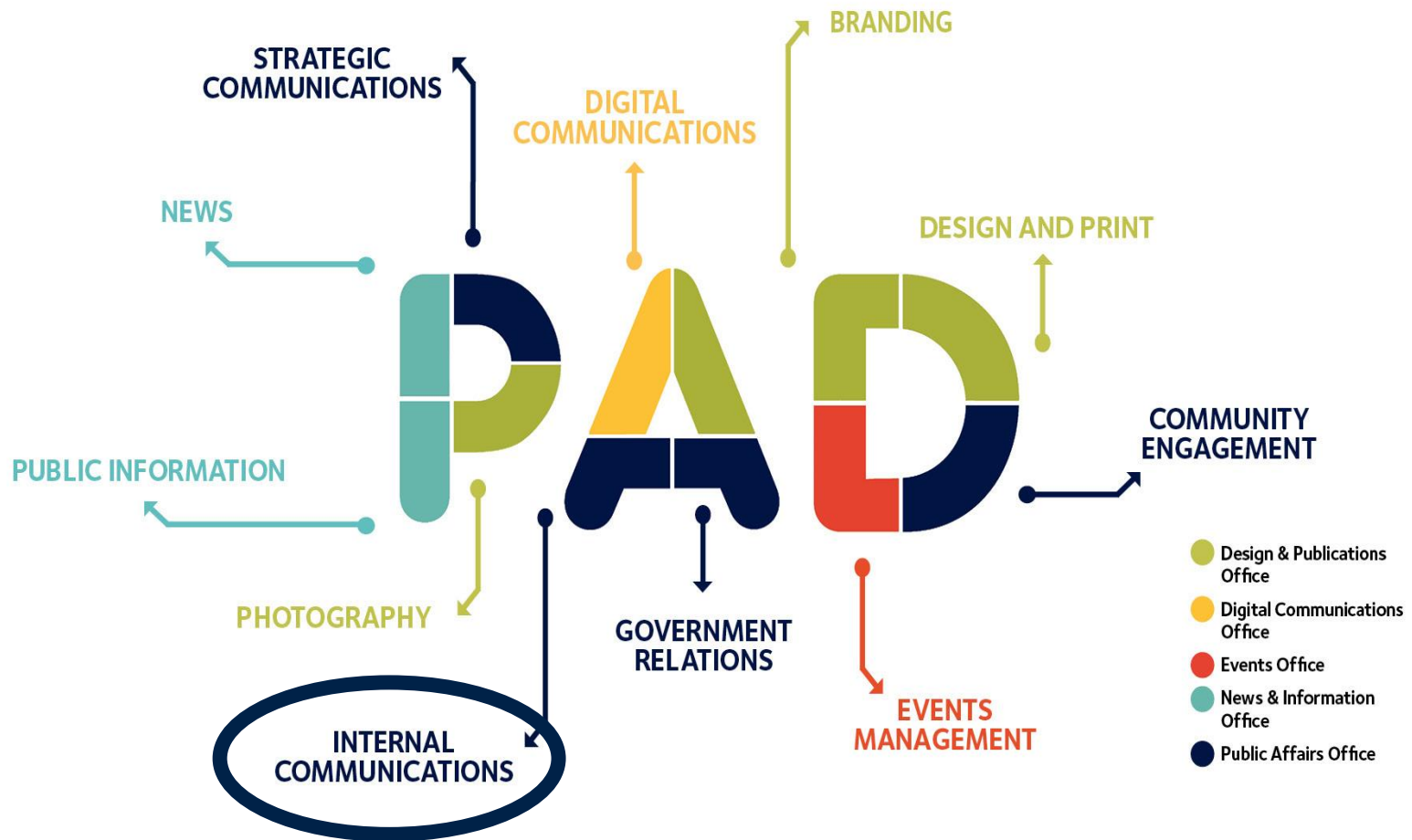




# Government & community relations

- Coordinating ministerial visits
- Developing relationships with MPs and peers
- Promote the value of Oxford research and an Oxford education to parliamentarians
- Advising on community and government issues
- Developing relationships with local councils and community groups
- Advising on planning applications
- Administering community grants
- Developing public lectures series

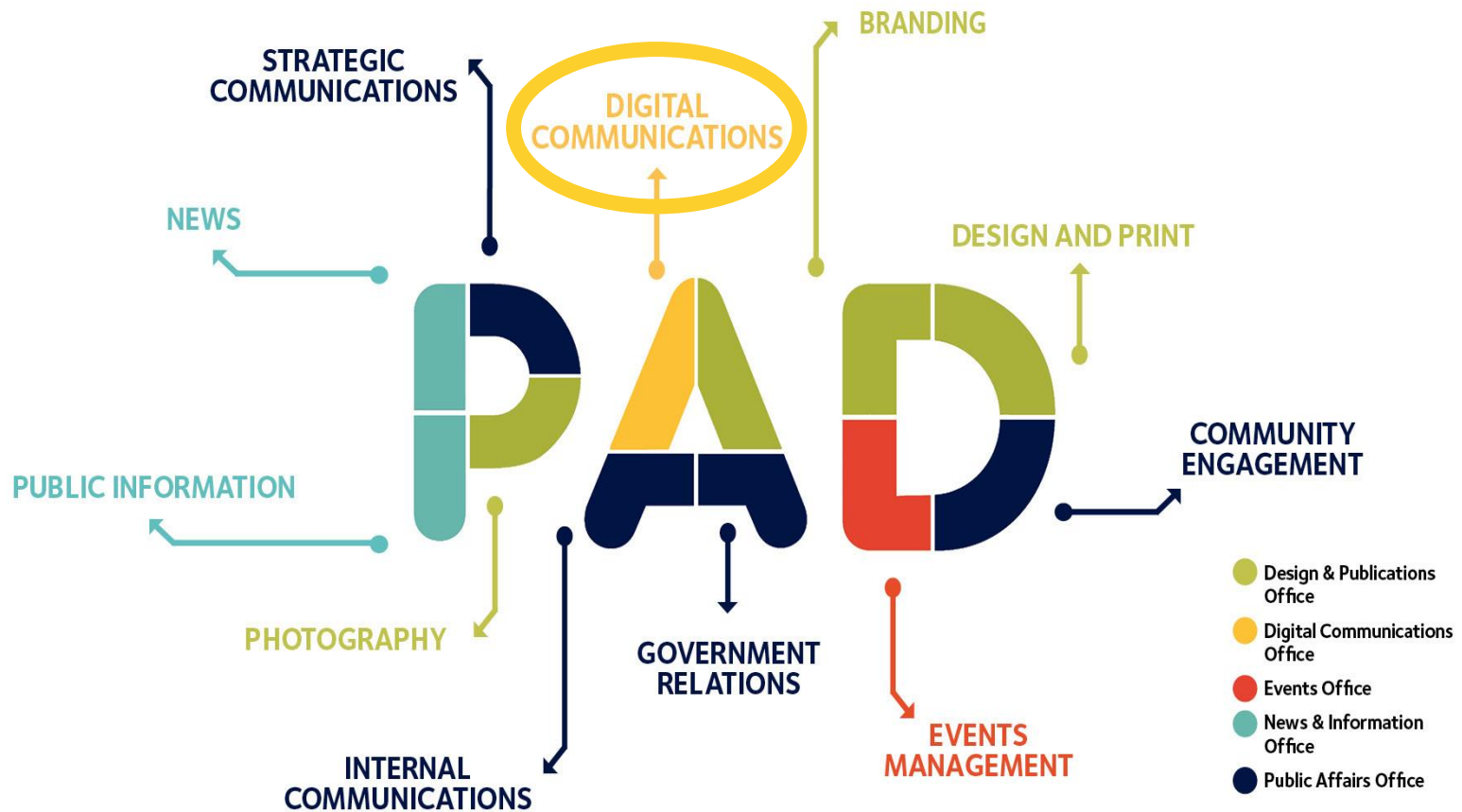




# Internal communications – how we can help

- Print channels: *Blueprint* and the *Gazette*
- Online channels: Staff Gateway, Staff News
- Advice on disseminating news and promoting events
- Events: UAS Conference (next event 28 March 2017) in conjunction with AAD; Question Time sessions for staff (next event: 7 March on Innovation)
- Can provide distribution lists/labels
- Can help publicise activity/events through publications and online

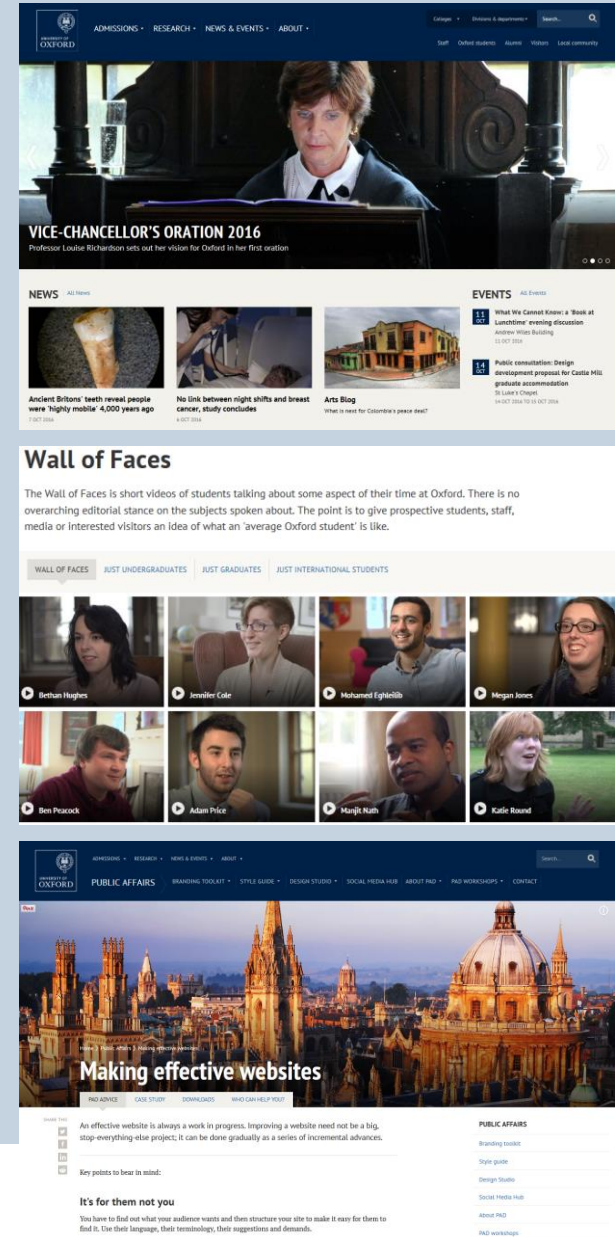






# Digital communications

- Responsibility for [www.ox.ac.uk](http://www.ox.ac.uk) and central University social media channels
- Digital strategy and online brand management
- Production of films, audio and animations
- Analytics for online channels







University of Oxford

23 April · 🌐

Ever wondered what a beetle's wing looks like at high magnification? 'Microsculpture' is a remarkable new exhibition from Oxford University's Museum of Natural History looking at the Museum's fantastic insect collections through a series of beautifully lit, incredibly detailed anatomical images.

Watch to hear the story behind uncovering these specimens as never before.



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Boost this post for £200 to reach up to 57,000 people.

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👍 Like    💬 Comment    ➦ Share

**20,534,072** People Reached

**7,497,168** Video Views

**386,474** Reactions, comments & shares

**245,767**



Like

**36,978**

On post

**208,789**

On shares

**12,072**



Love

**1,856**

On post

**10,216**

On shares

**10**



Thankful

**0**

On post

**10**

On shares

**274**



Haha

**16**

On post

**258**

On shares

**13,807**



Wow

**2,141**

On post

**11,666**

On shares

**104**



Sad

**4**

On post

**100**

On shares

**52**



Angry

**7**

On post

**45**

On shares

**40,607**

Comments

**6,576**

On Post

**34,031**

On Shares

**74,147**

Shares

**72,647**

On Post

**1,500**

On Shares

**3,717,546** Post Clicks

**899,798**

Clicks to Play ⓘ

**2,211**

Link clicks

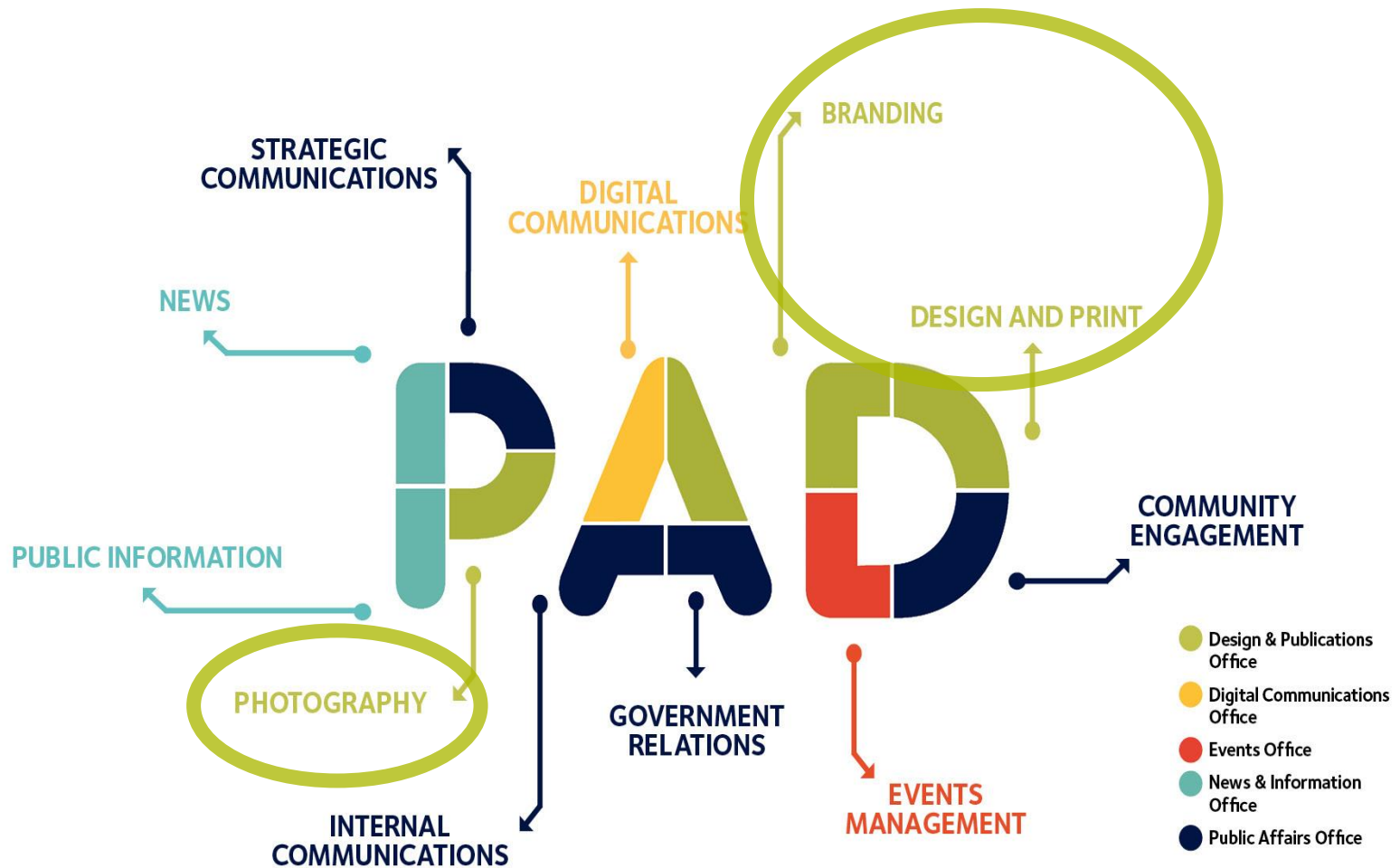
**2,815,537**

Other Clicks ⓘ

# Digital communications – how we can help

- Advice on web development and online brand management
- Production of video and audio content
- Promotion of content via University website and social media channels and through the Social Media Hub
- Digital style guide advice







# Design and print

Produces University's key print materials:

- *Gazette*
- *Blueprint*
- *Oxford Today*
- Annual Review
- Undergraduate prospectus
- Graduate prospectus
- University Calendar

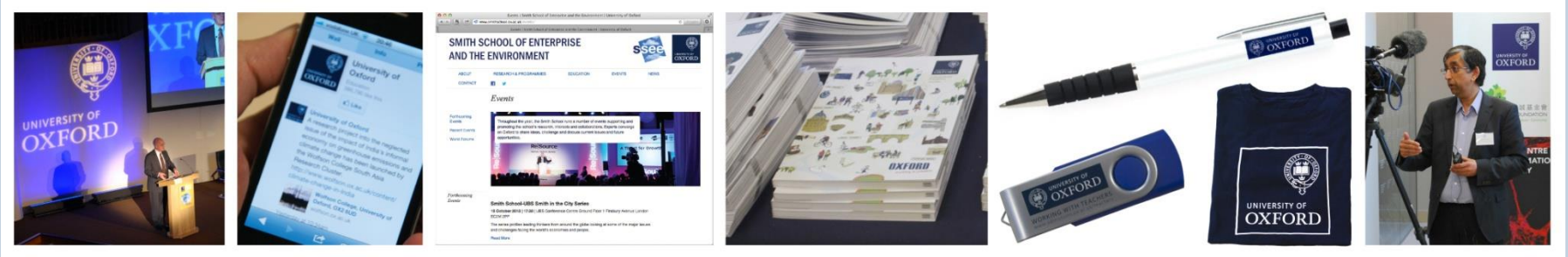


# Design and print – how we can help



- Design Studio: offers a professional, cost-effective and creative graphic design service
- Print-buying: offers competitively priced print buying service and heavily discounted printing through Gift in Kind
- Conference items: sells a range of branded items for conferences and other events
- Style guide: a guide to writing and formatting documents to enable consistency across the University

# Branding –how we can help

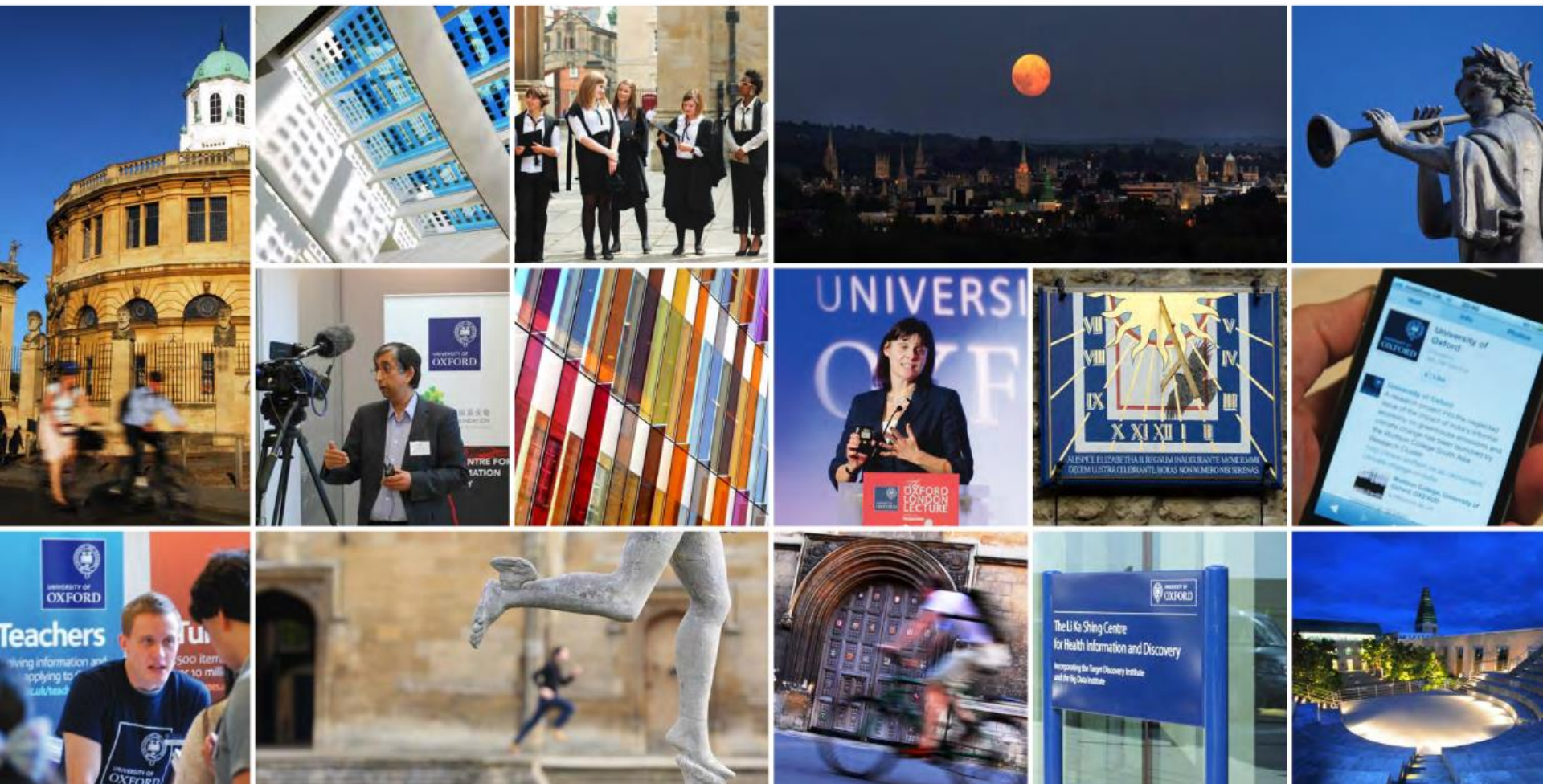


- Consistent identity for instant recognition across a global spectrum
- Our visual identity: graphic expression of who we are and what we represent:
  - Toolkit: use of the logo, colour, placement and partner branding
  - Visual identity guidelines
  - Templates and downloads: logos, stationery and PowerPoint



# Oxford blue

Visual identity guidelines

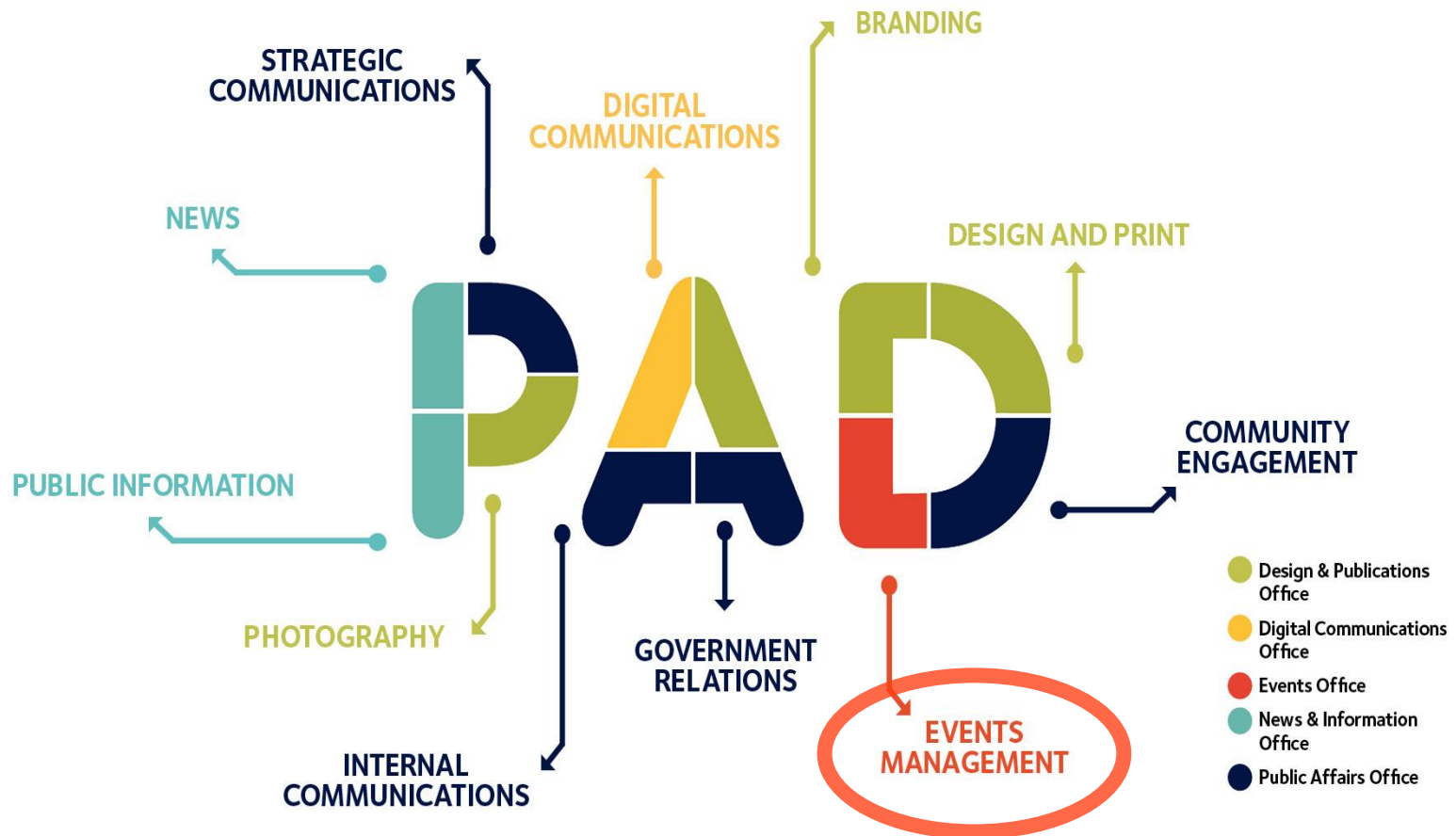




# Photography – how we can help



- [ouimages.com](https://ouimages.com) has around 16,000 images (and growing) available for all University and college staff
- Includes the appropriate permissions
- Departments and colleges can be partners as well as users
- One-off purchase or different levels of subscription
- Guidance on using and commissioning images is available on the PAD website: [www.ox.ac.uk/public-affairs/images](https://www.ox.ac.uk/public-affairs/images) > Downloads



# Events Office

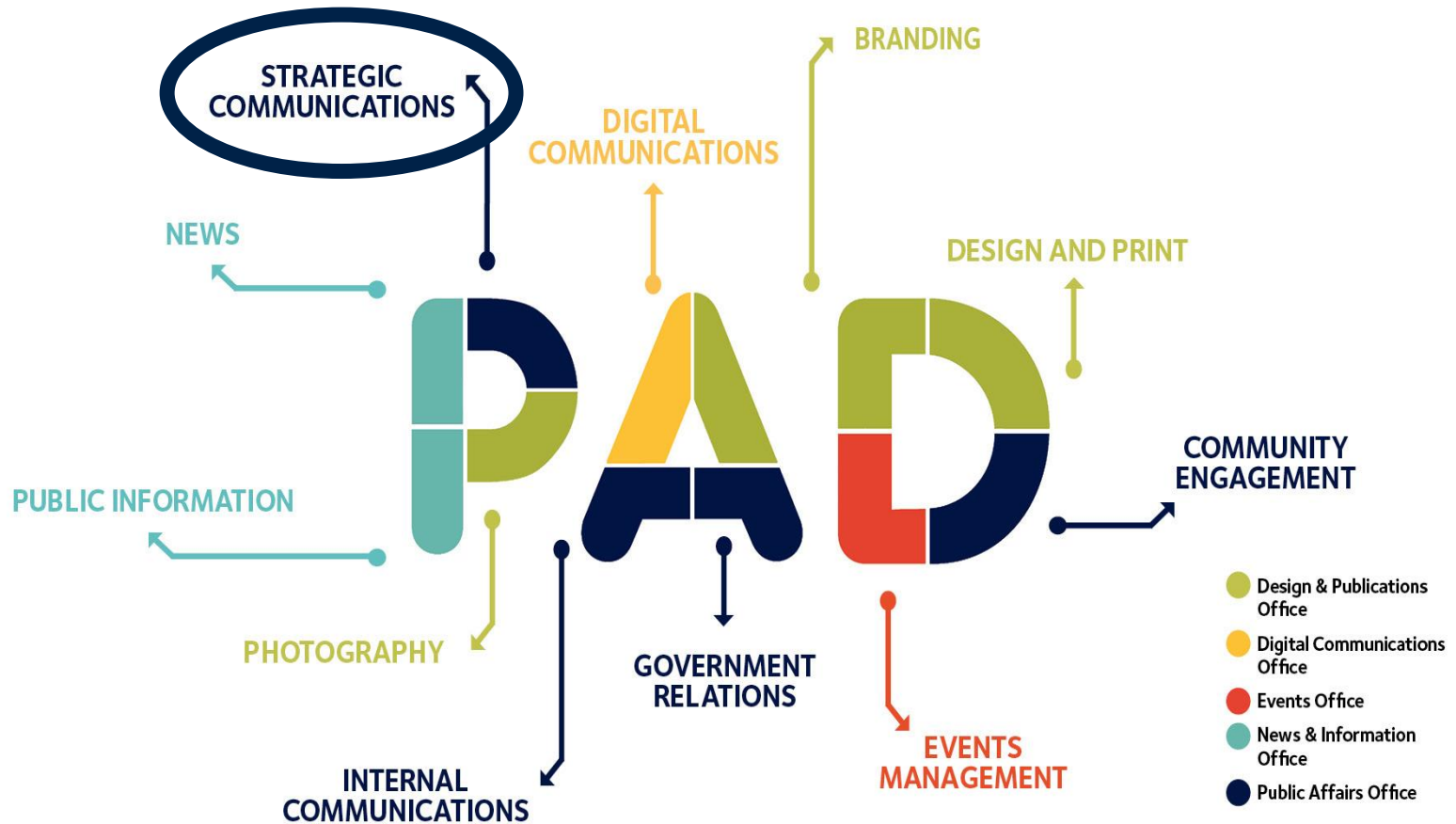


- Events Office manages around 60 high-profile events each year, enabling people to interact with Oxford's work and values. Six broad categories of event:
  1. Ceremonies that are historic events, steeped in tradition (eg Encaenia, Vice-Chancellor's Oration)
  2. Building openings and Heads of State visits that recognise current activity and achievement
  3. Events that express significant new developments and aspirations (eg Overseas Oxford lecture series, Women of Achievement lecture series)
  4. Internal communication events (eg Question Time series)
  5. Events for the Vice-Chancellor (eg annual Christmas drinks reception)
  6. Events commissioned by internal departments for a fee (eg conferences)

# Events Office – how we can help



- Offer advice on event planning
- Project-manage commissioned events
- Events management toolkit (tips and templates)
- Hire out equipment (e.g. tablecloths, banners)
- Offer events material at cost price (e.g. gift bags)





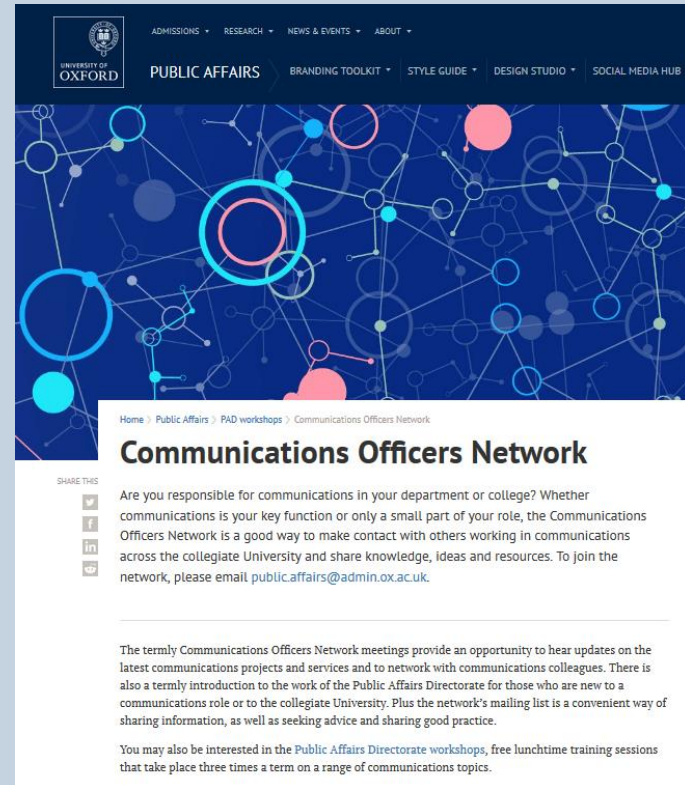
# Research and innovation communications

- External research funding is the largest source of income for the University – £537.4m or 40% of total income –from bodies such as research councils, charities, trusts, foundations, and industry. Research and innovation are critical to the University's reputation and world ranking
- PAD is leading on an Innovation Communications Strategy, which aims to raise the profile of innovation at the University
- Workshop on 16 March 2017 to find out more.



# Communications support

- Communications Officers Network: mailing list and termly meetings to share knowledge, ideas and resources
- Termly workshops: lunchtime sessions and master classes
- Communications advice to departments and colleges
- [www.ox.ac.uk/padworkshops](http://www.ox.ac.uk/padworkshops)





# Communications resources

[www.ox.ac.uk/public-affairs](http://www.ox.ac.uk/public-affairs)

- Communications network and workshops
- Top tips and case studies
- Events toolkit and templates
- Guidance for managing the media
- Branding toolkit, University style guide and digital style guide
- Branded stationery and conference items
- Social media hub

# What next?

- Sign up for workshops:  
[www.ox.ac.uk/padworkshops](http://www.ox.ac.uk/padworkshops)
- Join the Communications Officers Network:  
[public.affairs@admin.ox.ac.uk](mailto:public.affairs@admin.ox.ac.uk)
- Sign up to the Daily News Alert:  
[news.office@admin.ox.ac.uk](mailto:news.office@admin.ox.ac.uk)
- Join the Social Media Network:  
[digicomms@admin.ox.ac.uk](mailto:digicomms@admin.ox.ac.uk) or  
[www.facebook.com/groups/860452704000408/](https://www.facebook.com/groups/860452704000408/)
- Download the University Style Guide:  
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