

Quick Guides For Staff With Digital Content Responsibilities

Social media:

- Twitter accounts can't rely on sharing posts. Doing so now and then is fine but there needs to be more emphasis on creating original posts for others to share in order to build up back links to the website/blogs and improve their search engine listings.

One way to do this is when you go to retweet something, click quote instead and this will embed the tweet in your new one where you can add some extra text and hashtags.

- If you are posting about something to do with another school or would like to see the post shared by the college or university accounts etc. be sure to tag them in the post e.g. @UoL_CSS to make the post visible to that account.
- There should also be more emphasis on looking at what is trending and finding articles (old or new) to post that reflect that trend/hashtag in order to build awareness – these can be planned well ahead of time if a major event is coming up. It could be as simple as a **#FF** (Follow Friday) and listing the other college accounts, or **#TBT** (ThrowBackThursday) in order to repost older stories and increase their visibility, or just the likes of **#Exams**, **#Clearing**, **#WelcomeBack**, **#FreshersWeek**, **#Christmas** etc. which will occur every year without fail.
- Use Hashtags to emphasise keywords and phrases to make the posts more visible in topic and trending searches e.g. **#Research**, **#OpenDay**, **#News**, **#BlogPost**, **#Retweet** etc. Hashtags can also be used on Facebook and Instagram for the same purpose. It would be beneficial as well if these for the most part were standardised across the university (as the main university social media accounts already have a few standardised hashtags such as **#UniLincoln**, **#UniLincolnPOTW**, **#LincolnHoodieLove**, **#definitelyLincoln**, **#UoLFriends16** **#LoveLincoln** etc.) and treated as part of the overall brand awareness of the college. For example:

#UniversityOfLincoln #UoLCSS #UoLLaw #UoLPsych #UoLSportEx
#UoLPostgrad #UoLHPC #UoLPolitics #UoLSocialScience
#UoLResearch #UoLStudent #UoLUndergrad #UoLJobs
#UoLHealthSocial #UoLAlumni #UoLEd #UoLProDevCentre
#UoLInternational

It may not always be possible to post a fully branded hashtag due to the space limitations in tweets, so if necessary keep the brand in the most important hashtags and drop it from the rest to save space.

- Social media links need to be visible on school/research blogs and on the corporate sites, preferably with a button (or a feed where appropriate) rather than a text link, which would make people more likely to follow them.
- The content of the posts being published on accounts doesn't always have to be around news regarding a specific topic – welcoming students, wishing them luck for exams, posting trivia about a subject area, pictures of the weather (posts with pictures generally perform better), pictures/brief videos of lectures, events, or even research being conducted all adds a more engaging and human element which is essential to social media and more likely to be amplified.

Also by using a service such as IFTTT the RSS feeds from blogs can automatically posted to Twitter/Facebook – this does remove the last human barrier between them, however if blog content is being checked before it is posted to make sure it adheres to guidelines, then it should be fine – there is also the benefit that all the blog RSS feeds can post automatically to the college account – so even if the administrator was away the account would still update.

- Pinning important tweets/posts to the top of the page can give them a bit more visibility – so if you are looking for volunteers, the person running the account is away, or there is something topical then it can be pinned

for a short time (but do not leave it up there for longer than necessary as it will look like you haven't posted in a long time).

- By using a service such as Tweetdeck, posts and tweets can be pre-emptively scheduled to post automatically if a period of downtime is coming up such as over Christmas/Easter breaks.
- Finally, people want to engage with social media – you should endeavour to respond to replies and private messages within 2 hours (1 hour if it is a complaint).

For more tips and information please visit the [Online Media Development Team Website](#) and check out our blog posts:

<https://wp.me/p7PZ3g-2q> - Part 1

<https://wp.me/p7PZ3g-2w> - Part 2

<https://wp.me/p7PZ3g-33> - Part 3