Writing online

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Creating engaging content

IS SOMEONE WHO RISKS THEIR OWN LIFE IN EXTREME SPORTS A HERO OR A FOOL?

Read more sample questions in our guide to interviews for undergraduate courses
**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.

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**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 Jebb studies behavioural medicine 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 on the battle of the bulge.

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**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.

*by Richard Lofthouse*

Oxford’s Anagama project patron, 80-year old sensei Isezaki Jun, arrived from Japan to ceremonially open a new kiln at the university. The kilns, which are used to fire ceramics, are a traditional Japanese craft.

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*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

Oxford's known for its 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

The Conversation @ConversationEDU · 43s
How can there be a compromise in Syria when everyone involved wants something different? theconversation.com/lebanese-style...

Blenheim Palace Retweeted
The RSC @TheRSC · 18h
WIN tickets to #RSCQueenAnne + @ArdenHotel stay + tickets to @BlenheimPalace + dinner! on.fb.me/1jIBICM

MPLS Oxford @mplusford · 2m
What is a gene drive and how could it wipe out malaria? bit.ly/1NQUX12

Vs...
How do you compose a good tweet?
Digital Communications

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/V618x
‘Medical trials are often flawed by design’
Oxford’s @BenGoldacre champions evidence-based healthcare research
audioboom.com/boos/3836506-b...

Ben Goldacre champions research into evidence-based medicine
universityofoxford@University of Oxford

UniofOxford
Nov 13, 4:00pm via Twitter for iPhone
Watch this 30s film to see why Oxford isn't just a great place to study, but also to get a business #StartedinOxford

15 retweets 22 likes
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)
Digital Communications

Top Tweet earned 314K impressions

BREAKING #Jericho alive and well! Pic taken by @brentstapeldkamp 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 blankey 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.'

- 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.
University of Oxford added 5 new photos — with Farooq Chuhan and 25 others.
23 November at 18:00 ·

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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.'

Professor Chris Wickham

'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. You can see the recording of the conference here.
An Oxford historian discusses the randomness of the historical archive & making sense of it: po.st/pdrofM

Professor Chris Wickham

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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.
The stunning Oxford Union Library has been locked 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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University of Oxford
Published by Georgina Brooke [P] 11 November at 16:00 - Oxford

However you remember, remember the 5th of November... happy bonfire night from Oxford University!

University of Oxford with Farooq Chuhan and 48 others.
Published by Georgina Brooke [P] 11 November at 16:00 - Edited [P] -

Happy Diwali 2015 from the University of Oxford!

Custodians - Joanna Vestey
Joanna Vestey is an oxford based photographer known for her portraiture and Documentary work. Her work...
JOANNAVESTEY.COM ! BY ADAM SOUTHORN

University of Oxford with Farooq Chuhan and 13 others.
Published by Georgina Brooke [P] 24 October - Edited [P] -

Like · Reply · Remove Preview · 32 · Commented on by Georgina Brooke [P] 21 October at 10:40

University of Oxford
Published by Georgina Brooke [P] 5 November at 16:00 - Oxford -

http://www.joannavestey.com/galleries/custodians or to buy:
http://www.amazon.co.uk/Custodians-Joanna/dp/185444297X

Write a comment...
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)
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.
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The Oxford Mobile Library service was set up by OUP Pakistan to develop reading among underprivileged children. The mobile libraries visit schools in lower income areas, offering children the chance to borrow books.

OUP has been working in Pakistan since 1952 and now has bases in Karachi, Lahore and Islamabad.
Image series

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 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 Iannucci, Nick Robinson and Percy Bysshe Shelley.

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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.
Single and multi link posts

University of Oxford
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.

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.

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

Ada Lovelace: the woman behind the hype
Ada - the first programmer?
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.
A new series of interview with Oxf... See more

Ada Lovelace: the woman behind the hype

Testing College, Oxford

Posted by Georgina Brooke
Wednesday at 10:14 am · 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.
How different content types render on an Oxford LinkedIn University page
**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

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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.

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**University of Oxford**

**Targeted to:** All Followers

- **impressions:** 45,276
- **clicks:** 220
- **interactions:** 140
- **engagement:** 0.80%

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**University of Oxford**

**Targeted to:** All Followers

- **impressions:** 23,536
- **clicks:** 69
- **interactions:** 51
- **engagement:** 0.51%
EXERCISE TIME!
Professor Victoria Murphy

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.
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 (236) · Comment (7) · 6 days ago

Oxford University
"Children taught a 2nd language do better on literacy tasks" eye-opening education research po.st/c2Tmk2

University of Oxford
"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

297,039 people reached
2.5k Likes 92 Comments 574 Shares