

The logo for the University of Manchester, featuring the word "MANCHESTER" in a purple serif font with "1824" in a smaller, gold-colored serif font below it.

MANCHESTER
1824

The University of Manchester

Tom Mason
Social Media Coordinator

A photograph of the University of Manchester's main building, a large, ornate stone structure with a central archway. The archway is flanked by two tall, narrow windows with blue stained glass. Above the archway, the words "UNIVERSITY OF MANCHESTER" are inscribed in large, white, serif capital letters. The building is made of light-colored stone and features intricate Gothic-style architecture. The archway leads to a courtyard with green trees and people sitting on benches.

UNIVERSITY OF MANCHESTER

About me

- Social Media Coordinator in the Division of Communications and Marketing
- Previously head of Social Media at Manchester advertising agency Delineo

What I do...

- Support colleagues across the University with their social media activity through support and training
- Develop social media activity for the corporate University channels, coordinating campaigns with stakeholders across the University



Some of our work..

- Coordinating a Welcome Week campaign across the University
- Promoting research into the VW emissions scandal
- Supporting Open Days through corporate channels and content production
- Foundation Day 2015

@totmac



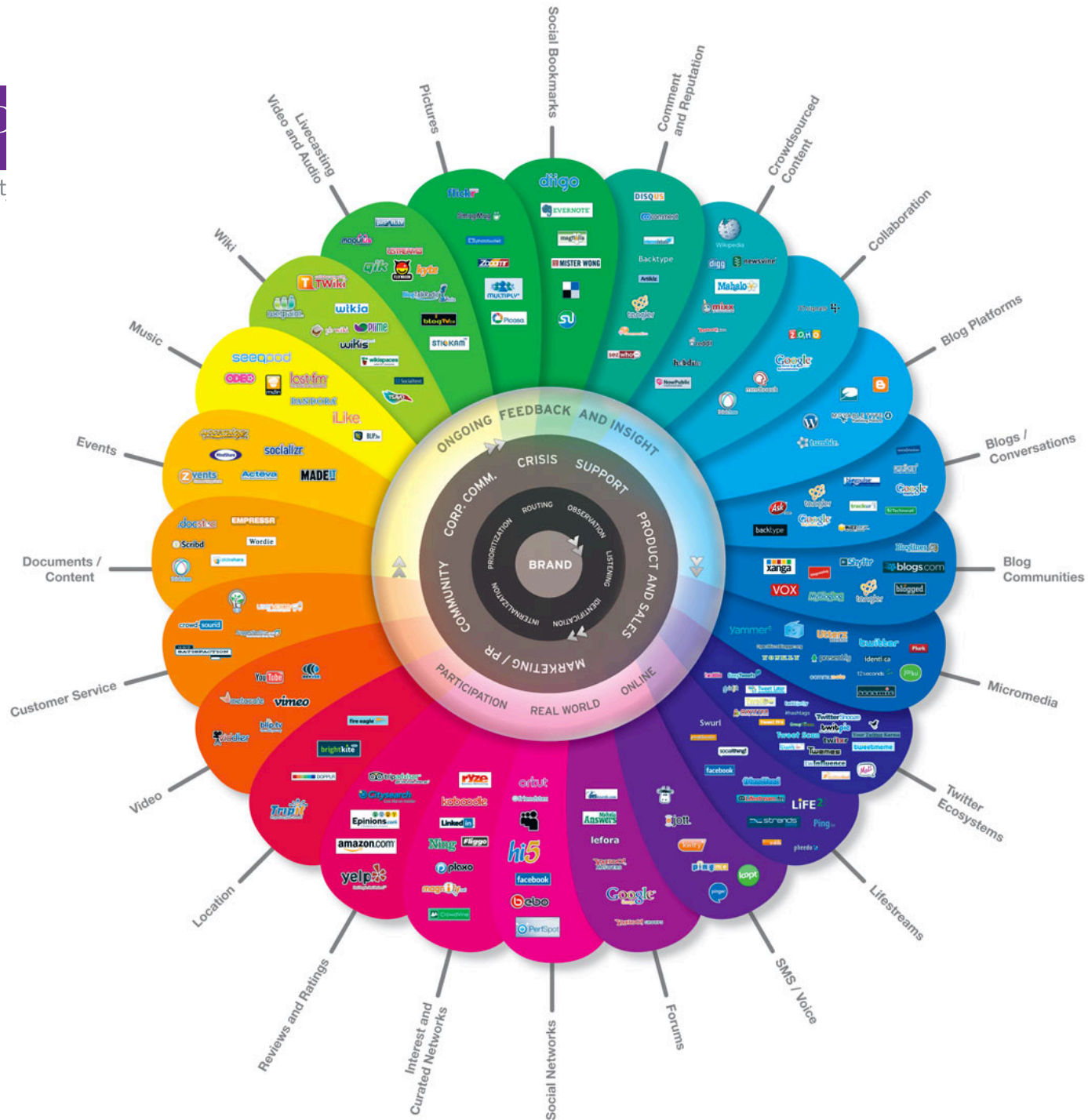
The University of Manchester research into the emissions of a VW diesel engine



Our Snapchat Q&A with Lemn Sissay!



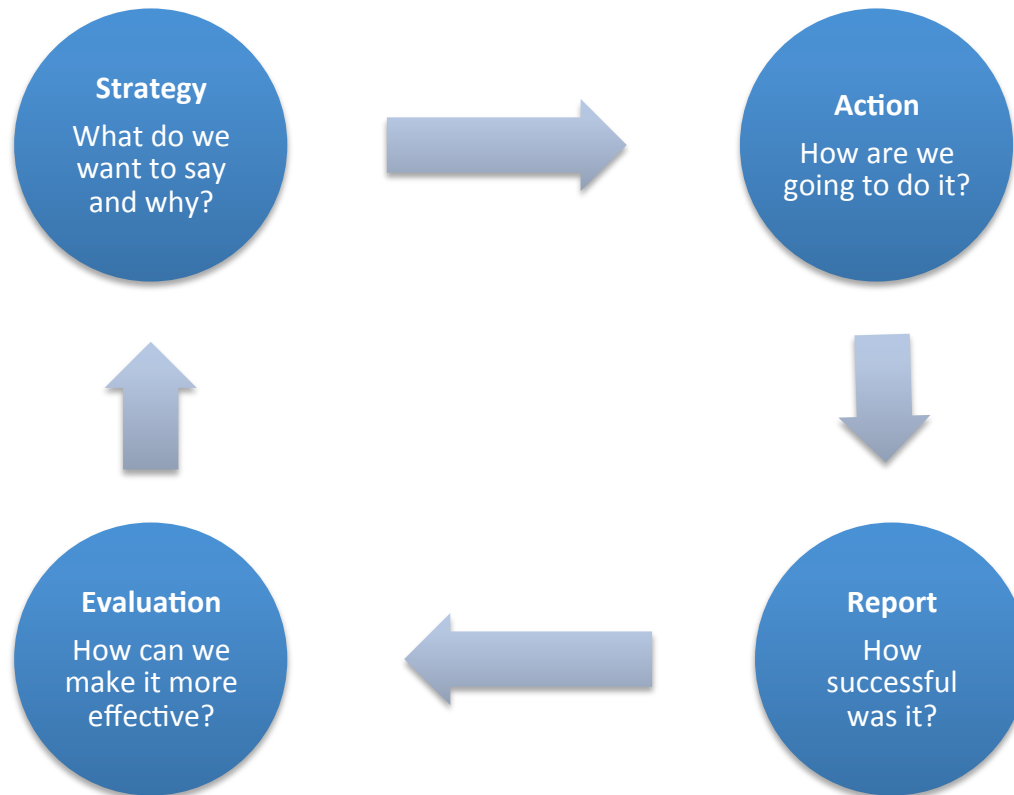
@OfficialUoM



What is social media?



We should approach social media like any other communications and marketing channel...



Developing a strategy

- **What are you going to say...**
- **To who...**
- **And what do you want them to do?**

MICRA: Strategy

- MICRA is the information hub for research on ageing at the University of Manchester
- MICRA provides a framework for academics to engage others in their research through collaboration and impact
- MICRA brings together academics, practitioners, policy makers and older people so our research meets the real challenges and opportunities of an ageing population
- Research on ageing is making a positive difference to the lives of older people
(MICRA is linked to goal 3 social responsibility in the University's 2020 Strategic Plan)

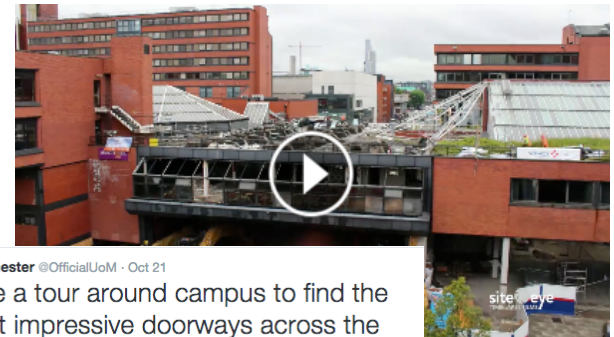
MICRA Review, June 2015

Action – How are you going to do it?

- How are you going to speak to your audience?
 - Twitter, LinkedIn, on-site content, third-party content
- What content is best going to tell your story?
 - Video, audio interviews, research whitepapers, blogs, Q&As, Slideshows
- What value is your content going to add?

Content...

- Highlighting the £1bn campus investment
- Demonstrating the University's heritage
- Collating tweets to showcase the campus



Uni of Manchester @OfficialUoM · Oct 21
We take a tour around campus to find the 14 most impressive doorways across the university
social.shorthand.com/OfficialUoM/ny...

Welcome to The University of Manchester

Follow our live blog of Welcome Week as we say #HelloUoM to our new and returning students. Don't forget to share your photos with us on [Twitter](#) and [Facebook](#).

View as slideshow

[The University of Manchester](#) 11 days ago
We'd like to say a big thank you to our Student Ambassadors for all their help over Welcome Week. #HelloUoM

[Susana Melanie](#) 11 days ago
It feels like I can hear the voice of Mr. Flich and his cat Mrs. Norris on the alley... Ssshhh... be quite... don't make a sound "whispering" #noedit #johnnylandlibrary

[UoM Eng & Sci](#) 11 days ago
More students at the Barnes Wallis societies event. #HelloUoM #discoverEPS pic.twitter.com/kw7eKLODMk

Storify

Content research

- Evaluation of previous content (more on that later)
- Competitor research
- Events
- External news (e.g. research)
- Internal news - and how do you get it?

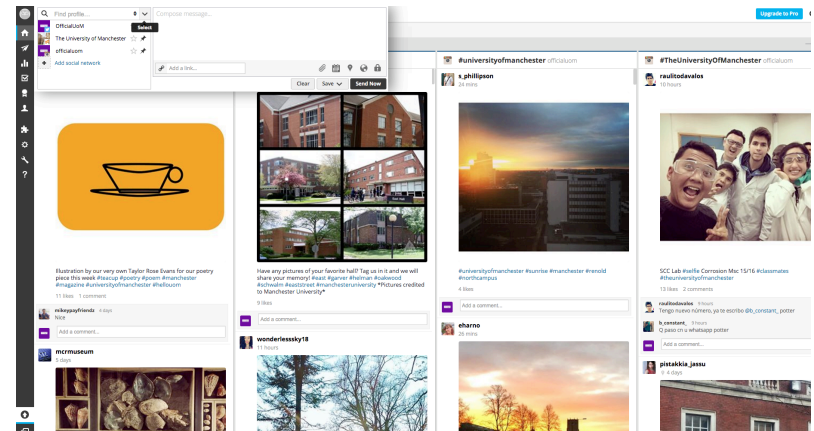
Creating a content calendar

Date	Content type	Content description
16.11.15	Facebook Event	Facebook event for PGT Open Day set live
16.11.15	ISSUU	PGT Open Day Programme Uploaded to ISSUU (and embedded on the website)
16.11.15	Banner graphic	Banner graphic advertising PGT Open Day created for use across social media
16.11.15-25.	Banner graphics	Release of banner graphics promoting proof points of The University of Manchester
16.11.15	Photography	Photos and videos shared across social media from the Careers Fair at Manchester Central
17.11.15	Audio interviews	Potential launch of audio interviews with PGT academics
25.11.15	Social media coverage	Social media coverage of the PGT Open Day

Monday		Tuesday		Wednesday		Thursday		Friday	
30.11.15		1.12.15		2.12.15		3.12.15		4.12.15	
Graphic	TBC	Audio	TBC	Video	TBC	Slideshow	TBC	Slideshow	TBC
Blog	TBC	Blog	TBC	Blog	TBC	Blog	TBC	Blog	TBC
7.12.15		8.12.15		9.12.15		10.12.15		11.12.15	
Graphic	TBC	Audio	TBC	Video	TBC	Slideshow	TBC	Slideshow	TBC
Blog	TBC	Blog	TBC	Blog	TBC	Blog	TBC	Blog	TBC

Delivery - Hootsuite

- Multiple accounts
- Column view
 - Notifications, searches
- Scheduling



Reporting

The Division of Communications and Marketing measure the impact of its social media in two ways:

- **Quantitative**
- **Qualitative**

Quantitative

- Monthly spreadsheet detailing month-on-month change across a number of different factors.
- But not all.

We only measure statistics that show our progress towards strategic goals

What do we measure on?

- Is the brand reaching new people?
 - Community growth
- Are people engaging with the brand?
 - Interactions (retweets, favourites and replies) per post
- Are we engaging with the right audiences?
 - Website statistics (time spent on site, pages per visit)

Tools to monitor this

- Twitter and Facebook analytics
- Topsy
 - Hashtag usage
- Social Rank
 - Influential followers
- Google Analytics
 - Exporting a dashboard
- Excel

	Sep-15	Oct-15	Nov-15	MoM Percentage change
Twitter				
Total followers	13,719	14,841	15,490	8%
Tweets sent by The University of Manchester	257	361	192	-25%
Conversations from other users	1652	1888	1104	-33%
Replies to Tweets sent out by The University of Manchester	221	228	143	-35%
Retweets of University of Manchester tweets	856	1072	567	-34%
Retweets with comments	89	150	48	-46%
Number of favourites for The University of Manchester tweets	792	991	623	-21%
Total interactions for The University of Manchester on Twitter	1958	2441	2441	0%
Interactions per tweet	7.6	6.8	12.7	88%
Facebook				
Total posts by the The University of Manchester	54	148		174%
Total page likes for The University of Manchester	94,743	99,780		5%
Engagements for The University of Manchester content (Likes, comments, shares)	25,417	31,557		24%
Video views	84,255	173,929		106%
Engagement per post	2,031	1,388		-32%
The number of people who have seen page content	1,494,849	2,061,137		38%
The number of impressions for page content	3,635,904	4,447,608		22%
Instagram				
Total followers for The University of Manchester	3,753	4,671	5,478	24%
Media posted	20	15		-25%
Likes received	669	5,064	3,329	657%
Comments received	121	87	41	-28%
Total interactions	790	5,151	3,370	552%
Interactions per post	39.5	343.4	#DIV/0!	769%
Snapchat				

Social Isolation PDF (Channel split)

ALL » PAGE: /medialibrary/buffet line - A5 Brochure - Social Isolation.pdf

Email Export Add to Dashboard Shortcut



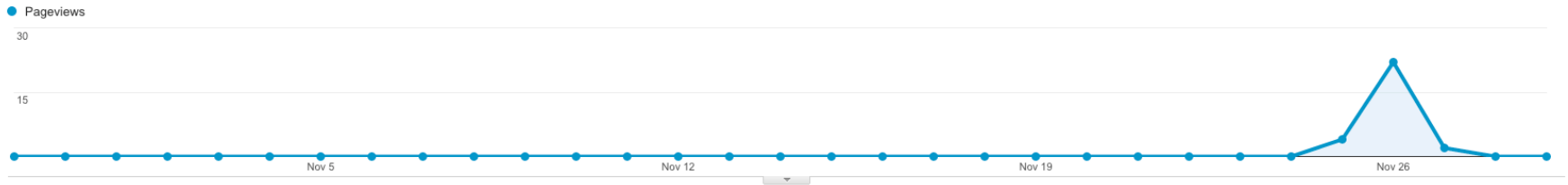
All Sessions
0.48%

+ Add Segment

Explorer Navigation Summary In-Page

Pageviews VS. Select a metric

Day Week Month



Primary Dimension: Page Other

Plot Rows Secondary dimension: Default Channel Grouping Sort Type: Default

	Page	Default Channel Grouping	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
			28 % of Total: 0.48% (5,861)	15 % of Total: 0.33% (4,519)	00:00:23 Avg for View: 00:01:13 (-68.49%)	10 % of Total: 0.52% (1,914)	30.00% Avg for View: 54.28% (-44.73%)	17.86% Avg for View: 32.86% (-45.32%)	\$0.00 % of Total: 0.00% (\$0.00)
<input type="checkbox"/>	1. /medialibrary/Buffer Line - A5 Brochure - Social Isolation.pdf	Direct	14 (50.00%)	5 (33.33%)	00:00:09	3 (30.00%)	33.33%	14.29%	\$0.00 (0.00%)
<input type="checkbox"/>	2. /medialibrary/Buffer Line - A5 Brochure - Social Isolation.pdf	Organic Search	9 (32.14%)	6 (40.00%)	00:00:42	3 (30.00%)	33.33%	11.11%	\$0.00 (0.00%)
<input type="checkbox"/>	3. /medialibrary/Buffer Line - A5 Brochure - Social Isolation.pdf	Social	5 (17.86%)	4 (26.67%)	00:00:30	4 (40.00%)	25.00%	40.00%	\$0.00 (0.00%)

Plot Rows		Secondary dimension		Sort Type: Default				advanced					
Page		Pageviews	Unique Pageviews	Avg. Time on Page		Entrances	Bounce Rate	% Exit	Page Value				
		32.52%	34.78%	16.23%		48.00%	4.07%	1.64%	0.00%				
		139 vs 206	105 vs 161	00:02:03 vs 00:02:27		65 vs 125	70.77% vs 68.00%	53.96% vs 54.85%	\$0.00 vs \$0.00				
1. /research/funding-opportunities/seedcorn-funding/index.htm													
Oct 30, 2015 - Nov 29, 2015		139 (100.00%)	105 (100.00%)	00:02:03		65 (100.00%)	70.77%	53.96%	\$0.00 (0.00%)				
Sep 29, 2015 - Oct 29, 2015		206 (100.00%)	161 (100.00%)	00:02:27		125 (100.00%)	68.00%	54.85%	\$0.00 (0.00%)				
% Change		-32.52%	-34.78%	-16.23%		-48.00%	4.07%	-1.64%	0.00%				

Campaign tagging

- Use Google URL Builder to categorise your social media traffic based on campaigns
- Insights into the most popular social content

<https://support.google.com/analytics/answer/1033867>

Campaign tagging

URL builder form

Step 1: Enter the URL of your website.

Website URL *

(e.g. <http://www.urchin.com/download.html>)

Step 2: Fill in the fields below. Campaign Source, Campaign Medium and Campaign Name should always be used.

Campaign Source *

(referrer: google, citysearch, newsletter4)

Campaign Medium *

(marketing medium: cpc, banner, email)

Campaign Term

(identify the paid keywords)

Campaign Content

(use to differentiate ads)

Campaign Name *

(product, promo code, or slogan)

- Website URL
- Campaign Source – e.g. Twitter/ email
- Campaign Media – e.g. social/newsletter
- Campaign Name – e.g. Funding

Campaign tagging

- Google Analytics -> Acquisition menu -> Campaigns

Campaign ?	Acquisition			Behavior			Conversions Goal 2: Guided visit and accommodation tours booking	
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Guided visit and accommodation tours booking (Goal 2 Conversion Rate) ?	Guided visit and accommodation tours booking (Goal 2 Completions) ?
	2,385 % of Total: 0.28% (855,883)	54.34% Avg for View: 56.21% (-3.34%)	1,296 % of Total: 0.27% (481,133)	74.76% Avg for View: 46.90% (59.41%)	1.85 Avg for View: 3.94 (-52.99%)	00:01:23 Avg for View: 00:03:08 (-55.80%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)
1. SocialPR	1,291 (54.13%)	56.78%	733 (56.56%)	80.87%	1.56	00:01:02	0.00%	0 (0.00%)
2. rwndaautumn2015	405 (16.98%)	81.98%	332 (25.62%)	73.33%	1.95	00:02:12	0.00%	0 (0.00%)
3. OpenDaySocial	175 (7.34%)	40.00%	70 (5.40%)	69.71%	2.26	00:01:51	0.00%	0 (0.00%)
4. ResearchBeacons	53 (2.22%)	56.60%	30 (2.31%)	54.72%	2.13	00:01:49	0.00%	0 (0.00%)
5. WelcomeWeek	53 (2.22%)	0.00%	0 (0.00%)	73.58%	1.91	00:01:08	0.00%	0 (0.00%)
6. DiscoverDays	50 (2.10%)	44.00%	22 (1.70%)	62.00%	2.02	00:01:40	0.00%	0 (0.00%)
7. buffer	35 (1.47%)	42.86%	15 (1.16%)	82.86%	1.23	00:00:07	0.00%	0 (0.00%)
8. Magazine	33 (1.38%)	42.42%	14 (1.08%)	78.79%	1.24	00:00:56	0.00%	0 (0.00%)
9. August 2015	32 (1.34%)	9.38%	3 (0.23%)	68.75%	2.53	00:03:09	0.00%	0 (0.00%)
10. Heritage	30 (1.26%)	50.00%	15 (1.16%)	63.33%	2.53	00:00:52	0.00%	0 (0.00%)

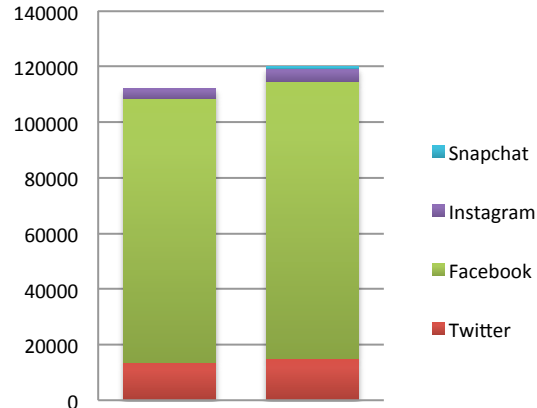
Qualitative

Each month, we create a qualitative report, which includes:

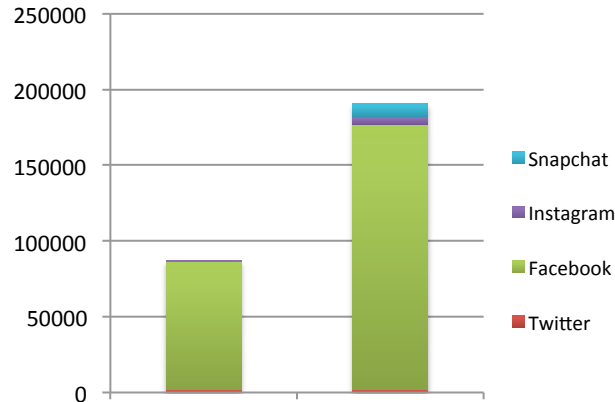
- Quotable statistics
- Examples of work
- Particular highlights

October at a glance

Community growth






Interactions with social media content



October Highlights

- **6.7% MoM increase** in social media community (126,575 in October).
- **25% increase** in Instagram followers
- 242,000 interactions with The University of Manchester posts across social media (**105% MoM increase**).
- **24% increase** in Facebook likes and comments.
- **174,000 video views** on Facebook.
- 16,600 visits to manchester.ac.uk through social media (**12% MoM increase**).
- Coverage of state visit of **Xi Jinping**.
- Promotion of **Foundation Day**.
- Launch of **University Snapchat channel trial**.
- **Ranked third** in the Edurank Higher Education social media rankings (up from fourth in September).

Ranks				Institution	Scores										
Edurank	Change	Brand	Performance		Facebook	Twitter	Instagram	YouTube	Google+	LinkedIn	Buzz	Search	Website	Overall Score	
↑	↓	↑	↓		↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	
Leaders															
1	▲ +148	3	1	 University of Edinburgh View Profile Brand Data	100	100	0	100	11	47	74	41	58	58	
2	0	1	21	 Oxford University View Profile Brand Data	44	53	88	19	43	69	71	89	100	49	
3	▲ +1	7	2	 University of Manchester View Profile Brand Data	30	93	39	14	22	70	72	54	42	47	

Communications support

- Creation of content to increase effectiveness and wider engagement of press release content. Included video and audio interviews regarding VW engine research (10,025 views on Facebook), House of Lords reform and live coverage of CPR world record attempt (16,732 views on Facebook).
- Producing content promoting mentions of The University in the media (Pictured: World leaders of the University of Manchester).
- Wider faculty support including coverage of EPS' Ada Lovelace Day, promotion of University Library's Manchester scientist vote and highlighting delivery of particle accelerator at Dalton Nuclear Institute.
- Promotion of shortlist for the 'International Academy of Digital Arts and Sciences' awards and coverage of eventual victory.
- Promotion of Whitworth Art victory in LCD Awards and BBC RIBA poll.
- Promotion of media appearances by staff, including Professor Danielle George and Lemn Sissay.



Uni of Manchester @OfficialUoM · Oct 15
Thank you to everyone who voted for The University of Manchester in the @lovieawards #Loveawards

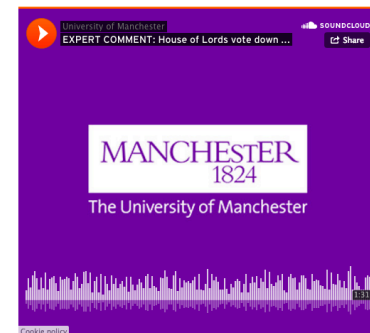


Uni of Manchester @OfficialUoM · Oct 12
If you missed it yesterday, listen to our Chancellor @lemnissay's #desertislanddiscs here bbc.co.uk/programmes/b06...



Uni of Manchester @OfficialUoM · Oct 27
.@colintalbot at @UoMPolitics comments on @UKHouseofLords vote on tax credit reform [soundcloud.com/theuniversityofmanchester.ac.uk/discover/news/...](https://soundcloud.com/theuniversityofmanchester.ac.uk/discover/news/)

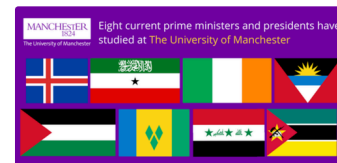
SoundCloud



EXPERT COMMENT: House of Lords vote down tax credit reforms
Colin Talbot, Professor of Government at The University of Manchester, discusses the House of Lords vote on tax credits.

View on web

Uni of Manchester @OfficialUoM · Oct 6
Did you know that eight current world leaders have studied at @OfficialUoM? #HelloUoM timeshighereducation.com/news/where-do-...



Uni of Manchester @OfficialUoM · Oct 15
.@WhitworthArt are the winners of the BBC People's Choice poll for the @RIBA Stirling Award bbc.co.uk/news/magazine-...



Evaluation

Don't just do social media for the sake of social media

- Evaluate and evolve (Quarterly reports)
- Don't be afraid to experiment

Evaluation: Social Isolation PDF (Channel split)

ALL » PAGE: /medialibrary/buffet line - A5 Brochure - Social Isolation.pdf

Email Export Add to Dashboard Shortcut



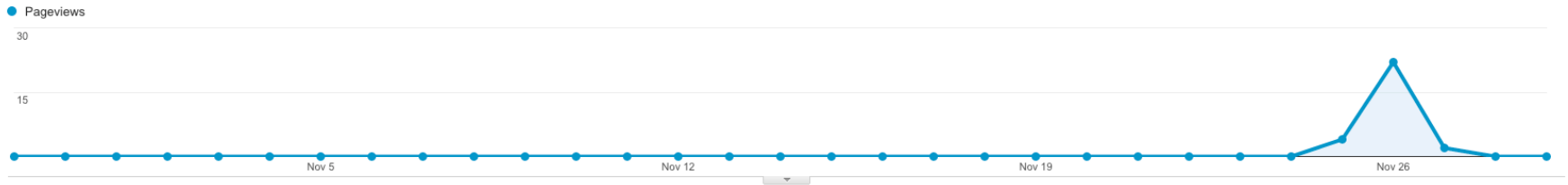
All Sessions
0.48%

+ Add Segment

Explorer Navigation Summary In-Page

Pageviews VS. Select a metric

Day Week Month



Primary Dimension: Page Other

Plot Rows Secondary dimension: Default Channel Grouping Sort Type: Default

	Page	Default Channel Grouping	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
			28 % of Total: 0.48% (5,861)	15 % of Total: 0.33% (4,519)	00:00:23 Avg for View: 00:01:13 (-68.49%)	10 % of Total: 0.52% (1,914)	30.00% Avg for View: 54.28% (-44.73%)	17.86% Avg for View: 32.86% (-45.32%)	\$0.00 % of Total: 0.00% (\$0.00)
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How we can help?

- Social media surgery
 - Each month, focused on a specific problem
- Training and Development Lecture Series
 - Launching Q1 2016 (Introduction to social media communications and marketing)
- Webinar series
 - Launching Q2 2016 (Intermediate use of social media, specific techniques)
- Email
 - Tom.Mason@Manchester.ac.uk



The University of Manchester

Any questions?