



The University of Manchester

The Directorate for the Student Experience

Title: Admissions social media framework 2015

Author/Enquiries: Susannah Crossland, Student Communications and Marketing Officer, SC&M

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Summary: Framework of social media focuses and campaigns throughout 2015 for the purposes of conversion and recruitment. For the information of University departments and academic schools to ensure their content compliments admissions content and to avoid duplication of content.

1.0 Background

This framework is a basic outline of the topics we will be focusing on each month in the admissions social media accounts. We recommend that you use this as a basis from which to develop your own strategy and message planner which focuses on topics of interest and relevance to your specific audience as well as these general themes, which should have a broad appeal to all applicants and offer holders.

It has been developed to support departments across the University to develop their own plans, and does not constitute a social media plan for departments other than Student Communications & Marketing.

2.0 Social media planner by month

Month	2015 entry (conversion)	2016 entry (applicants)	Fun campaigns/holidays
January	<p>Exams - good luck</p> <p>Subject specific good luck messages</p> <p>Finance</p> <p>Apply for student finance</p> <p>Reply to offers 15 Jan application deadline</p>	<p>15 Jan application deadline</p> <p>Intro to... [subject area]</p> <p>Blog updates</p> <p>Recruitment events</p>	<p>New year (New Year's resolutions)</p> <p>Nancy – Desert Island discs</p>
February	<p>Accommodation at Manchester</p> <p>Life in Halls</p> <p>Open House event (attend)</p> <p>Apply for accommodation</p>	<p>Intro to... [subject area]</p> <p>A day in the life</p> <p>Blog updates</p> <p>Recruitment events</p> <p>Application Q&A</p>	<p>Shrove Tuesday</p> <p>Valentine's day (I heart Manchester campaign)</p> <p>LGBT month (faces in history campaign)</p>
March	<p>The city of Manchester</p> <p>Apply for student finance</p>	<p>Why Manchester? (campaign)</p> <p>HE Com event</p> <p>UMASS</p> <p>Target local sixth forms</p> <p>Intro to... [subject area]</p> <p>Blog updates</p> <p>Recruitment events</p>	<p>International Women's day (inspirational women)</p> <p>Manchester Histories festival</p> <p>Purim (5)</p> <p>Holi (6)</p> <p>St David's day (1)</p> <p>St Patrick's day (17)</p>

<p>April</p>	<p>Around campus (Library, Culture)</p> <p>Easter hols - study tips</p> <p>My favourite place on campus</p> <p>Apply for accommodation</p>	<p>Postgrad focus</p> <p>Research beacons</p> <p>Intro to... [subject area]</p> <p>A day in the life</p> <p>Blog updates</p> <p>Recruitment events</p>	<p>Easter (5)</p> <p>Passover (3-11)</p>
<p>May</p>	<p>International focus</p> <p>Exams - good luck</p> <p>Exams - study tips</p> <p>Arrival guide content (International)</p> <p>Visas</p> <p>Manchester Calling campaign</p>	<p>Intro to... [subject area]</p> <p>Blog updates</p> <p>Recruitment events</p> <p>Multicultural community</p> <p>Register for open day</p>	<p>Shavout (24-25)</p> <p>Buddha day (25)</p>
<p>June</p>	<p>Deadline for choices 30 June</p> <p>Apply for accommodation</p> <p>Apply for student finance</p>	<p>Open Day (attend)</p> <p>Intro to... [subject area]</p> <p>A day in the life</p> <p>Blog updates</p> <p>Recruitment events</p>	<p>Ramadan (starts 18)</p>

July	<p>Get involved - clubs & societies (sport/volunteering/SU)</p> <p>Subject related clubs & societies</p> <p>Summer hols - what are you looking forward to the most about University?</p> <p>Graduation</p>	<p>Alumni focus</p> <p>Blog updates</p> <p>Recruitment events</p> <p>Application Q&A</p>	Eid (17)
August	<p>Clearing & congratulations (separate SM plan – personal congrats)</p> <p>Results - good luck</p> <p>Results - what to do if...</p> <p>Apply for accommodation</p>	<p>University College</p> <p>Blog updates</p> <p>Recruitment events</p>	
September	<p>Preparing to come to University</p> <p>What will you pack – couldn't do without</p> <p>Welcome & Orientation</p> <p>Luggage tag</p>	<p>Application process (Sept-Dec)</p> <p>Personal statements</p> <p>Blog updates</p> <p>Recruitment events</p>	<p>Rosh Hashanah (14)</p> <p>Yom Kippur (23)</p>
October	<p>Welcome (separate SM plan)</p> <p>Finding your way around</p> <p>Registration</p> <p>Apply for student finance</p>	<p>Showcase events for 2016 applicants</p> <p>Open Day</p> <p>A day in the life</p> <p>Intro to... [subject area]</p> <p>Blog updates</p>	<p>Black history month</p> <p>Halloween (31)</p>

		Recruitment events	
November	Conditional offers starting to go out - target those with offers personally	Intro to... [subject area] Blog updates Recruitment event	Bonfire night (5)
December	Careers & Research REF results Apply for student finance	A day in the life Intro to... [subject area] Blog updates Recruitment events	International day for disability (Support services) Diwali (11) Christmas (25) Hannukah (6-14)

Key
Monthly theme
Call to action
Regular feature
Special focus
Application process/UCAS info

3.0 Using this framework

3.2 Please feel free to use this framework for inspiration, and to mirror the content where appropriate. Rather than just posting the same messages as the admissions accounts, please either re-tweet our messages, or write messages which differ from ours, and which appeal to your particular audience. It is likely that applicants and offer holders who follow a particular faculty of school will also follow the general admissions accounts, so it's important we don't all duplicate each other.

3.3 For a key campaign, such as Confirmation and Clearing, or Welcome and Orientation, separate campaign strategies and action plans will be distributed in order to encourage collaboration and consistency across the University – please look out for email as to how you can get involved in various social media campaigns throughout the year.

3.4 If you have any ideas for general admissions content which you feel would be relevant and interesting to all applicants and offer holders, cross-faculty, please email susannah.crossland@manchester.ac.uk

3.5 If you require any support putting together a social media plan for your area of work, contact susannah.crossland@manchester.ac.uk