



# Social media at York

# Central accounts



@uniofyork  
60.2k followers

*Joined in 2009*



/UniversityofYork  
44.8k likes

*Joined in 2008*



@uniofyork  
10.7k followers

*Joined in 2013*



@uniofyork  
Followers (n/a)

*Joined in 2016*

## Peripheral accounts

- YouTube
- LinkedIn

# Our audience

- Prospective students
- Current students
- Alumni
- Staff
- Researchers
- Community
- Business and enterprise



# Our **target** audience

- Prospective students
- Current students
- Alumni
- Staff
- Researchers
- Community
- Business and enterprise



# Our aims

- Monitor/manage the University's reputation
- promote courses to prospective students
- engage with our audience
- promote our research
- promote our services
- good customer service



# Audience engagement

- Creating content
- Promoting events and activity
- Listening
- Customer service
- Reputation management



# Content example 1

- Real-time coverage of student events on campus


 **University of York**   
@UniOfYork

Current score for #Roses2017 - York 54, Lancaster 38! #RosesAreWhite

RETWEETS	LIKES
19	45


2:09 PM - 29 Apr 2017

1 19 45

 **University of York** added 8 new photos — with Annie Russell and 24 others.  
Published by Tom Lock (9) · 30 April · 🌐



At the end of day two, York trail by 60 points overall. But with the darts still underway and 90 points to play for tomorrow, #Roses2016 can still be white!

Here are some of the day's highlights:



14,456 people reached [Boost post](#)

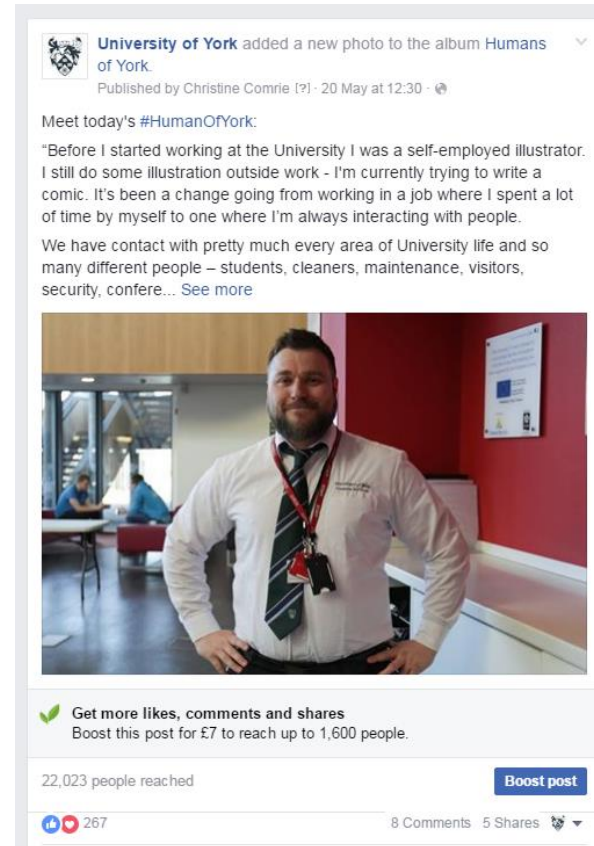
Like Comment Share

  Vivian Li, Johan Arifin and 78 others [Top comments](#)



# Content example 2

- Based on Humans of New York
- Real staff and students
- 150 'humans' featured since December 2013
- Recognised by staff and students




**University of York** added a new photo to the album Humans of York.  
Published by Christine Comrie [?] · 20 May at 12:30 · 🌐

Meet today's #HumanOfYork:

"Before I started working at the University I was a self-employed illustrator. I still do some illustration outside work - I'm currently trying to write a comic. It's been a change going from working in a job where I spent a lot of time by myself to one where I'm always interacting with people.

We have contact with pretty much every area of University life and so many different people – students, cleaners, maintenance, visitors, security, confere... See more



Get more likes, comments and shares  
Boost this post for £7 to reach up to 1,600 people.

22,023 people reached [Boost post](#)

👍❤️ 267 8 Comments 5 Shares 🌐



# Content example 3

- Showcasing campus



**uniofyork**  
University of York

uniofyork The living wall on the Environment Building is in full bloom and looks really pretty 🌸🌿🌱 #livingwall #environment #uniofyork #universityofyork #loveyork #york #nature #flowers #spring

rezirafis Beautiful ✕

totioriggi Wow it is beautiful mira ✕  
@ioriggi



817 likes

6 DAYS AGO

Add a comment...



**University of York** ✓  
@UniOYork

The living wall on the side of the [@YorkEnvironment Building](#) is looking beautiful today 🌸🐝🌻



RETWEETS  
59

LIKES  
169



3:10 PM - 9 May 2017



# Content example 4

- Reputation



University of York  
@UniOfYork

 Follow

We're thrilled to see so many of our Departments top 10 for their subject in the [@guardian](#) league tables - and we're 19th overall! 😊

RETWEETS  
11

LIKES  
21



9:06 AM - 27 May 2016



# Customer service



University of York @UniOfYork · May 25

Interested in a postgraduate degree in education? Chat online with staff from @DeptEdYork: 10 - 11am, 26 May [bit.ly/1OKFkml](http://bit.ly/1OKFkml)



1



Olivia

@UniOfYork Hi, can I ask if you are planning any more postgraduate open days this year? For MSc Applied Forensic Psychology?



University of York

@UniOfYork



Follow

Our next Virtual Open Days will be in June [bit.ly/14ilr0p](http://bit.ly/14ilr0p). If you've got questions @YorkPsychology could help out

2:14 AM - 26 May 2016

Hello, I have just received the results of my IELTS.  
I would like to know if 6.0 is enough or if I should take it again?  
I had 6.0 for the writing and reading test.  
6.5 for the speaking test and 5.5 for the listening test.  
Thanks

18 APRIL 10:27

Hi Marie,

It is best to contact the department you are applying to, as requirements can vary according to the subject you're studying.

Email [linguistics@york.ac.uk](mailto:linguistics@york.ac.uk) or phone them: +44 (0)1904 322650.

Best wishes,  
Christine

Sent by Christine Comrie [?]

Thanks !



Write a reply...

# Measuring success

## Reach

% Number of people who saw the post / number of followers

## Engagement

% Number of people who engaged with the post / number of people who saw the post

## Sentiment

Qualitative feedback on social media and proportions of positive, negative or neutral-rated comments

And we also monitor our performance in comparison to other universities via EduRank

# Departmental social media



**Eric Stoller** ✓

@EricStoller

Students who are more engaged w/ their university are more successful + more likely to be retained. Digital engagement matters.

**#casesmc**

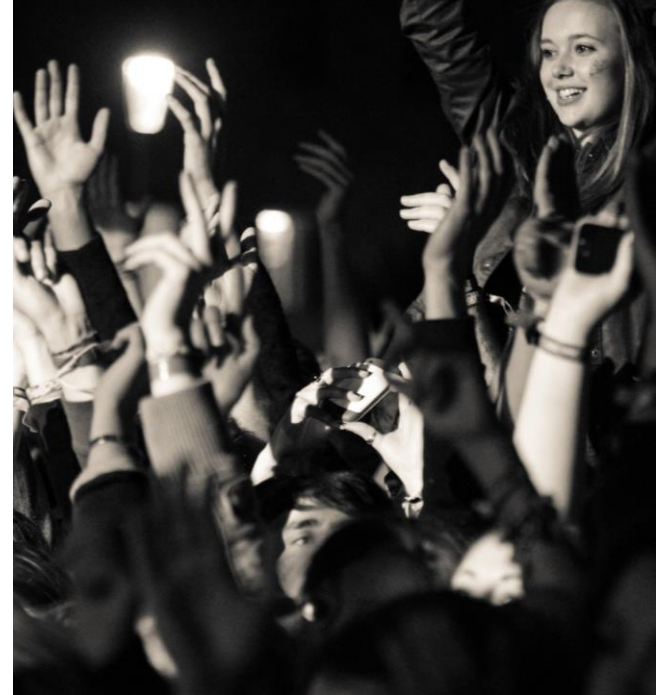
# Retain your audience

*“...actively **managing a community** on social media generally leads to a **larger, more engaged audience**. The larger and more engaged, the better chance to convert followers through marketing efforts.”*

Jason DeMers, Founder & CEO of AudienceBloom

# Know your audience

- Who do you want to reach and why?
- How are they using social media?
- Where are they?
- How is it best to engage with them?





# Logistics

- How much time do you have?
- How can you be more efficient?
- Less is more



# Working together

- Wellbeing campaign



School of PEP @YorkPEP

1d

Sex - always safe, always consensual: [bit.ly/2y34NKH](https://bit.ly/2y34NKH)  
#UoYFreshers #UoYwellbeing



YUSU @yorkunisu

1d

It's perfectly normal to feel homesick - learn some coping strategies and hear from other students #UoYwellbeing  
[bit.ly/UoYhomesick](https://bit.ly/UoYhomesick)



Langwith College @Langwith

2d

No good has ever come from drinking on an empty stomach - eat before you head out #UoYwellbeing  
[bit.ly/2hnCsnD](https://bit.ly/2hnCsnD) #UoYFreshers



# Working together

- MOOCs (free online courses)



**Becoming a Digital Citizen**

Study with us and explore the social, economic and political implications of using digital technologies

Free online course starts 10 July - enrol now: [bit.ly/DigitalCitizenMOOC](https://bit.ly/DigitalCitizenMOOC)



University of York

@UniOfYork

Follow

Still time to register! Explore everyday chemistry with a free online course. Learn with us & @FutureLearn in July: [bit.ly/ChemistryMOOC](https://bit.ly/ChemistryMOOC)



## Exploring Everyday Chemistry



Explore the organic chemistry behind perfume, medicine, brewing and sport

Free online course starts 3 July - enrol now: [bit.ly/ChemistryMOOC](https://bit.ly/ChemistryMOOC)

3:26 AM - 28 Jun 2017

3 Retweets 5 Likes



1



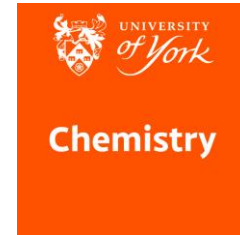
3



5

# Brand

- Well-run Departmental social media has a massive impact on student experience and recruitment
- Your social media presence contributes to the University's overall reputation
- Follow our new design standards



# Hints and tips



### BASICS

Tweets are 140 characters (images don't use up any)  
Always put a fullstop if you are starting with an @ mention

### HASHTAG

If there's a relevant hashtag, try to use it. It can be used in the sentence or after the link.

### DESCRIPTION

The story, the message. Tell the reader enough so that it makes sense, but still give them a reason to click on the link.

Take part in #OnePlanetWeek by pledging to do something green. Find out more: [bit.ly/OnePlanet17](https://bit.ly/OnePlanet17)

### INSTRUCTION

Information about what to do next  
eg find out more, or sign up (precedes a link)

Colon to infer link is place to learn more

### LINK

Use a short trackable link so you can see how many people clicked on it.

### ATTACH AN IMAGE

Our standard social media crop size for Twitter is 1180px x 700px. Don't save for web as Twitter will compress your image anyway - it might end up looking pixelated if it's too low quality. If you are using a creative commons image try to comply with the licence agreement by adding a small credit to the image (small text line will do). Images from our image library can be used without credit.



# What not to do



[Redacted]

@ [Redacted]

Official [Redacted]. We want to ensure you get the support you need. We do not respond to twitter so please ring us directly.



TWEETS 388 FOLLOWING 527 FOLLOWERS 441

[Redacted]

@ [Redacted] FOLLOWS YOU

[Redacted] get the support and info you need. See the webpages for confidential support.

University House • [Redacted]



[Redacted]  
@ [Redacted]

Watching the #amoshe @EricStoller webinar

12:05 PM - 28 Jul 2016

**#casesmc**

# What not to do



## Mission Employable

@HumsEmployable FOLLOWS YOU

@unisouthampton Humanities  
Employability initiative. Employability  
modules, Peer Mentoring Scheme &...



## Mission Employable

@HumsEmployable

[fb.me/58kHs4uxi](https://fb.me/58kHs4uxi)

5:30 PM - 16 Feb 2017



Eric Stoller  
@EricStoller

This is what happens when tweets are posted via  
Facebook Page shares. It's best to disconnect  
Twitter from FB as they are separate channels.

Mission Employable @HumsEmployable  
[fb.me/58kHs4uxi](https://fb.me/58kHs4uxi)

# #casesmc



# What not to do



Living Safer  
@LivingSafer

Follow

New [#research](#) confirms [#kids](#) [#teens](#) [#youngadults](#) [#learn](#) better and more beginning [#later](#) in the [#day](#) (after 10 am)  
[npr.org/sections/ed/20](https://www.npr.org/sections/ed/20) ...





LIKES  
5



# What not to do

 **hmv** @hmvtweets 1m  
Especially since these accounts were set up by an intern (unpaid, technically illegal) two years ago.  
Expand

 **hmv** @hmvtweets 3m  
...and those hard working individuals, who wanted to make hmv great again, have mostly been fired, there seemed no other choice.  
Expand

 **hmv** @hmvtweets 4m  
Under usual circumstances, we'd never dare do such a thing as this. However, when the company you dearly love is being ruined...

 **Anthony Noto** @anthonymoto · 40s  
I still think we should buy them. He is on your schedule for Dec 15 or 16 -- we will need to sell him. i have a plan

← ↻ 1 ☆ ...

 **Kevin Roose** ✓  
@kevinroose

Follow

Looks like Twitter's CFO just had the first-ever M&A DM fail.

6:27 PM - 24 Nov 2014

← ↻ 787 ☆ 635

 **British Airways** shared Virgin Atlantic's post.  
19 mins · 🌐

 **Virgin Atlantic**  
October 19 at 6:07pm · 🌐

There's never been a better time to visit London. Book today with Virgin Atlantic



# Good practice

 **Department of History of Art, University of York**  
4 April at 09:36 · 🌐

Tune into Front Row this Wednesday between 7.15 and 7.45pm to hear Liz Prettejohn talking about the Albert Moore exhibition which opens at York Art Gallery on Friday!



05/04/2017, Front Row - BBC Radio 4  
Arts news, interviews and reviews.  
BBC.CO.UK

👍 Like    💬 Comment    ➦ Share

👍 21

 Write a comment...  

 **History of Art York**  
@ArtHistoryYork Follow

Tune in to @BBCRadio4 Front Row on Wed to hear Liz Prettejohn speaking about the Albert Moore exhibition which opens @YorkArtGallery on Fri!



RETWEETS 8    LIKES 9

1:52 AM - 4 Apr 2017

🗨️ 8    ❤️ 9

# Good practice



**Chemistry at York**  
@ChemistryatYork

Follow

Professor Peter O'Brien has won the [@AstraZeneca](#), [@GSK](#), [@pfizer](#), [@Syngenta](#) prize for [#processchemistry](#) [#research](#) [bit.ly/2o9Bz42](http://bit.ly/2o9Bz42)



RETWEETS 5 LIKES 21



11:25 AM - 13 Apr 2017



**Biology at York**  
@BiologyatYork

Follow

Congrats to [@BiologyatYork](#) [@MaggieCMSmith](#) BBSRC DTP student Nathaniel Holman for winning [@MicrobioSoc](#) award! [bit.ly/2q3gJat](http://bit.ly/2q3gJat)

7:49 AM - 10 May 2017

6 Retweets 12 Likes



6



12

# In Information Services

# Who does what?

- Everyday communications
  - Customer Services
- Projects & promotions
  - Marketing
- Emergencies
  - Customer Services, with support from Marketing

# Everyday communication



**UoY IT Services** @UoYITS... Sep 26

If you've clicked on the link and opened the word doc, contact us asap - phone (01904 32) 3838 or email itsupport@york.ac.uk (2/2)



**UoY IT Services** @UoYITS... Sep 26

Phishing emails titled "Invoice due date 26 Sep...". It's a scam - delete & warn your colleagues (1/2)



UoY IT Services Retweeted



**Action Fraud** @actionfra... Sep 6

As the new uni year is about to begin, students should watch out for e-mails that request personal details [ow.ly/Xk1x30eX3AK](https://ow.ly/Xk1x30eX3AK)



**Uni of York Library** @UoY... Sep 28

There are currently problems accessing Nature branded journals via [nature.com](https://www.nature.com). The publisher is working to fix this asap.



**UoY IT Services** @UoYITSer... Oct 2

All network connectivity is currently unavailable at Fairfax House due to fibre damage. We've reported this to our service provider (1/2)



**Uni of York Library** @UoY... Jun 19

We will join the University in observing a minute's silence at 11am in remembrance of those who lost their lives in the Grenfell fire.



# Everyday communication



@UoYLibrary Hi, remind me how to suggest this for purchase? Thank you! :)  
[benjamins.com/#catalog/books...](http://benjamins.com/#catalog/books...)

9:17am · 16 Aug 2017 · Twitter Web Client


1 REPLY



Reply to @chaletfan @UoYLibrary



**Uni of York Library** @UoYL... Aug 16

Replying to @  
Hi Daisy, you can suggest an item for purchase using the Purchase Suggestion Form:  
[york.ac.uk/library/cfm/sh...](http://york.ac.uk/library/cfm/sh...)



@UoYITServices I've downloaded the network on my laptop but it won't let me connect to eduroam, what should I do? Thanks in advance

2:12pm · 27 Sep 2017 · Twitter for iPhone

1 REPLY



Reply to @GraciesSpacey @UoYITSe...



**UoY IT Services** @UoYITSer... Sep 27

Replying to @  
We've got some advice at [york.ac.uk/it-services/se...](http://york.ac.uk/it-services/se...) If you're still having problems, our IT Support team can help [york.ac.uk/it-services/he...](http://york.ac.uk/it-services/he...)



Many thanks to John Hawes @UoYITServices for calm, efficient and generous help with IT problems today. Great support + v much appreciated.

6:43pm · 27 Sep 2017 · Twitter Web Client

©South East, England, United Kingdom

1 REPLY 2 LIKES



Reply to @KitzingerCelia @UoYITSer...



**UoY IT Services** @UoYITSer... Sep 28

Replying to @  
Thanks for this lovely feedback - I'll pass it on.







# Everyday communication



**Uni of York Library** @UoY... Sep 18

Replying to @ [redacted]  
I'm also liking your tweets so that they get pulled into our feedback reports for service managers to review. 4/3



[redacted] 18

Replying to @UoYLibrary @UniOfYork  
My point is that this doesn't seem fairer to me. No one loses a book on purpose and the less well off students who lose them will have 1/2



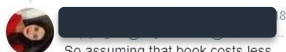
[redacted] 18

Replying to @UoYLibrary @UniOfYork  
face a potentially large fine they may struggle to pay. I would be surprised if many books cost less than £35 to replace 2/2



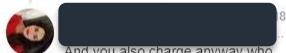
[redacted] 8

And in any case you're looking at a minimum £20 fine anyway assuming you pay an admin fee PLUS a lost item fee instead of just a lost fee.



[redacted] 8

So assuming that book costs less than £15 you end up paying less than a flat fee but in all other cases you pay more? Is that right?



[redacted] 8

And you also charge anyway who doesn't renew even though no one else wants the book? It's just a thinly veiled way to charge students more.



[redacted] 8

\*anyone.



**Uni of York Library** @UoY... Sep 18

Replying to @ [redacted]  
As you can see, this isn't easy to discuss in 140 characters but... The lost item charge was always intended to cover admin & book cost 1/



**Uni of York Library** @UoY... Sep 18

Replying to @UoYLibrary [redacted]  
So for very expensive lost books, we sometimes charged more. If people have problems returning/paying but talk to us we can listen & help 2/



**Uni of York Library** @UoY... Sep 18

Replying to @UoYLibrary [redacted]  
We really don't want to charge anyone - our aim is zero fines & other charges. But lost items have to be replaced so others can use them 3/



**Uni of York Library** @UoY... Sep 18

Replying to @UoYLibrary [redacted]  
If it's on loan, we just need you to confirm you still have it by renewing - the renew all option makes that quick. 4/



**Uni of York Library** @UoY... Sep 18

Replying to @UoYLibrary [redacted]  
That probably exhausts what we can cover on Twitter, but we do listen to your views so please email lib-enquiry@york.ac.uk to discuss 5/5



# Crisis communication

**UoY IT Services** @UoYITServices 6d  
And we're back! Our supplier has pushed an update to fix their mistake and the wired and wireless networks are working again

**UoY IT Services** @UoYITServices 6d  
Replying to [redacted]  
Thanks for your patience - see our latest tweets for an explanation.

**UoY IT Services** @UoYITServices 6d  
Replying to [redacted]  
Some things... We're getting there - see our latest updates. Thanks for your patience.

**UoY IT Services** @UoYITServices 6d  
We're getting a work around in place but it'll be at least an hour before the wired network is back, possibly more 2/2

**UoY IT Services** @UoYITServices 6d  
Confirmed that the cause of the network outage is an update our supplier has pushed to all their customers worldwide, breaking them all 1/2

**UoY IT Services** @UoYITServices 6d  
Wifi connections are coming back in most areas now. Wired connections are still down.

**UoY IT Services** @UoYITServices 6d  
Replying to [redacted]  
Yes, we know how frustrating it is. Our Networking & Systems teams are working hard to fix this asap. We'll update here when we can.

[redacted] 6d  
@UoYITServices is everything back up?

[redacted] 6d  
Replying to @UoYITServices @CHEyork  
thanks for your work on this, please keep us updated

[redacted] 6d  
Replying to @UoYITServices  
Thank you, really appreciate your efforts in sorting this out. Can't work until it's sorted 😞 And like me there's many! @CHEyork

[redacted] 6d  
Replying to @UoYITServices  
There are some network problems in Heslington Hall - are you aware of it

[redacted] 6d  
Replying to @UoYITServices  
"Shall we test this update lads?"; "Nah, roll it out, it'll be reight!"

[redacted] 6d  
Replying to @UoYITServices  
Are the printers on a wired connection or WIFI? Need printed handouts for the exercises in my 11.30 lecture 🙄

[redacted] 6d  
Replying to @UoYITServices  
Ouch. So it's not just you & the rest of having a rough day.

**University of York** @UniOf... 6d  
Please follow @UoYITServices for updates on current network problems. Wifi is working in many areas, but wired connections are still down.

[redacted] 6d  
Replying to @UoYITServices  
Wired and wifi connections work in accommodation. Not sure if a different network.

[redacted] 6d  
Replying to @UoYITServices  
All good on WiFi at King's Manor now - thanks very much!

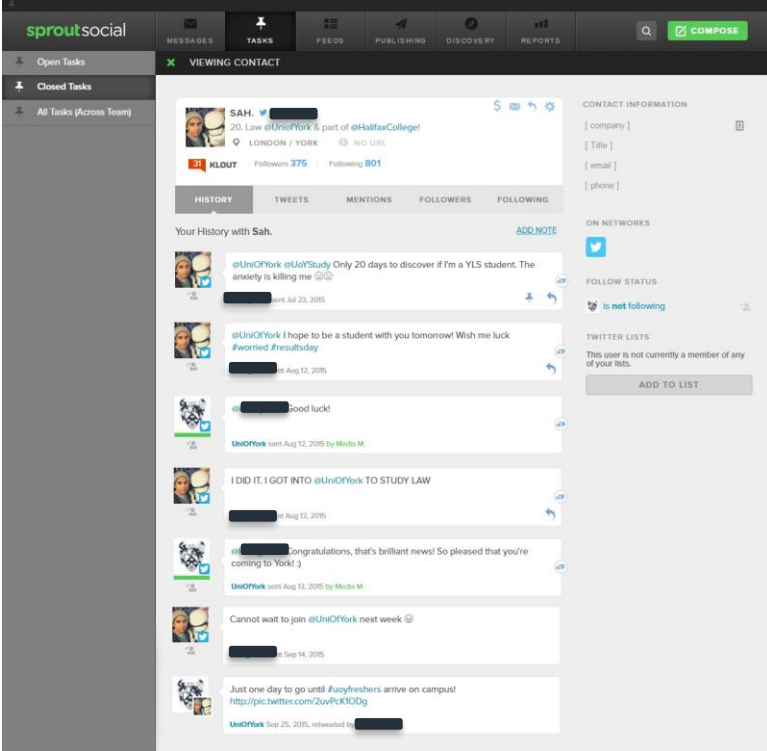
[redacted] 6d  
Networking issues in the building today and across campus! @UoYITServices are on the case.

**UoY IT Services** @UoYITServices  
We're continuing to investigate



# Hints and tips

- Social media management tools  
*eg Hootsuite, Tweetdeck, Sprout Social*
- Plan regular content with a calendar  
*eg Asana, Trello, Google*
- Be part of University campaigns  
*eg #YorkOpenDay, #UoYFreshers, #UoYGraduation*
- Look after your passwords  
*eg Lastpass*
- Keep in touch  
*Contact your social media reps or marketing-support if you have any questions*



The screenshot displays the Sprout Social interface. The top navigation bar includes 'MESSAGES', 'TASKS', 'FEEDS', 'PUBLISHING', 'DISCOVERY', and 'REPORTS'. The main content area is titled 'VIEWING CONTACT' and shows a profile for 'SAH' (@UniofYork) with 375 followers and 801 following. Below the profile, there is a 'Your History with Sah.' section with an 'ADD NOTE' button. The history list contains several tweets and direct messages, including one about anxiety, one about wishing to be a student, one with 'Good luck!', one celebrating getting into the law, one congratulating on coming to York, one about not being able to join the next week, and one about freshers arriving on campus.

# Things to consider...

- Mentions, tags & URLs
  - Social media management tools don't always allow you to tag images
  - Twitter always uses 24 characters for a URL, even if you use a link shortener like bit.ly
- Tone, language & abbreviations
  - It's good to be friendly, and it's ok to abbreviate
  - Be sensible - 'tmrw' is fine, '2moz' is ridiculous
  - Use first person – 'We're upgrading...'
- How much should you post?
  - 2-3 times a day on Twitter (but unlimited replies)
  - Up to daily on Facebook (at least once a week)