



# Creating engaging content





# Writing up your article

# Video: Oxford's anagama kilns ceremonially opened by Japanese national treasure

Two anagama kilns in the heart of Oxford University's Wytham Woods were visited by their patron, 80-year-old Isezaki Jun, the Japanese Government's Living National Treasure of Bizen.



by Richard Lofthouse
Oxford's Anagama project patron, 80-year old sensei Isezaki Jun, arrived from Japan to ceremonially open

# On the frontline of the battle of the bulge

'People are assaulted by food at every turn, and we're biologically programmed to eat in case there might be a famine round the corner,' explains Professor Susan Jebb as the West struggles with plenty.

Professor Susan Jebb studies <u>behavioural medicine</u> at Oxford, and her work is becoming more important by the year as the West battles obesity, diabetes and a multitude of other weight-related illnesses. She focuses

# **Furnishing Oxford**

If you have ever wondered who designs Oxford's beautiful furniture, meet designer Luke Hughes. He tells Olivia Gordon about working on 300 Oxford projects, and counting 25 colleges as happy customers.



Above: Luke Hughes carefully designs furniture to complement Oxford's architecture



# Visual appeal

# See Oxford's extraordinary buildings - and meet their unsung custodians

These elegant images of Oxford's extraordinary buildings and the people who care for them are captured by local photographer Joanna Vestey.



Prof. Sir David Watson, The Radcliffe Observatory



387 likes

oxford\_uni Oxford's known for it's sweeping skylines and dreaming spires, but part of the charm and beauty of Oxford lies in its tucked away corners, its sides streets, its secrets.



# Story choices

# Behind the scenes of creating the ground-breaking Ebola vaccine

Professor Adrian Hill of Oxford's Jenner Institute led the first clinical trial of a successful Ebola virus vaccine last year. To target the outbreak his remarkable team compressed a process that takes six months into six weeks.



# From Hindu Paintings to Hebrew Manuscripts - the Digital Treasures of the Bodleian Library

Digital.Bodleian is making 120,000 unique treasures available online for the first time - with more to come. The website showcases some of Oxford University's rarest, most important and most evocative objects:





# Sample newsletter





'Too big for Australia'?

Channel 4 News' Michael Crick is already wondering what Prime Minister Malcolm Turnbull (Brasenose, 1978) will do next.



#### Party games

Oxford historian Angus Hawkins argues that Labour is likely to split in 'existential crisis'



Much ado about Shakespeare

250 years later; how Samuel Johnson popularised the bard's legacy



# Writing for social media

- Objective what are you trying to achieve, from this, how is a certain channel going to help you with this? What is your tone of voice going to be
- Content plan where are you going to get the content from? Who's going to update it?
- Launch plan (for a new channel) how are you going to get people to hear about it?



# How we read content today



Vs...





How do you compose a good tweet?





UniofOxford retweeted



#### stuartbasten

8:33am via Twitter for Android

A beautiful sunny morning in @UniofOxford





24 retweets 64 likes



#### UniofOxford

3:01pm via Hootsuite

It's the first day of advent & so here's some gloriously snowy pictures of @NewCollegeOx - enjoy!











#### UniofOxford

10:36am via Hootsuite

Tune into @AshmoleanMuseum every day this month for their lovely Twitter advent calendar!

#### Ashmolean Museum

@AshmoleanMuseum

Ashmolean #AdventCalendar Day 1: Drum Bridge at Meguro, 1857 woodblock by Utagawa Hiroshige ow.ly/V6l8x











# Some principles of good tweeting (from the University social media strategy)

- Include a picture, yes decreases your character count but dramatically increases engagement and so reach [140chars 114 chars]
- Most of the time, add a link, Twitter is by nature about getting people's attention, once you've got that attention you can convert that into more meaningful engagement by pointing people to longer content [114-93 chars]



Scenario: cast minds back to August, Cecil the Lion story is massive. You're the Media Relations Officer tasked with working the weekend. There's been rumours that Cecil's brother, Jericho, has been killed by the pride. On Sat 6AM GMT you get confirmation this isn't true, there's a photo of Jericho online. WildCRU (an Ox Uni research group) have released a news update but the story is still breaking, you are tweeting from the Ox Uni account.... (most popular tweet ever)



# Top Tweet earned 314K impressions

BREAKING #Jericho alive and well! Pic taken by @brentstapelkamp 06.15 this morning po.st/RGO8t7 #WildCRU pic.twitter.com/ygXfZTKFEq





"It is a truth universally acknowledged that a single man in possession of a good fortune must be in want of a wife"





Jane Austen @JaneAusten\_1775 • 37s Must be in want of a wife #lookingforlove





# **EXERCISE TIME!**



'I write this sitting in the kitchen sink. That is, my feet are in it; the rest of me is on the draining board, which I have padded with our dog's blanker and the tea-cosy. I can't say that I am really comfortable, and there is a depressing smell of carbolic soap, but this is the only part of the kitchen where there is any daylight left.'

<sup>-</sup> I Capture the Castle, Dodie Smith



'It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness, it was the epoch of belief, it was the epoch of incredulity, it was the season of Light, it was the season of Darkness, it was the spring of hope, it was the winter of despair, we had everything before us, we had nothing before us, we were all going direct to Heaven, we were all going direct the other way.'

- A Tale of Two Cities, Charles Dickens



# Our top tweets this week Make this 93 characters...



University of Oxford added 5 new photos — with Farooq Chuhan and 25 others.

23 November at 16:00 · @

Did you know Oxford University is on Instagram too?

Even better, every single photo on our Instagram channel is taken by people like YOU!

If you want to see the best and most beautiful sides of Oxford as seen by students, visitors and the people of Oxford, follow us at @oxford\_uni.







We're on Instagram! If you want to see Oxford at its most beautiful, join us here po.st/bVdQ8D





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## Professor Chris Wickham, FBA, FLSW

'Historical data are random... the point I'm interested in is about what you might call the randomness of the historical archive."





Home ) Kesearch ) Kesearch in conversation ) Randomness and order ) Professor Chris Wickham, FBA, FLSW

# **Professor Chris Wickham**

SHARE THIS







'Archives seldom have anything other than a random relationship to the kind of thing you might want to know from them. What the historian then does is pick up the surviving data and assemble it to give it a meaning that may not have been self-evident from the individual constituent parts.'

This series grew out of The Oxford Research Centre in the Humanities (TORCH) conference 'Randomness and Order', at which academics in the fields of quantum physics, music, probability and medieval history discussed what randomness meant in their different disciplines. Vou can see the recording of the conference have

#### PROFESSOR CHRIS WICKHAM, FBA, FLSW



Professor Wickham is Chichele Professor of Medieval History at All Souls College and the Head of the Humanities Division at Oxford.





An Oxford historian discusses the randomness of the historical archive & making sense of it: po.st/pdrofM



131

108







Wickham, FBA, FLSW

# **Professor Chris Wickham**

SHARE THIS

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# What about the other channels?







Our Facebook tone of voice will be conversational without being too informal, approachable, positive and inspiring. Posts should sound as if they could be said by a 'normal person' in conversation, and should create a sense of 'we' as the Oxford Facebook community (the University and its followers as one big community), not a sense of 'us and them', whereby Oxford sees itself as separate from its followers.





On LinkedIn our tone will be professional and authoritative but not overly jargonistic. We will ask questions of our audience and encourage comments from them. While the tone on Facebook and Instagram is friendly and inviting - the kind of tone between friends, LinkedIn is more formal - the tone reflecting a professional conversation.



# Post types: link, video, image



University of Oxford with Farooq Chuhan and 13 others.

Published by Georgina Brooke [?] - 24 October - Edited [?] - @

The stunning Oxford Union Library has been looked after by Su Lockley (pictured) for 12 years.

'I came from a background in science libraries, but I wanted something different - and this is about as different as you can get!

The Union Library is a crossover between an academic library that stocks set texts and a public library with DVDs and travel guides. It's also a heritage venue because of the incredible murals. It's fantastic to be in a library that brings those three elements together.'











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# Call to actions

- How does your visual content interact with your copy, is it just asking people to enjoy it (biggest reach, easiest to like
- Do you actively want someone to dos something off the back of your post?
- Mix of both (can't always be asking people to do things)





Published by Georgina Brooke [?] · 8 October · Edited · @

Could our next Facebook cover photo come from YOU?

We want your photos of Oxford, whether it's life in the city or tucked away, beautiful spots you know about.

Send your photos to digicomms@admin.ox.ac.uk and our favourite shot this week will go out to millions as our new Facebook cover image.







University of Oxford added 4 new photos — with Chibueze
Ubanesse and 16 others.
Published by Georgina Brooks [?] - 6 October - @

One of the first things a new student will experience in Fresher's Week is eating in one of many beautiful college dining halls.

Are you part of the incoming class of 15/16? Let us know in the comments below what your dining room looks like - and any tips on menu choices!





# Single images



University of Oxford with Farooq Chuhan and 13 others.

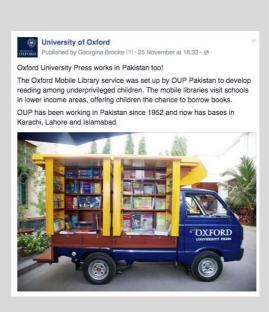
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# Image series



**University of Oxford** added 4 new photos — with Farooq Chuhan and 25 others.

Published by Georgina Brooke [?] · 12 September · ℯ

An Oxford graduation ceremony is a somewhat unusual affair.

Graduating students attend a ceremony held in the awe-inspiring Sheldonian theatre (or sometimes in the Examination Halls) - a tradition that goes back to the second half of the 12th century. Students attending graduation wear full academic dress, including a mortar board and sub fusc. But perhaps the most unusual aspect is that the proceedings are still read in Latin!





University of Oxford added 6 new photos — with Farooq Chuhan and 22 others.

Published by Georgina Brooke [?] - 25 October - @

University College (Univ) has a claim to being the oldest college in Oxford, being founded in 1249 by William of Durham.

Today, Univ prides itself on providing a welcoming, enjoyable and supportive environment to ambitious students of all backgrounds.

Old members include Stephen Hawking, Bill Clinton, Armando lannucci, Nick Robinson and Percy Bysshe Shelley.





University of Oxford added 5 new photos — with Farooq Chuhan and 25 others.

Published by Georgina Brooke [?] - 23 November at 16:00 - @

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# Single and multi link posts



Published by Georgina Brooke [?] · 16 November at 16:00 · €

"Children who are taught a second language in school do better on literacy tasks than children who are not."

Read this eye-opening account of how children learn language, and the advantages of growing up bilingual.



# Professor Victoria Murphy - a brand new interview from University of Oxford

We interview a researcher in Applied Linguistics looking at how learning a second language as a child improves your native linguistic understanding - read it now!

OX.AC.UK



#### Testing College, Oxford

Published by Georgina Brooke [?] - 2 December at 10:14 - Oxford - Edited - €

Genius, pioneer, visionary...

200 years after her birth, we interview a Byronist, a mathematician and a computer scientist on Ada Lovelace – the legacy and the woman from the perspective of their different disciplines – READ IT NOW.



Ada Lovelace: the woman behind the hype



Ada - the first programmer?





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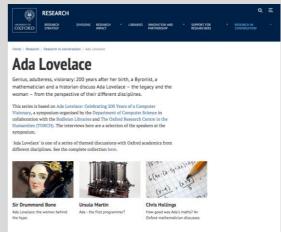
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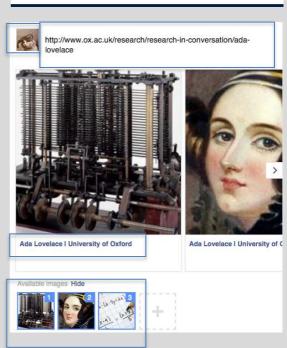




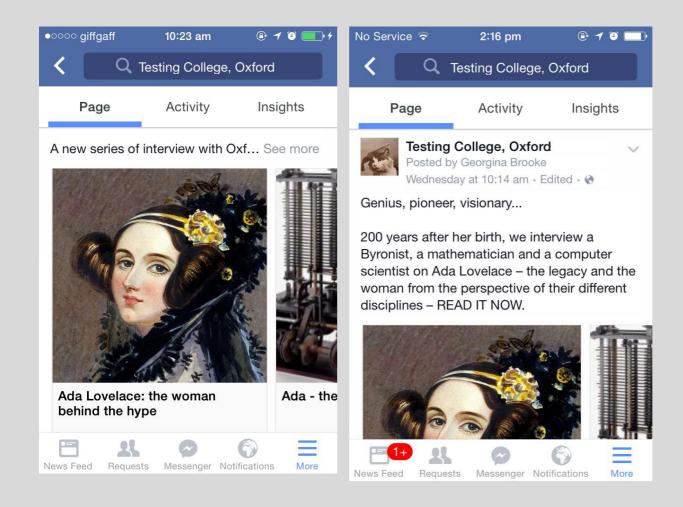


Ada - the first programmer?











Delete

# How different content types render on an Oxford LinkedIn University page



#### University of Oxford

'Have I gone mad?' 'I'm afraid so, but let me tell you something, the best people usually are.' 150 years ago today, Oxford don Lewis Carroll (real name: Charles Dodgson) presented the first copy of 'Alice's Adventures in Wonderland' to the small girl, Alice Liddell, who'd inspired him to write, as an early Christmas present. Let us know if you were ever enchanted by Carroll's vision of Wonderland, less



Like (508) · Comment (30) · 5 days ago



#### University of Oxford

Dr Ben Goldacre dissects what is wrong with modern medicine and talks about his student days at Oxford in a new interview.



#### Dr Ben Goldacre diagnoses the problems with medicine and talks about his student days

alumni.ox.ac.uk • Dr Ben Goldacre, author of the bestsellers Bad Science and Bad Pharma, dissects what is wrong with modern medicine and argues for better evidence-based medicine in a 15-minute podcast. The champion of evidence-based medicine describes his latest...

Like (81) · Comment (1) · 6 days ago



University of Oxford Oxford welcomes Professor Sarah Whatmore as the University's Academic Champion for Public Engagement with Research. Sarah will lead on developing a strategy for public engagement with research and increasing the visibility of the University's ... more



Organic Targeted to: All Followers

45,276 impressions

220 clicks 140 interactions 0.80% engagemer University of Oxford Want to catch up on the latest Oxford technology, spinouts, startups and entrepreneurs that started in Oxford? Now you can: http://bit.ly/1NoPnAA

Delete



Storify of #StartedinOxford - spinouts, startups, entrepreneurs - Isis Innovation

bit.ly • Oxford is one of the most innovative UK regions, with new enterprises joining the growing band of spinouts, startups & entrepreneurs.

Organic 🕝

Targeted to: All Followers

23,536 impressions

69 clicks

51 interactions 0.51% engagement



# **EXERCISE TIME!**





Home ) Research ) Research in conversation ) Acquiring Language ) Professor Victoria Murphy

# **Professor Victoria Murphy**

SHARE THIS









I'm a strong advocate for teaching children second languages at the earliest possible ages, but we have to be careful how we implement it. In England, unfortunately, there tends to be very limited amounts of time devoted to foreign language instruction in schools. If you only spend 45 minutes a week on foreign language learning, then your outcomes are going to be limited as well. I think in many ways, if we improved foreign language learning for children in England, we would reap the benefits.



#### PROFESSOR VICTORIA MURPHY

Victoria Murphy is Professor of Applied Linguistics at the Department of Education, as well as Course Director of the MSc in Applied Linguistics/Second Language Acquisition. She is also a fellow and tutor for admissions at Kellogg College.

#### About Victoria Murphy

- · Department of Education
- · Kellogg College

#### Topical research

- · Profiling Writing Challenges in children with English as an Additional Language (EAL)
- · (Book) Second language learning in the early school years: Trends and Contexts

#### OTHER 'ACQUIRING LANGUAGE' CONVERSATIONS:

- · Professor Kim Plunkett
- · Professor Charlotte Brewer



# Comparison all 3 channels



#### University of Oxford

Interested in languages? New research from Oxford University shows that children taught a 2nd language do better on literacy tasks. Read the full account here:

http://www.ox.ac.uk/research/research-in-conversation/acquiring-language/professor-victoria-murphy less



Like (239) · Comment (7) · 6 days ago





#### **University of Oxford**

Published by Georgina Brooke [?] - 16 November at 16:00 · €

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297,039 people reached

**Boost Post** 

2.5k Likes 92 Comments 574 Shares

