A black background with white text

Description automatically generated with medium confidenceShape, rectangle

Description automatically generatedA screen shot of a game

Description automatically generated with low confidenceBackground pattern

Description automatically generated

**Module One Resources**

University of Manchester social media team email address:

[mailto: socialmedia@Manchester.ac.uk](mailto:mailto:%20socialmedia@Manchester.ac.uk)

University of Manchester social media intranet web page:

<https://www.staffnet.manchester.ac.uk/communications-and-marketing/digital/social-media/>

University of Manchester social media directory:

<https://www.manchester.ac.uk/connect/social-media/>

‘We are Social’ data reporting site, where you can find all the reports:

<https://datareportal.com/>

**Module Two Resources**

Profile and cover photo guidance:

<https://documents.manchester.ac.uk/DocuInfo.aspx?DocID=48717>

Verification of accounts:

<https://help.twitter.com/en/managing-your-account/about-twitter-verified-accounts>

<https://help.instagram.com/369148866843923>

<https://www.facebook.com/business/help/2058515294227817?id=180505742745347>

Social Media Naming Conventions

<https://documents.manchester.ac.uk/DocuInfo.aspx?DocID=44158>

Information about Twitter Verified Accounts

<https://help.twitter.com/en/managing-your-account/about-twitter-verified-accounts>

Social Media guidelines

<https://www.staffnet.manchester.ac.uk/brand/visual-identity/guidelines/social-media/>

Social Media Channel Request Form

<https://forms.office.com/Pages/ResponsePage.aspx?id=B8tSwU5hu0qBivA1z6kadwDt38Xe2jlCjTO_rD3qabhUMUszWFFKOE8zS0FXRzZZSElKNkwxTDI0My4u>

Social Media channel Audit Table

<https://livemanchesterac.sharepoint.com/:w:/s/cmlt/smlt/EbEMlr9Oy3xJjYRnaSDzEs0BLmzocICn13pld86Yz4ibyg?e=Qdkuct>

University of Manchester Twitter Account

<https://twitter.com/OfficialUoM>

**Module Three Resources**

University of Manchester Instagram Account

<https://www.instagram.com/officialUoM/>

Example of story video content from a student take over.

<https://www.instagram.com/stories/highlights/18129793849169405/>

Marcus Rashford Story

<https://www.instagram.com/stories/highlights/17901788540323626/>

Question and answer on dissertation tips Story

<https://www.instagram.com/stories/highlights/17969423749486758/>

Key information quickly Story

<https://www.instagram.com/stories/highlights/17905908175834287/>

Study away from campus Story

<https://www.instagram.com/stories/highlights/17969423749486758/>

Marcus Rashford Doctorate Story

<https://twitter.com/OfficialUoM/status/1446173178263490575>

Accessibility guidance

<https://www.staffnet.manchester.ac.uk/communications-and-marketing/digital/web-accessibility/subtitles/>

Academic researcher video

<https://youtu.be/I5VnWXEFo94>

Accessibility video

<https://youtu.be/F0po-fdXkLo>

COVID-19 Social Media Guidance Video -Toni

<https://www.instagram.com/tv/CFkWZAwosnB/>

The University of Manchester TikTok

<https://www.tiktok.com/@officialuom/>

Social Media Team Email

[socialmedia@manchester.ac.uk](mailto:socialmedia@manchester.ac.uk).

Student TikTok Story 1

<https://www.tiktok.com/@officialuom/video/7091378432868683014?is_copy_url=1&is_from_webapp=v1&lang=en>

Student TikTok Story 2

<https://www.tiktok.com/@officialuom/video/7080257880015834374?is_copy_url=1&is_from_webapp=v1&lang=en>

Student TikTok Story 3

<https://www.tiktok.com/@officialuom/video/7036360888114285829?is_copy_url=1&is_from_webapp=v1&lang=en>

Image size guide

<https://blog.hootsuite.com/social-media-image-sizes-guide/>

Social media accessibility video

<https://youtu.be/KDCkQ4d2J2M>

IT Services [Adobe Creative Cloud]

<https://www.applications.itservices.manchester.ac.uk/show_product.php?id=333>

StaffNet subtitle guidance

<https://www.staffnet.manchester.ac.uk/communications-and-marketing/digital/web-accessibility/subtitles/>

Twitter Media Studio

<https://twitter.com/i/flow/login?input_flow_data=%7B%22requested_variant%22%3A%22eyJyZWRpcmVjdF9hZnRlcl9sb2dpbiI6Imh0dHBzOi8vc3R1ZGlvLnR3aXR0ZXIuY29tIn0%3D%22%7D>

Tweetdeck

<https://tweetdeck.twitter.com/>

Hootsuite

<https://www.hootsuite.com/>

Facebook Creator Studio

<https://business.facebook.com/creatorstudio/home>

Add Instagram to Facebook Creator Studio

<https://www.facebook.com/business/help/1125825714110549?id=420299598837059>

Awareness Days Calendar [Website]

[Awareness Days Events Calendar - US, UK & International Awareness Days](https://www.awarenessdays.com/awareness-days-calendar/)

Social media content video

<https://youtu.be/pdBQctFFKgA>

**Module Four Resources**

Facebook Business Suite

<https://www.facebook.com/business/help/942827662903020?id=916550222172854>

Instagram Insights

<https://help.instagram.com/1533933820244654>

Twitter Analytics

<https://analytics.twitter.com>

**Furthering Your Development as a Social Media Practitioner**

Social Media Micro Suite -updated guidance, best practice and FAQs

<https://www.staffnet.manchester.ac.uk/communications-and-marketing/digital/social-media/>

Tips for Academics – Promoting your research via social media

<https://www.staffnet.manchester.ac.uk/promoting-your-research/promote-your-work/social-media/>

Tips for Academics – Humanities research, communications support

<https://www.staffnet.manchester.ac.uk/humanities/support-services/communications-and-marketing/who-we-are/research-communications/resources/>

Monthly content pack - [email us](mailto:socialmedia@manchester.ac.uk) to be added to mailing list – submit content before last Wednesday of the month. The content pack gets shared with social media colleagues around the University and is an opportunity to share news on events and campaigns.

Introduce yourself to your local social media lead. You can find their contact details at the bottom of this webpage:

<https://www.staffnet.manchester.ac.uk/communications-and-marketing/digital/social-media/>

If you need design support, visit the [design request booking form.](https://forms.office.com/Pages/ResponsePage.aspx?id=B8tSwU5hu0qBivA1z6kad5Ax4VLM9jJNsomuzAJ-6yFUMFQxMzE5SkVQMk9IUjdTTEZYVEwyRFg1ViQlQCN0PWcu)

If looking to hire an external company to make content for you, look at our [approved suppliers list.](https://www.staffnet.manchester.ac.uk/brand/list-suppliers-agencies/)

If you need support with filming on campus, [please contact Media Services](https://www.mediaservices.manchester.ac.uk/).

**External Training Opportunities**

[Google Analytics Academy](https://analytics.google.com/analytics/academy/) - a qualification is available on completion

[Facebook Blueprint](https://www.facebook.com/business/learn)

[LinkedIn Learning - a LinkedIn qualification is available upon completion](https://www.linkedin.com/learning/subscription/topics?src=go-pa&veh=sem_src.go-pa_c.LLS-C_EMEA_UKI_T1_EN_SEM_SEM_GoogleAds_NA_All_NA_NA_Core_NA_LIL-HeadTerm-MKAG_Brand_Exact_pkw.linkedin%20learning_pmt.e_pcrid.311040980383_pdv.c_plc._trgid.kwd-310582843911_net.g_learning&trk=sem_src.go-pa_c.LLS-C_EMEA_UKI_T1_EN_SEM_SEM_GoogleAds_NA_All_NA_NA_Core_NA_LIL-HeadTerm-MKAG_Brand_Exact_pkw.linkedin%20learning_pmt.e_pcrid.311040980383_pdv.c_plc._trgid.kwd-310582843911_net.g_learning&mcid=6841864363146670249&cname=&camid=1399342497&asid=54056821126&targetid=kwd-310582843911&crid=311040980383&placement=&dev=c&ends=1&gclid=CjwKCAiAv_KMBhAzEiwAs-rX1Gk6h0us4S-dXv7yXu0EEuh-Pa53OTp-_8fJAqwDAZklbEzqtJSh3BoCoqQQAvD_BwE&gclsrc=aw.ds)

[Twitter training](https://business.twitter.com/en/basics.html)

[Get started on Instagram for Business](https://business.instagram.com/getting-started?locale=en_GB)

[Hootsuite academy - tips on how to use Hootsuite but also social media in general](https://education.hootsuite.com/)

[Geekout newsletter for Social Media Managers - keep up to date with best practice](https://www.getrevue.co/profile/geekout)