

Social Media

2016 Plan

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1.0 Background

Situational Analysis

1.1 Our Audience

- Our audience wants to be entertained, they are digital natives with whom you have a 3 second audition, who live in the moment and who will show very little loyalty.
- For them using social media for gathering and sharing information is predominantly a secondary use but is still significant (using to arrange social life remains higher up).
- Social media is, however, integral to daily life and whilst the audience is sophisticated enough to separate their social and educational lives, this is becoming increasingly blurred.
- The social media landscape changes rapidly as does the way users engage with social media.
- Prospective students are active on University Websites, the UCAS website, The Student Room and are using the Prospectus to gather information.
- Evidence to inform whether social media is a dominant decision making factor for school and college leavers is lacking. In a recent survey, 5378 respondents¹ showed a preference when asked to rate channels for social media usefulness for TSR's discussions forums, followed by TSR online rep service. University YouTube channels came third. In fourth and fifth respectively were University Facebook pages and Twitter feed. This result indicates our audience is demonstrating a preference for sourcing information through video consumption. (However the survey bias should be noted as it was conducted by TSR, through their channel, with their users.)
- Cost of living, tuition fees, debt and employability are key concerns amongst school and college leavers²
- A major unknown is the difference between international students and UK home students re: consumption of social media, especially with regards to decisions around education.

1.2 The Background

- In September 2010 – Admissions FB, Twitter and Student Blogs were launched and growth has been steady.
- Reporting has not been consistent and there is a lack of available data demonstrating the nature of the growth. The tables below show a range of available metrics (found via G: and various reports) and highlight the lack of methodology applied. Moving forward reporting must be done regularly with agreed metrics so that strategically, the success of these channels can be assessed.

| | August 2012 | August 2014 | December 2015 |
|----------|-------------|-------------|---------------|
| Facebook | 8100 | 15255 | 28949 |
| Twitter | 1872 | 3327 | 4810 |

| Year | Likes (year end) | Increase / year |
|----------------------------|------------------|-----------------|
| 2010/2011 | 4000 | +4000 |
| 2011/2012 | 9000 | +5000 |
| 2012/2013 | 14,000 | +5000 |
| 2013/2014 (as of May 2014) | 18,000 | +4000 |

¹ The Student Room – Options 2015

² The Student Room – Options 2015

- Since Student Communications and Marketing created social media channels the University has fully embraced the trend (and available technologies) and committed to using these channels creating Official Channels run by Central Marketing. (in addition to multiple school/faculty based channels)
- As an early adopter the Admissions/Recruitment channels pioneered sharing interesting and engaging content on a broad range of topics including good news, covering holidays and festivals, University awards/rankings etc.
- However since the launch, other channels now share, create and curate content effectively for their own respective audiences.
- The University ecosystem has grown, encompassing a multitude of channels (FB, Twitter, Instagram, Pinterest, Google+, YouTube, Flickr, Vimeo) and a variety of voices (service providers, DDAR, lecturers, tip level brand guardians, students themselves) The recent audit completed for the Social Media Network reveals the diversity and number of channels currently being used.

The challenge therefore is how to move the Admissions channels forward given the development in other areas of the university, and re-position them with a priority focus on student recruitment.

2.0 Objectives

Our objectives broadly can be split into three areas:-

- 1) Define purpose of channel
- 2) Define marketing objectives
- 3) Define marketing metrics

2.1 Purpose

Vision: We want our social media channels to

- Encourage high quality applications
- Reflect our brand qualities
- Influence student decision making and convert applicants
- Act as an enquiry management tool

This is reliant on an in-depth understanding of our existing audience and knowledge of what our potential audience will engage with.

2.2 Table 1: Our Audience*

| Who | Size | What do they want? | What do we want? | Age |
|--|---------------------------|---|--|---------|
| Offer Holders | Relatively small | Info about what it is like to study in Manchester? | To convert, persuade and provide reasons for choosing Manchester | 18-24 |
| Applicants | 4 x size of offer holders | Detail re: the applications process plus Info about what it is like to study in Manchester? | To select Manchester as their firm choice option. To provide them with information that will influence their decision. | 17 - 24 |
| Potential Applicants | Large | To know more about UoM – reputation, brand – give them reasons to apply | To encourage potential applicants to see Manchester as a viable choice | 16+ |
| Influencers / Other stakeholders eg: teachers/careers advisers | Large | To know more about Higher Education | To promote Manchester as a destination of choice for talented students | |

* based on typical UG applicants

2.3 Marketing objectives

Vision: We want our social media channels to

- Give our audience knowledge and opinion and provide shareable content
- Reflect our brand qualities – mustn't be exclusively our voice – needs student voice
- Fully commit to exploring paid advertising for a number of bespoke campaigns.
- Provide video content that is authentic and engaging
- Fully incorporate traditional marketing mix into social media
- Contribute and collaborate with the wider University ecosystem

- Signpost our audience onto current student channels at the end of each cycle
- Enhance our social media presence as a customer service channel

These areas will be fully explored in the strategy – see point 3.0.

2.4 Marketing metrics

Vision: Using our social media channels we will

- Develop KPIs and commit to monthly reporting
- Aim for video content to represent a high percentage of our output (50% of our content)
- Monitor, listen and evaluate conversations that are happening
- Regularly observe and benchmark against our competitors

Table 2: Suggested metrics – TCM/PC finalising this before end of January

| Twitter | Jan-16 | Feb-16 | Mar-16 | Apr-16 |
|---|---------------|---------------|---------------|---------------|
| Total Followers | | | | |
| Tweets sent by us | | | | |
| Replies to tweets | | | | |
| Retweets of our Tweets | | | | |
| No of favourites | | | | |
| Facebook | | | | |
| Total posts | | | | |
| Total page likes | | | | |
| Engagements <ul style="list-style-type: none"> - Comments - Likes - Shares | | | | |
| Video Views | | | | |
| No of people who have seen the content | | | | |
| No of impressions for page content | | | | |

3.0 Strategy

We will commit to:-

- Campaign development and tactic development in collaboration with colleagues (using social media network/social media committee)
- Developing categories, unifying themes and topics to inform plan and work across the whole ecosystem
- Adopting an integrated marketing mix
- Developing creative and innovative content
- Developing our awareness of the competition, including regular environment scanning)
- Determine the evergreen content – perpetually relevant (cyclical nature should allow us to identify these easily)
- Adopting appropriate content mix which will be entertain and inspire (be emotional), educate / inform and persuade and convince (appeal to rationale) - utilise content driven campaigns
- To re-position as an EMT tool – develop strategies to encourage two way dialogue (reduce broadcasting)
- Delivering a high proportion of content via video (50%)
- To develop PG specific micro-strategy which replicates above approach i.e. themes and campaign development
- To signpost the audience onwards to other channels / networks within the wider ecosystem

Content will be weighted based on theme and type of content (see Table 3) in order to ensure we are providing individuals with content they will share. The themes align to the schedule of e-Advantage – see Table 4.

Table 3: Type of Content

| Type of content | Where / What | Weighting |
|---------------------|--|-----------|
| Original Content | Develop themes, create campaigns (see Table 5 for unifying themes) Commit to more video content | 50% |
| Curated content | UCAS, The Telegraph, The Guardian, BuzzFeed, MEN, Official UoM, Wider University Network/Ecosystem | 45% |
| Promotional Content | Attempt paid advertising for bespoke, ad-hoc campaign (consider open day/clearing) | 5% |

Table 4: e-Advantage themes

| Month | Topic Area |
|----------|---|
| December | Welcome and Accommodation |
| January | Finance |
| February | Careers & Teaching & Learning |
| March | Campus Facilities & Accommodation |
| April | City of Manchester |
| May | Campus facilities – fitness, wellbeing, faith |
| June | Prepare for your results |
| July | Getting involved: Students Unions, Societies, Social Responsibility |
| August | Confirmation and Clearing |

| | |
|-----------|---------|
| September | Welcome |
|-----------|---------|

Table 6: Content Themes pulls together the following areas:-

- Our unifying themes
- Content ideas
- The type of post
- The type of content
- Whether campaigns will support the content
- The scheduling of the content
- The weighting we will assign each themed area

Table 5 shows a snapshot breakdown outlining theme and weighting.

| Theme | Weighting |
|---------------------------------------|-------------|
| Recruitment / Applications | 30% |
| Student Life / Experience | 25% |
| Our campus incl. Accommodation | 15% |
| Reputation | 10% |
| The International University | 5% |
| Our subjects | 5% |
| Careers & Employability | 5% |
| History / Heritage | 3% |
| City | 2% |
| TOTAL | 100% |

| Theme | Content Areas / Ideas | Type of Post | Type of Content | Campaign | When | Weighting |
|-----------------------------------|--|---|--------------------|------------------------|--------------------------|-----------|
| Recruitment / Applications | UCAS messaging | Information plus link (signpost to UCAS) | Curated | No | Ongoing Busy ay - Sep | 30% |
| | Confirmation and Clearing | Variety | Original | YES | August 2016 | |
| | <i>Application Q&A</i> | <i>Online Chat (liaise with Fiona Eccles over viability)</i> | <i>Original</i> | | ???? | |
| | Open Days | Audio recordings / video / FB event | Promotional | YES | May / June | |
| | <i>Recruitment Events (HECs)</i> | <i>Liaise with SR&WP re: exploring new content here</i> | <i>Original</i> | YES | <i>Feb - June</i> | |
| | Student Finance information | Information plus links to other sources | Curated | No | Jan | |
| | <i>Finance Q&A</i> | <i>Liaise with Laura Cragg to explore – possible Online chat - Create graphic, create event</i> | <i>Original</i> | | <i>Feb</i> | |
| | Good luck messaging (exams / results) | Create graphic | Original | No | May | |
| | UMASS | Create graphic | Original | Possibly | | |
| | Study Tips / Revision / Exam Stress / Wellbeing | Signpost to where content is hosted | Curated | No | April / May | |
| Discover Days | Image / Link – develop previous campaigns | Original | YES | Summer and Autumn 2016 | | |
| | | | | | | |
| Student Life / Experience | Student Blogs | Link to blog | Original | No | Weekly | 20% |
| | Getting involved: Societies | UGP 2017 - videos Manchester Voices campaign Stay Active – new video content | Original | YES | July 2016 | |
| | Cost of Living / Finance / Bursaries / Budgeting | Manchester Voices campaign New video content – TBC Existing Video: Top Tips for Budgeting | Original & Curated | YES | Jan/Feb 2016 and ongoing | |
| | Teaching & Learning – facilities | Manchester Voices campaign | Original | YES | Feb 2016 | |
| | Life in Halls | Manchester Voices campaign Existing Video – Nathan Eldridge | Original | YES | Jan 2016 | |

| | | | | | | |
|---|--|--|----------|-----|----------------------------|-----|
| | | | | | | |
| | City | Manchester Voices campaign Existing Video – Living in Manchester | Original | YES | April 2016 | |
| Our campus incl. Accommodation | Campus Tours | Image led / Video | Original | YES | | 15% |
| | Favourite Places | Manchester Voices campaign | Original | YES | April/May 2016 | |
| | Cultural Assets | Good news stories | Curated | No | Ongoing | |
| | Open House | Link to web version of brochure Manchester Voices campaign | Original | YES | Jan / Feb / March | |
| | Accommodation Tours | Information plus link to other sources (consider graphic) | Original | No | Wednesdays – Jan to Mar | |
| | Deadlines re: applications | Information plus link | Curated | No | August | |
| The International University | International recruitment | <ul style="list-style-type: none"> • <i>Liaise with International Office to develop ideas</i> • Video – International Society (PC) • International Alumni – good news stories | ??? | ??? | TBC Ongoing | 5% |
| | International visits | Speak to International Office to source calendar of events so we can schedule posts – if enough we could create graphic to be used as a series | Original | No | | |
| | Visa Chats | Liaise with Sophie Hargreaves to develop campaign and confirm dates - Create graphic and comms plan to promote | Original | YES | Jun / Jul / Aug 2016 | |
| | Language Centre – pre-sessional English | Online chat or FAQs | Original | Yes | April | |
| | Subject specific webinars via GoTo (Liz Green) | Promote the existing webinars | Curated | No | Ongoing | |
| | Festivals / Holidays/ Seasonal | Pulled from Official UOM | Curated | No | Ongoing | |

| | | | | | | |
|------------------------------------|--|---|--------------------|----------|---------|-----|
| | messaging (Christmas) | | | | | |
| Making a difference | Socially responsible graduates <ul style="list-style-type: none"> Ethical Grand Challenges (JustFest, Sustainability Challenge and Workplace Ethics) Volunteering Environmental Sustainability Making a difference awards UCIL Raise and Give Social Enterprise | Liaise with Lisa Govey to translate activity into distinctive recruitment messaging for prospects | Original / Curated | Possibly | Ongoing | 5% |
| Reputation | <ul style="list-style-type: none"> Awards Rankings Research News Facts and Figures (did you know series?) Good news stories | Pulled from Official UOM – TCM to speak with TM about this | Curated | No | Ongoing | 10% |
| Our subjects | <ul style="list-style-type: none"> Highlights courses and their specialities e.g What is mechatronics? Raise profile of poorer performing courses | <ul style="list-style-type: none"> Liaise with faculty and school colleagues to develop content Aim to deliver 2/3 – agenda item for next social media network plus email to faculty reps | Original | YES | Ongoing | 5% |
| Careers & Employability | <ul style="list-style-type: none"> DLHE news Most targeted by Employers Part-time work once you arrive | See if careers want to work on a campaign with us – if not curate content from other sources and signpost onwards | Original & Curated | TBC | Ongoing | 5% |
| History / Heritage | <ul style="list-style-type: none"> Spirit, Revolution, Kudos Famous Alumni from the past | <ul style="list-style-type: none"> TCM liaising with TM re: Periscope Live Tours 26.01.16 | Original & Curated | Possibly | Ongoing | 3% |

| | | | | | | |
|-------------|--|--|---------|----|---------|----|
| | (Rutherford, Turing etc) • History on the campus | • Manchester Voices potential | | | | |
| | | | | | | |
| City | <ul style="list-style-type: none"> • Selling the city's attractions • Events in the City • Awards for the City • Tourism | <ul style="list-style-type: none"> • Lists • Sourced from other media outlets through environment scanning | Curated | No | Ongoing | 2% |

Table 6: Content Themes

Key

Manchester Voices – see Appendix A

GoPro Proposal – See Appendix B

Campaign = multiple pieces of content that form part of a series of information designed to work harmoniously in an organised and active way to achieve a goal. Some campaigns will have a very clear, defined call to action relating to a specific piece of activity i.e. an open day event, whilst others just work together as content bundles.

4.0 Tactics

A comprehensive content plan (table 7) has been developed utilising our unifying themes and principles outlined the Strategy 3.0. In addition we will

- Showcase student voice throughout; emphasising students views on Manchester from a study and lifestyle perspective and highlighting benefits of our campus/accommodation including lifestyle information
- Reduce written content and increase visual storytelling through imagery.
- Consider post frequency (beware audience fatigue) – aim for 1 per day including weekends. Timing will be 15-17 but will vary at weekends.
- Avoid creation of echo-chamber – do not censor, must include multiple voices
- Understand trigger words and create campaigns to give the audience a voice
- All original content will have a strong call to action/link to relevant content
- Change cover photos monthly

Table 7: Content Plan – January 2016 – September 2016

| Month | e-Adv theme | Theme | What | Who |
|--------------------------|---------------|--|---|----------------|
| January | | | | |
| w/c 4 th Jan | Finance | FINALISE STRATEGY AND CONTENT PLAN | | |
| w/c 11 th Jan | Finance | <ul style="list-style-type: none"> - Recruitment - Student Life: Student Blog (PC) - Manchester Voices | UCAS deadline Link to blog See Appendix A | PC PC |
| w/c 18 th Jan | Finance | <ul style="list-style-type: none"> - Student Life: Student Blog (PC) - Manchester Voices | Link to blog See Appendix A | PC PC |
| w/c 26 th Jan | Finance | <ul style="list-style-type: none"> - Student Life: Student Blog (PC) - History / Heritage – Live heritage tour (periscope) - Manchester Voices | Link to blog Work with TM to develop content See Appendix A | PC PC |
| February | | | | |
| w/c 1 st Feb | Careers & T&L | <ul style="list-style-type: none"> - Change cover photos - Student Life: Student Blog (PC) - Manchester Voices | Link to blog See Appendix A | PC PC PC |
| w/c 8 th Feb | Careers & T&L | <ul style="list-style-type: none"> - Ilyas Video – A different path (UGP) - Student Life: Student Blog (PC) | Video Link to Blog | PC PC |

| | | | | |
|--------------------------------|----------------|---|--|---|
| | | <ul style="list-style-type: none"> - Manchester Voices - MyFutureFest Video (PC) | <p>See Appendix A See Appendix D</p> | <p>PC PC</p> |
| w/c 15th Feb | Careers & T&L | <ul style="list-style-type: none"> - Kush Video – A slice of success (UGP) - Student Life: Student Blog (PC) - Open House Accommodation COMMS PLAN - Manchester Voices | <p>Video Link to Blog TBC See Appendix A</p> | <p>PC PC TCM PC</p> |
| w/c 22nd Feb | Careers & T&L | <ul style="list-style-type: none"> - Student Life: Student Blog (PC) - Open House Accommodation brochure COMMS PLAN - Manchester Voices - Academic Voices – teaching & learning content - Social Media Open Day | <p>Link to blog Link to web version See Appendix A See Appendix D CAMPAIGN – Tom Mason</p> | <p>PC TCM PC PC PC/TCM</p> |
| March | | | | |
| w/c 29th Feb | Campus & Accom | <ul style="list-style-type: none"> - Change cover photos - Student Life: Student Blog (PC) - Existing Video – Nathan Eldridge - https://www.youtube.com/watch?v=HNQaa3r80p4 - Open House Accommodation COMMS PLAN - Manchester Voices | <p>Link to Blog See Appendix A</p> | <p>PC PC PC TCM PC</p> |
| w/c 7th Mar | Campus & Accom | <ul style="list-style-type: none"> - Video – Here to Help (UGP) - Student Life: Student Blog (PC) - Manchester Voices - Accommodation Open House – Video / Photo tour - International Womens Day (8th March) | <p>Video Link to Blog See Appendix A See Appendix D CAMPAIGN – Tom Mason</p> | <p>PC PC PC PC PC/TCM</p> |
| w/c 14th Mar | Campus & Accom | <ul style="list-style-type: none"> - Hannah Video – Make the Most of Manchester – UGP 2017 - Student Life: Student Blog (PC) - Manchester Voices | <p>Video Link to blog See Appendix A</p> | <p>PC PC PC</p> |
| w/c 21 Mar | Campus & Accom | <ul style="list-style-type: none"> - Student Life: Student Blog (PC) - Manchester Voices - There's more to Manchester (Cultural Assets- Video) | <p>Link to blog See Appendix A See Appendix D</p> | <p>PC PC PC</p> |
| w/c 28th Mar | Campus & Accom | <ul style="list-style-type: none"> - Student Life: Student Blog (PC) - Manchester Voices - Our subjects (campaign) | <p>Link to blog See Appendix A TBC</p> | <p>PC PC TCM/PC</p> |

| April | | | | |
|--------------------------|---------------------------------------|--|--|------------------------------|
| w/c 4 th Apr | City | <ul style="list-style-type: none"> - Existing Video – Living in Manchester - https://www.youtube.com/watch?v=bhbwsYM5RPA - Student Life: Student Blog (PC) - Manchester Voices (favourite places) | Video Link to blog See Appendix A | PC PC PC |
| w/c 11 th Apr | City | <ul style="list-style-type: none"> - Student Life: Student Blog (PC) - Manchester Voices (favourite places) - International Society video | Link to blog See Appendix A See Appendix D | PC PC PC |
| w/c 18 th Apr | City | <ul style="list-style-type: none"> - Student Life: Student Blog (PC) - Manchester Voices (favourite places) - A walk around Manchester (GoPro) | Link to blog See Appendix A See Appendix B&D | PC PC PC |
| w/c 25 th Apr | City | <ul style="list-style-type: none"> - Recruitment - Good luck – Scottish exams - Student Life: Student Blog (PC) - Manchester Voices (favourite places) - Manchester on a budget (video) | Create Good Luck graphic Link to blog See Appendix A See Appendix D | PC PC PC PC |
| May | | | | |
| w/c 2 nd May | Campus (faith/wellbeing / fitness) | <ul style="list-style-type: none"> - Student Life: Student Blog (PC) - Manchester Voices - Study tips, revision, wellbeing (work with Library) - Recruitment – Good Luck message Exams | Link to blog See Appendix A TBC Graphic | PC PC TCM PC |
| w/c 9 th May | Campus (faith/wellbeing / fitness) | <ul style="list-style-type: none"> - Student Life: Student Blog (PC) - Manchester Voices - UMASS promo - Discover Day Promotion | Link to blog See Appendix A TBC – graphic? Graphic – Campaign TBC | PC PC PC/TCM PC/TCM |
| w/c 16 th | Campus (faith/wellbeing / fitness) | <ul style="list-style-type: none"> - Student Life: Student Blog (PC) - Manchester Voices - Keeping Active video - Discover Day Promotion | Link to blog See Appendix A See Appendix D Graphic – Campaign TBC | PC PC PC PC/TCM |
| w/c 23 rd | Campus (faith/wellbeing / fitness) | <ul style="list-style-type: none"> - Student Life: Student Blog (PC) - Manchester Voices - Discover Day Promotion | Link to blog See Appendix A Graphic – Campaign TBC | PC PC PC/TCM |

| | | | | |
|----------------------|--|---|---|---------------------------|
| w/c 30 th | Campus (faith/wellbeing / fitness) | <ul style="list-style-type: none"> - Student Life: Student Blog (PC) - Manchester Voices - Open Day campaign | Link to blog See Appendix A TBC | PC PC TCM |
| June | | | | |
| w/c 6 th | Prepare results | <ul style="list-style-type: none"> - Student Life: Student Blog (PC) - Manchester Voices - Open day campaign - UMASS promo | Link to blog See Appendix A TBC TBC – graphic? | PC PC TCM PC/TCM |
| w/c 13 th | Prepare results | <ul style="list-style-type: none"> - Student Life: Student Blog (PC) - Manchester Voices - Open day campaign | Link to blog See Appendix A TBC | PC PC TCM |
| w/c 20 th | Prepare results | <ul style="list-style-type: none"> - Student Life: Student Blog (PC) - Manchester Voices - Open Day campaign | Link to blog See Appendix A TBC | PC PC TCM |
| w/c 27 th | Prepare results | <ul style="list-style-type: none"> - Student Life: Student Blog (PC) - Manchester Voices | Link to blog See Appendix A | PC PC |
| July | | | | |
| w/c 4 th | Getting involved SU etc | <ul style="list-style-type: none"> - Emrana Video – Getting involved (UGP) - Student Life: Student Blog (PC) - Manchester Voices - Discover Days – mini campaign | Video Link to blog See Appendix A TBC | PC PC PC TBC |
| w/c 11 th | Getting involved SU etc | <ul style="list-style-type: none"> - Mani Sethi Video – An Ethical Entrepreneur (UGP) - Manchester Voices - Student Life: Student Blog (PC) - Discover Days – mini campaign | Video See Appendix A Link to blog TBC | PC PC PC TBC |
| w/c 18 th | Getting involved SU etc | <ul style="list-style-type: none"> - Student Life: Student Blog (PC) - Manchester Voices | Link to blog See Appendix A | PC PC |
| w/c 25 th | Getting involved SU etc | <ul style="list-style-type: none"> - Student Life: Student Blog (PC) - Manchester Voices | Link to blog See Appendix A | PC PC |
| August | | | | |
| | Confirmation and Clearing | <ul style="list-style-type: none"> - Student Life: Student Blog (PC) (WEEKLY) - C&C Campaign (promotional) | Link to blog TBC | PC MM |

| | | | | |
|------------------|--|---------------------------------|-------------|-----------------------------|
| | | - Accommodation Deadline | Link to web | TBC |
| September | | Welcome | | Work with Pete's team |

Please see Appendix C for addition information regarding:-

- 1) Interactive events (chats)
- 2) Standalone content
- 3) Events calendar
- 4) Environment Scanning (internal / external)
- 5) PG strategy

5.0 Actions / Recommendation's

1. Schedule weekly meetings (TCM, PC, JM with guest attendance from MM – Mondays AM 30 mins duration)
Sample Agenda
 - 1) Items carried forward from previous TCM
 - 2) Scheduled activity for the week TCM
 - 3) Enquiries Update/Activity JM
 - 4) Environment scan update PC/TCM
 - 5) Upcoming activity / campaigns to be planned TCM/PC
 - 6) AOB
2. Meet with key stakeholders to develop content / campaigns (Careers / DDAR / Library / Accommodation / History – heritage tour/central marketing)
3. Meet with key stakeholders to develop Subject led campaign to sell subjects (Schools / Faculty) – Agenda item for next Social Media Network
4. Regular scanning of external sources. PC to allocate 30 mins / 1 hour every Friday to this activity, then feed in to Monday meetings
5. Regular scanning of internal sources. TCM to allocate 30 mins / 1 hour every Friday to this activity, then feed in to Monday meetings
6. Consider increasing budget for student bloggers – new position VLOGGER
7. Monthly reporting commencing end of January 2016
8. To consider how best to deliver a PG micro strategy – meet with Felicity Wicks to discuss
9. Continue to develop close working relationship with Tom Mason
10. Consider allocating budget to advertising campaigns (promotional campaign – clearing / open day)
11. Determine how/where video content will be hosted (YouTube Channel / playlist?)
12. Liaise with Fiona Eccles re: Application Q&A viability
13. Liaise with Laura Cragg re: finance Q&A viability
14. Liaise with Sophie Hargreaves to determiner timing, campaign planning for Visa Q&As
15. Liaise with Student Recruitment & WP re: HECs, recruitment events (possible campaign development)
16. PC to research film society / Student Media SU

Appendix A Manchester Voices

Background:

Through the Student Profiles Project it became apparent that students were enthusiastic about, and proud to, participate in the communications with prospective students. Within this enthusiasm and pride lies a great opportunity to further our marketing and conversion goals focusing on the student experience, told by the students themselves.

Objectives:

1. To create engaging content with current students for prospective students.
2. To signpost prospective student to content corresponding to the theme in the campaign.
3. To use content, imagery and personal testimonies to build a campaign around topics illustrated in conversion communications.
4. To build campaigns around the student life with current students leading the way in the creation of content.

Strategy:

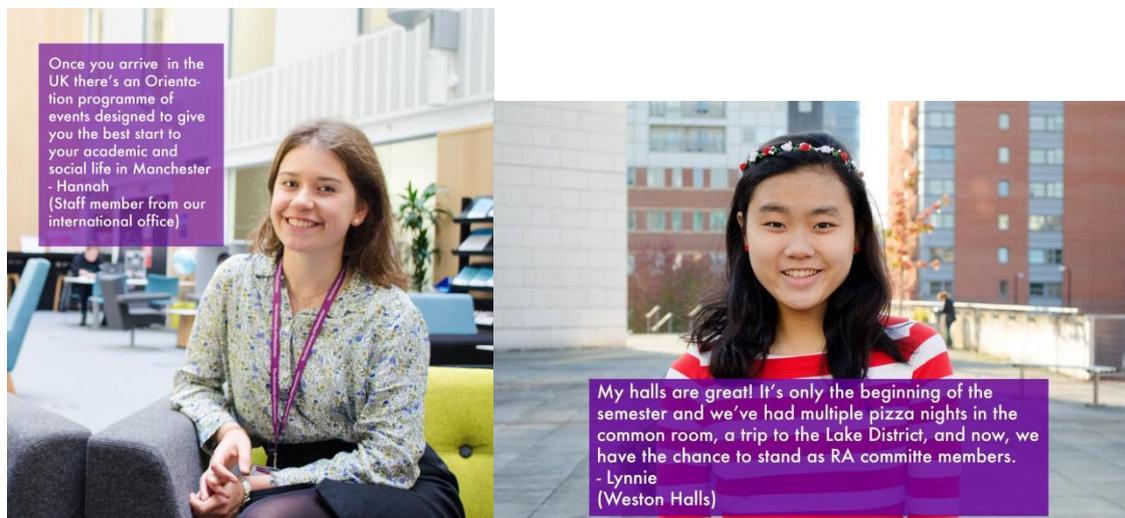
Using photos and testimonies of students, we will generate social media content based on our existing themes of conversion but providing an authentic student voice. The proposed title for this campaign is Manchester Voices and is flexible allowing us to showcase a range of voices in addition students i.e. staff / notable alumni See fig1 – Hannah.

Future intentions:

When the semester begins in February we will meet with our 4 interested students and discuss new ideas of how to communicate with prospective students, hopefully with the students taking an increasing role in the campaign.

Examples:

Fig 1





I visited the careers service for advice on psychometric testing ready for my graduate applications. They were a massive help and they directed me to their range of publications that would help me practice.
 - Jacqueline
 (3rd Year Geography student)

University of Manchester Admissions
 Published by Sprout Social [?] · 13 November 2015 · 🌐

It's time to start thinking about where you will live when you come to university.

Check out what we have on offer at The University of Manchester!
bit.ly/1XELRoR

I have the best flatmates! They have come from Turkey, Bolivia, China, Brazil and India. We all cook our respective cuisines and we are still friends even when they have tried my cooking!
 - Akshat
 (George Kenyon halls)

MANCHESTER VOICES

👍 Like 💬 Comment ➦ Share

Sunny Ho Chan and Faria Iftikhar like this.

Write a comment... 📷 😊

ManchesterAdmissions @AdmissionsUoM · 15 Dec 2015

Thinking about university accommodation? Check out the wide range of accommodation available at #UoM - bit.ly/1Pf7qWu

My halls are amazing, you're so close to the main campus. I like the huge kitchens where everyone can cook and share their different favourite foods. I gained unforgettable friendships from my halls.
 - Rufe
 (Whitworth Park halls)

MANCHESTER VOICES

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Appendix B – GoPro Proposal

Background:

In support of the re-positioning of our social media channels we want to commit to delivering 50% of our content through video. By 2017 almost 70% of all consumer internet traffic will be video content, not to mention that video-on-demand traffic will have trebled by this point.³ With these facts in mind, we need to drive our social media content to reflect this shift in internet traffic

Proposal: The purchase of a GoPro Hero to support this activity at a cost of £250. The purchase of accessories to support the GoPro at a cost of £100. The purchase of the action camera will also benefit from a range of accessories including and not limited to harnesses, mounts and handles and batteries, memory cards and microphones.

Objectives:

To create video using the GoPro.

- a. Due to the portable nature of the GoPro, the creation of video content would be quicker and easier while also providing a perspective unachievable with a DSLR.
- b. The quality of the raw video may be inferior compared to a DSLR, but this along with its use will create a more authentic feel to our videos displaying the student experience.
- c. Through this purchase and the features of an action camera, we will be able to support various different types of projects displaying the student experience. For example, the GoPro could be used by student vloggers or student generated content to display university life or experimental videos not possible with a DSLR.
- d. The purchase of a GoPro will also benefit both sides of the Student Communications and Marketing team, as the dynamic nature and usability of an action camera means anyone can use it to create good quality and unique video content.

Method:

Give brief background to the students we want to enable in creating original content, by meeting and building a relationship with the students.

Ideas generation will come from the students (vlogging, experiences)

In addition PC will produce video content that will align to the social media content plan i.e. finance, budgeting, heritage etc See Appendix D

Content Plan:

January – purchase equipment, train and test, work on pre-production for video ideas.

February – Commence with videos including pre- and post-production, meet with students to generate ideas. Two videos delivered by end of Feb

March – Continue with students, aiding them in creating content and continue to generate new video content. etc

Results: We will, using the GoPro to facilitate, generate 2 videos per month for social media.

³ See http://www.cisco.com/c/en/us/solutions/collateral/service-provider/ip-ngn-ip-next-generation-network/white_paper_c11-481360.html

Appendix C - Further Actions

In addition to unifying themes and content outlined in the contents plan further work is required to:-

- Formalise ideas around interactive content and 2 way conversation
- Develop relevant campaigns
- Create a current and accurate events calendar of on-campus activity

Interactive – two way dialogue / special events

1. Student immigration & Visa Chats
2. Finance Q&A
3. Open Days
4. UCAS application questions

Stand Alone Content / campaign ideas

- 1) Ten reasons why – UGP
- 2) Consider an endless possibilities campaign (to tie in with UGP content)
- 3) 'There's more to Manchester' campaign development (cultural assets – videos)

Events Calendar Examples

Open Days – UG 19th/20th June (AMBS – Masters Information Sessions - Wednesday, 15 April),
Accommodation Open House – Sunday 13th March, Guided campus Visits & University
accommodation tours, Heritage Tours, Go Abroad Fair, My Future Fest – February 2016, JustFest,
Social Responsibility Awards – May 2016, HECs

Environment Scanning

In order to source a supply of relevant content covering our themes we must commit to regular environment scanning, both external and internally to spot opportunities and curate content, reducing workload where possible.

External environment scanning

- Creative Tourist
- UCAS
- BBC
- MEN
- The Guardian
- TSR – The Student Room
- BUZZFEED
- The Telegraph

Internal environment scanning (including stakeholders to meet and collaborate with)

- School channels
- Celebrating student achievements
- SPORT
- Student Blogs (not our own)
- Careers
- Social Responsibility
- Study abroad blogs
- DDAR
- International Office

Postgraduates

Need to develop PG specific content to service this audience. TCM/PC to collaborate with colleagues to develop themes and develop campaign ideas.

Appendix D - Videos in development

1. Guided visit/Accommodation Tour video - March
 - Short video which will advertise the weekly open house tour available on Wednesdays and also give an opportunity to people who did not attend to gain an insight into accommodation.
 - Showing a group of people being given a tour of halls.
 - Ring Paul burns to find out details of tours.
 - Part of the film will give a taste of the accommodation on show.
2. MyFutureFest – careers event - February
 - This video will feature a quick tour around the event (possibly using a GoPro to walk around) and a short interview with a careers staff member and some students on what is happening.
 - Video will demonstrate to prospective students the careers services we have at the university.
 - Video could also be used by Communications side of the team to advertise the fact that the event is continuing for the week.
3. International Society – April
 - Video will involve interviewing members of the international society both staff and students on what the international society provides (e.g. trips, services, advice, events)
 - Using the GoPro video will feature clips of students on trips/excursions and inside of the international society building
4. Keeping active – May
 - This video will involve multiple members of sports and societies to wear the GoPro while participating in their respective activity.
 - The video will be edited together to demonstrate the vast number of sports and societies available at Manchester in interesting 1st person perspective
5. Culture assets (There's more to Manchester) – March
 - Video will showcase the cultural assets Manchester has to offer but also interesting places on campus.
6. What to do on campus -
 - Video interviewing multiple students asking what they do in between lectures.
 - Answers may include going to the SU, using one of the libraries, sitting outside on gilbert square.
 - Video will demonstrate what is available on campus for students when they are not studying.
7. Manchester on a budget -
 - Potential video with student communications team, on how to save money in Manchester.
 - Student giving tips on how they save money / discounts available / cost of living
 - Update of previous video.
8. A walk around Manchester – April
 - PC wearing a GoPro cycles to city centre from Fallowfield.

- Drops of bike at the central library and proceeds to walk around the city (route will be decide before hand).
9. Academic voices
- Video interviewing academics on what they do as academic advisors.
 - Or video showing the teaching methods.
 - This idea may benefit from being a series to demonstrate the differences in teaching and learning in faculties/schools.
10. International profiles
- Videos of international students talking about the university, potentially in their native tongue.
 - If the International Office do no fund the video project (decision pending) then we will attempt to create video using their brief.
11. Heritage tour - January
- Video of a heritage tour.
 - Or a brief video displaying the landmarks on campus.
 - Working with Tom Mason to create this original content.