

USING SOCIAL MEDIA

TO REACH NEW AUDIENCES



**WHO
WE
ARE**

RUBY



LUCY



TODAY WE'LL COVER...

01

**THE CURRENT SOCIAL MEDIA
LANDSCAPE**

02

**THE BENEFITS OF HAVING
AN ONLINE PRESENCE**

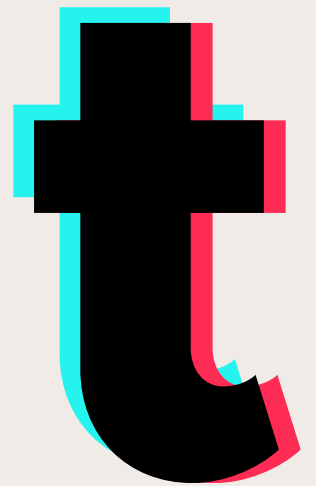
03

**HOW WE WORK WITH
RESEARCHERS + EXAMPLES**

04

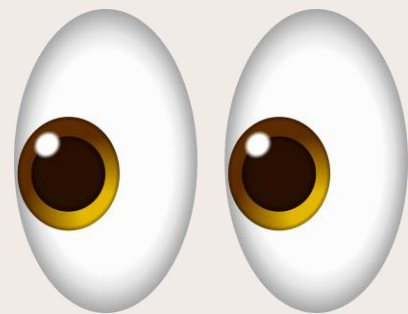
**PRACTICAL TIPS AND BEST
PRACTICE**

UOM ON SOCIAL MEDIA



IN THE LAST 6 MONTHS...

**1 MILLION
IMPRESSIONS**



**23,000
ENGAGEMENTS**



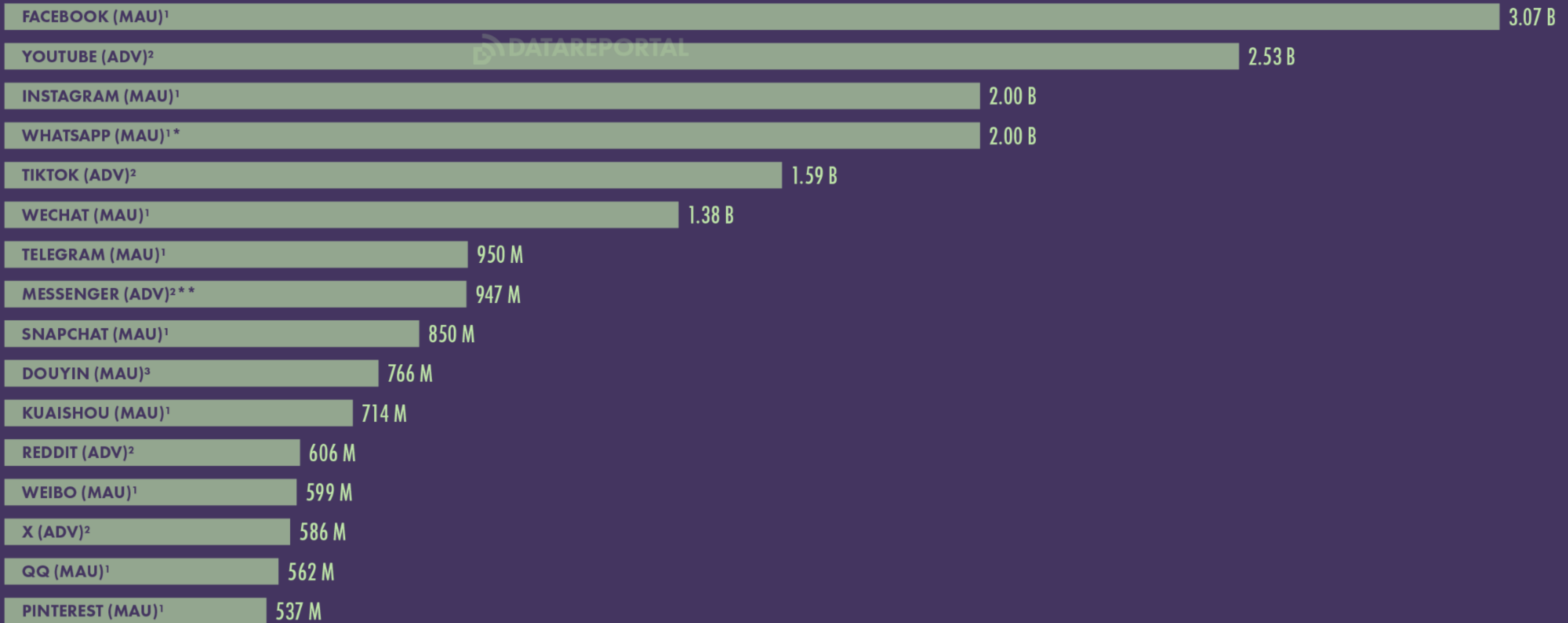
LANDSCAPE OF SOCIAL



FEB
2025

PERSPECTIVES: SOCIAL MEDIA PLATFORM USE

A MIX OF METRICS ILLUSTRATING USE OF THE WORLD'S TOP SOCIAL MEDIA PLATFORMS (NOTE: VALUES MAY NOT REPRESENT UNIQUE INDIVIDUALS)



SOURCES: KEPIOS ANALYSIS OF (1) COMPANY STATEMENTS; (2) COMPANY ADVERTISING RESOURCES; (3) DATA FROM IIMEDIA. **NOTES:** A CONSISTENT METRIC IS NOT AVAILABLE FOR ALL PLATFORMS. "ADV" INDICATES POTENTIAL AD REACH, MEASURED IN MONTHLY ACTIVE ACCOUNTS. "MAU" INDICATES MONTHLY ACTIVE USERS. **ADVISORY:** VALUES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND ARE NOT DIRECTLY COMPARABLE DUE TO DIFFERING METRICS. (*) WHATSAPP HAS NOT PUBLISHED UPDATED USER FIGURES IN THE PAST 12 MONTHS. (**) SOME AD FORMATS ARE UNAVAILABLE IN SOME COUNTRIES, SO VALUE SHOWN HERE MAY UNDER-REPRESENT MESSENGER USE. **COMPARABILITY:** METRIC AND SOURCE CHANGES. SEE NOTES ON DATA.



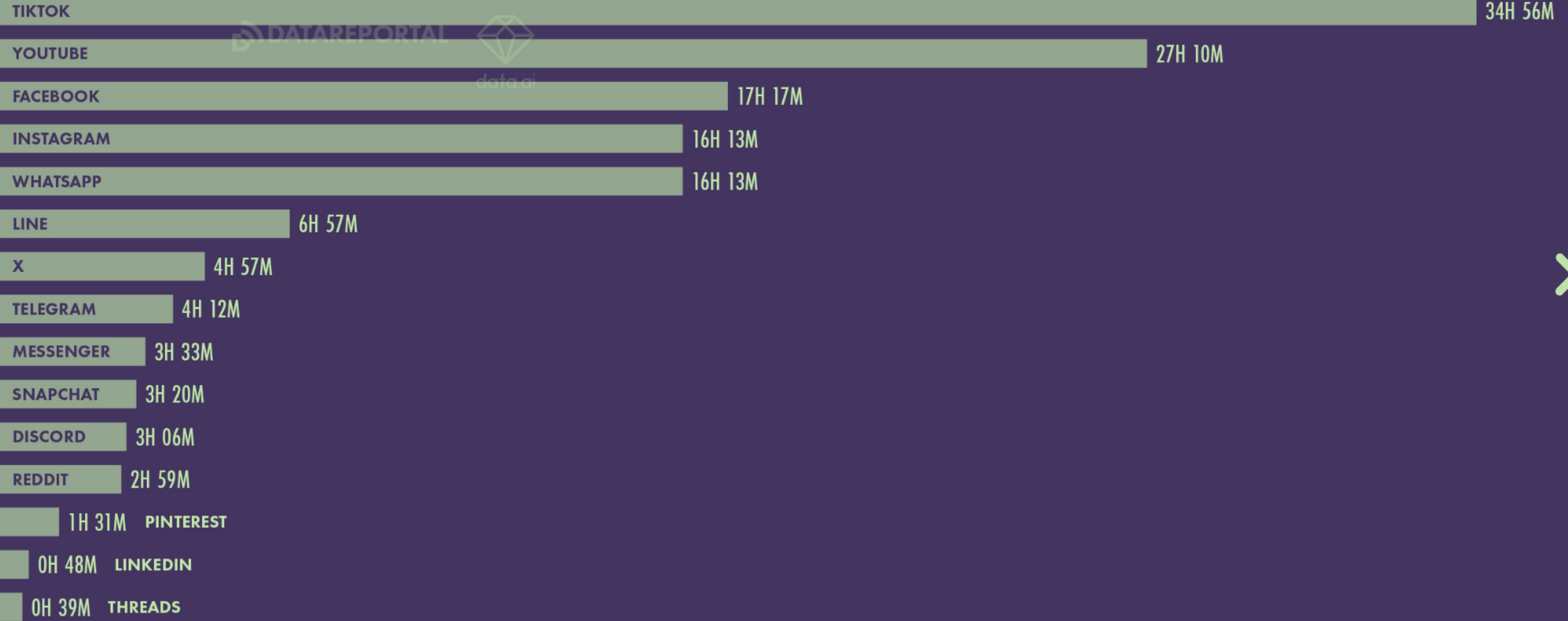
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2025

SOCIAL MEDIA APPS: AVERAGE TIME PER USER

AVERAGE TIME PER MONTH THAT ACTIVE USERS SPENT USING EACH PLATFORM'S ANDROID APP IN NOVEMBER 2024



GLOBAL OVERVIEW



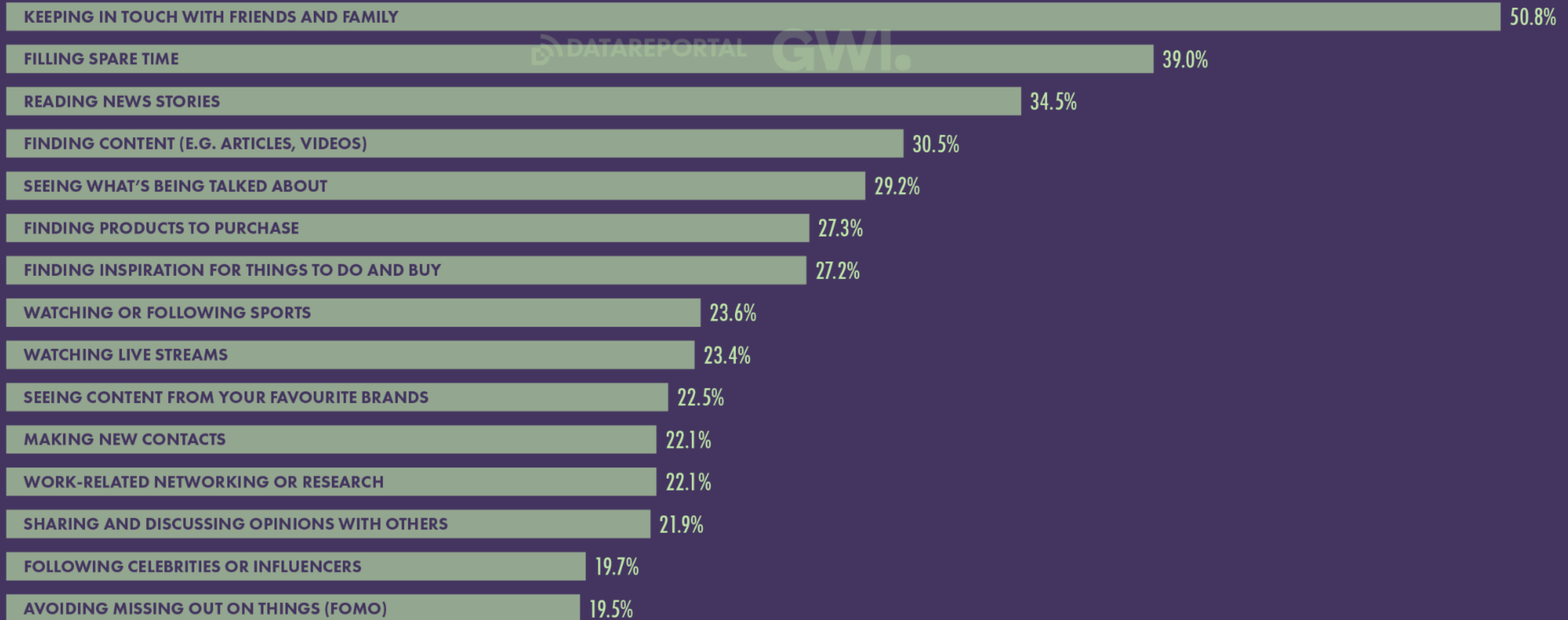
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MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16+ USE SOCIAL MEDIA PLATFORMS



GLOBAL OVERVIEW



SOCIAL MEDIA IS ALWAYS CHANGING...





The University of Manchester @official-uom.bsky.social · 1mo

Hello Bluesky 🙌

This is The University of Manchester's official Bluesky account 🦋💜

Follow for groundbreaking research, University achievements, and compelling news stories.

💬 What other content would you like to see here?



WHY YOU SHOULD HAVE AN ONLINE PRESENCE



You're too online. Okay?

HBO

THE BENEFITS



Awareness raising



Widen your network

Collaboration opportunities

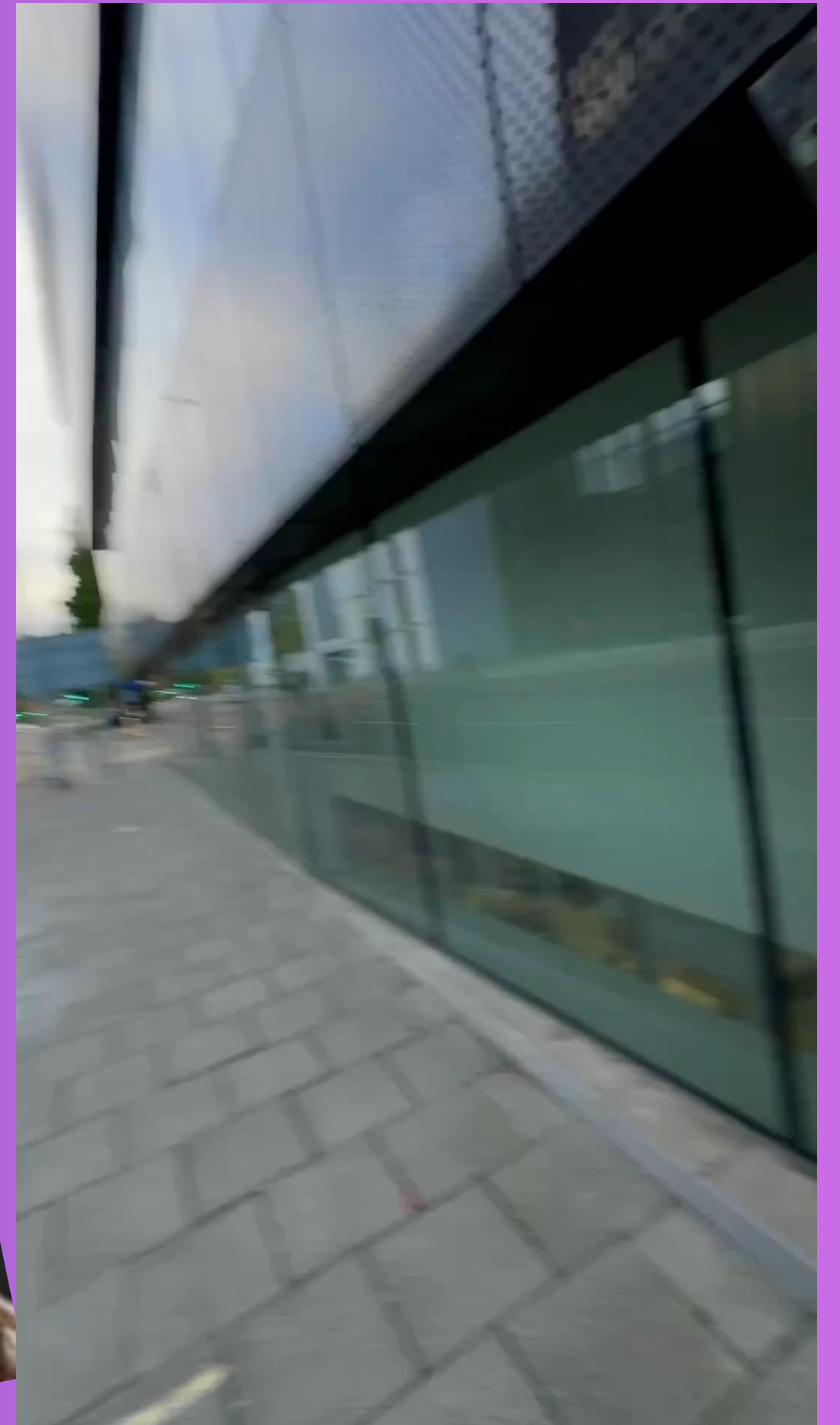


Gain funding

Media opportunities

Increase pathways to citations

HOW WE WORK WITH RESEARCHERS





CONTENT



Instagram Reel
TikTok



Article
Blog



Corporate style
video



Link post



Carousel photos



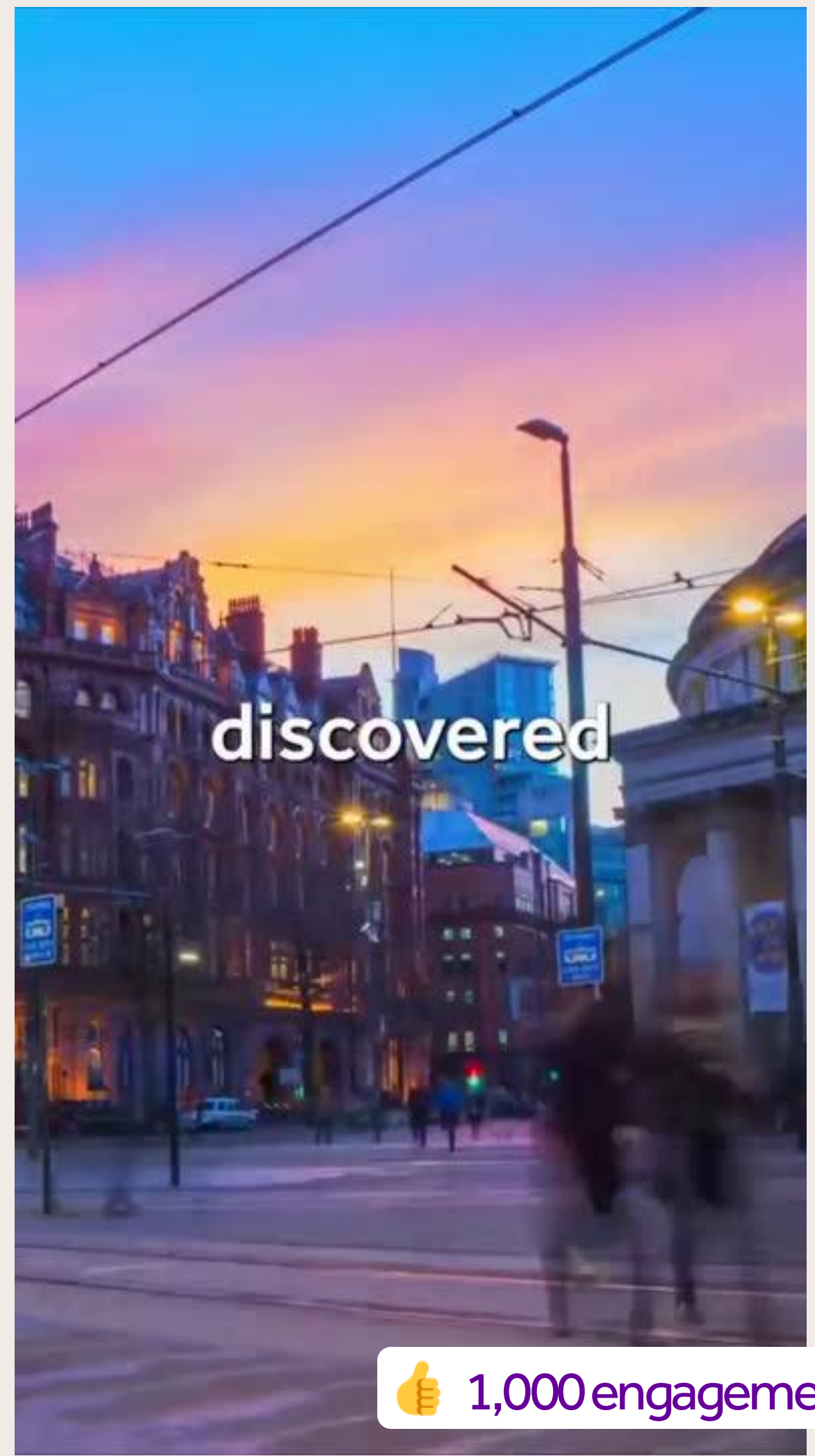
Quiz
Poll





👁️ Reached 20,000 people

✍️ 200 responses





 Reached 20,000 people

 200 responses



Have you ever wondered where the boundary between classical and quantum lies?

In new research published today, Dr Jayadev Vijayan demonstrates a novel platform that could help us find an answer 🖱️ bit.ly/quantum-limits

Hear Dr Vijayan explain what it's all about 🖱️



MAKING THE MOST OF SOCIAL MEDIA

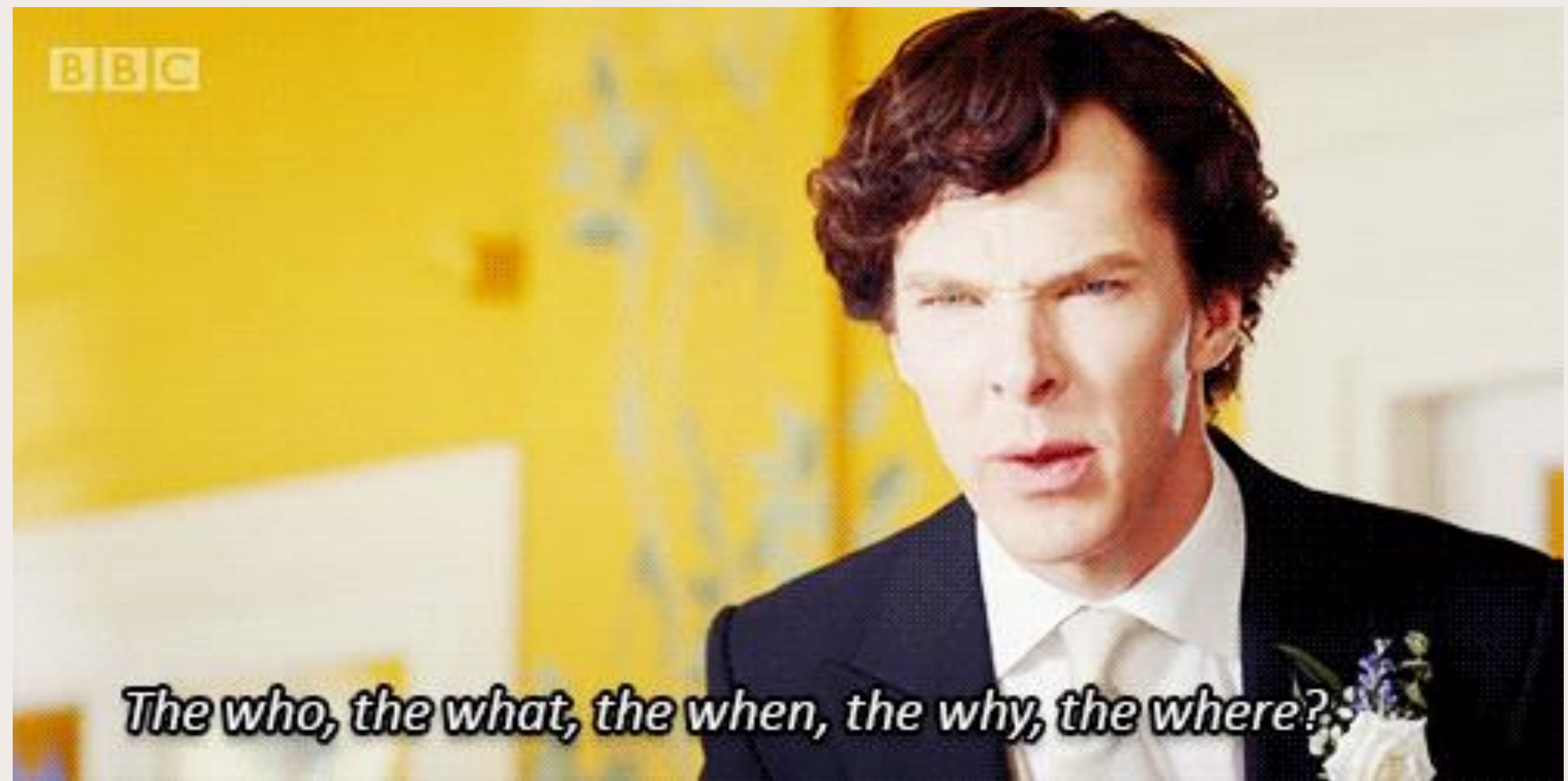


I DON'T EVEN KNOW WHERE TO BEGIN

**YOU DON'T
NEED TO BE
ON EVERY
CHANNEL!**



IDENTIFY OBJECTIVES, AUDIENCE AND PLATFORMS



HAVE A CONSISTENT DIGITAL PROFILE

- Keep it up to date
- Include links to all your social media channels
- Add your contact details
- Keep content clear and concise



MAKE USE OF UNIVERSITY RESOURCES

- [StaffNet: Promoting research](#)
- [Social Media Practitioner eLearning](#)
- Faculty colleagues
- Comms colleagues (us!)

Promoting your research

Home Promote your work Your profile Influence public policy Research beacons Training Tools and resources

A resource for academics and researchers
Access the tools and support you need to reach new audiences

Hit the headlines
How to generate media coverage

Talking about the University
Presentational materials and resources

Get noticed
Access social media support

Influence public policy
Make connections in local and national government
Read more >

Support for your international visit
Communications support to promote your research overseas
Read more >

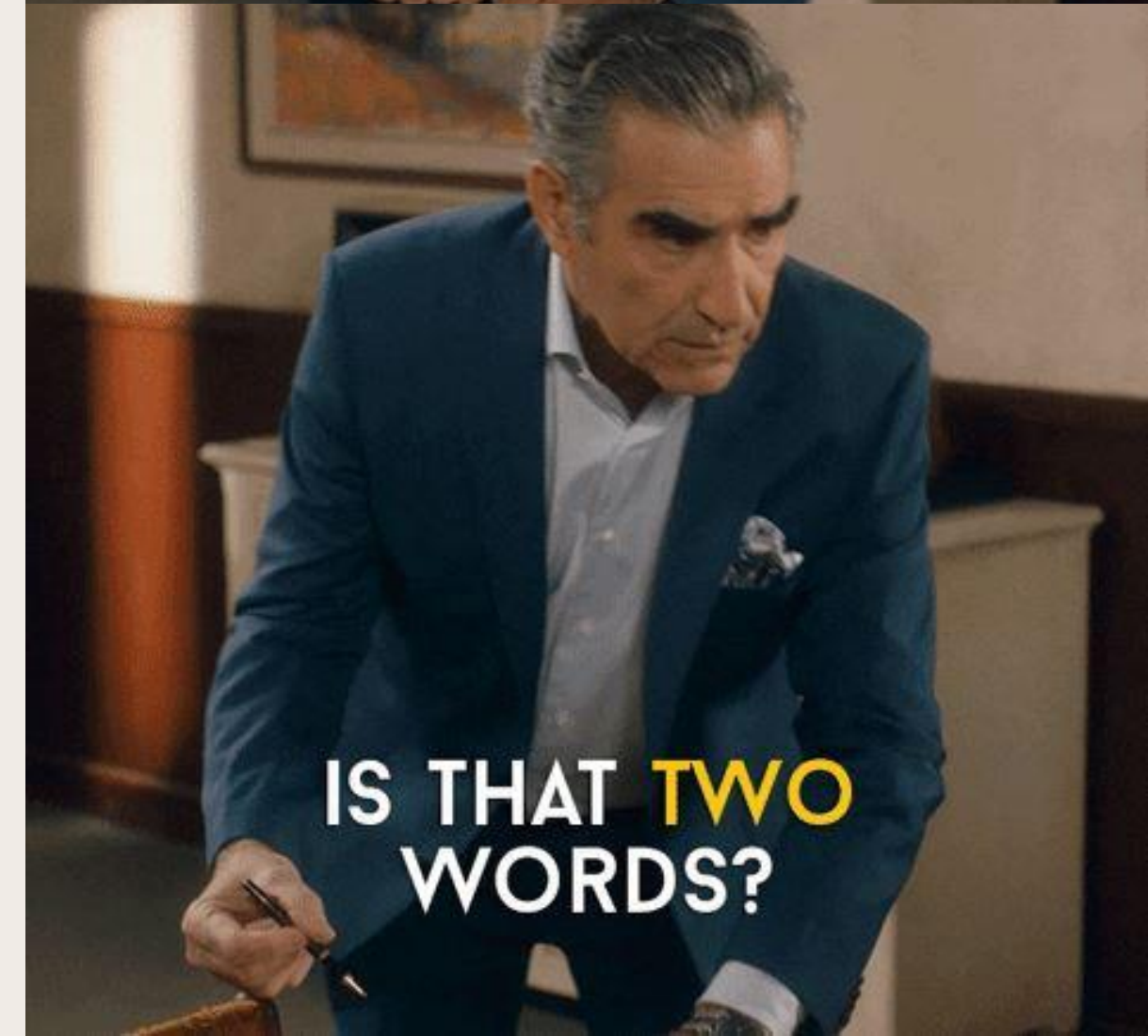
Share your story internally
Make staff and students aware of your work
Read more >

PRACTICAL SOCIAL MEDIA TIPS



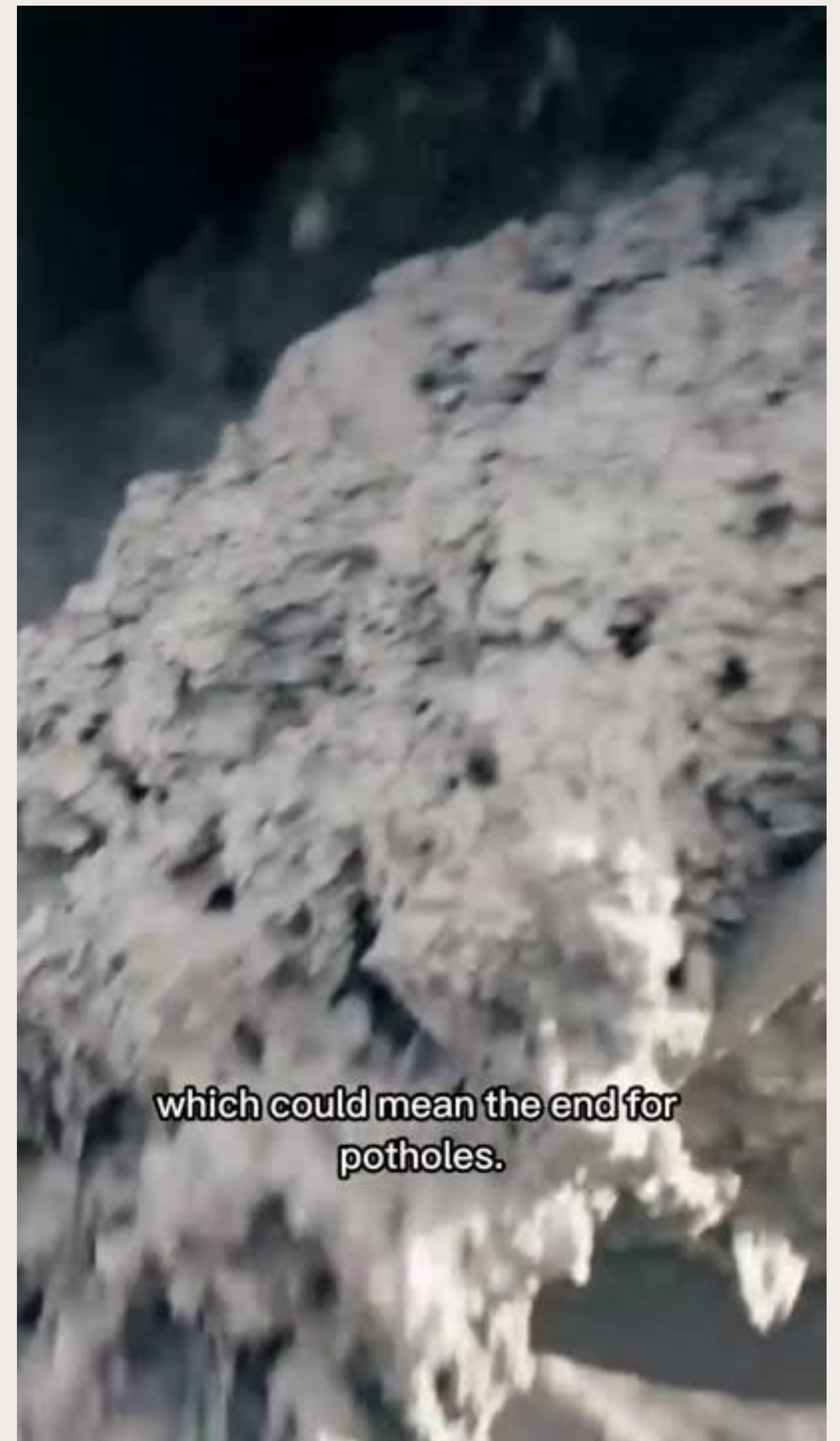
RELEASE YOUR INNER CONTENT CREATOR

- Film portrait
- Consider your background
- Stabilise your camera
- Good lighting
- Frame yourself properly
- Speak clearly and confidently
- Make use of free design tools like Canva and Adobe Express



ADOPT A CASUAL AND FRIENDLY STYLE

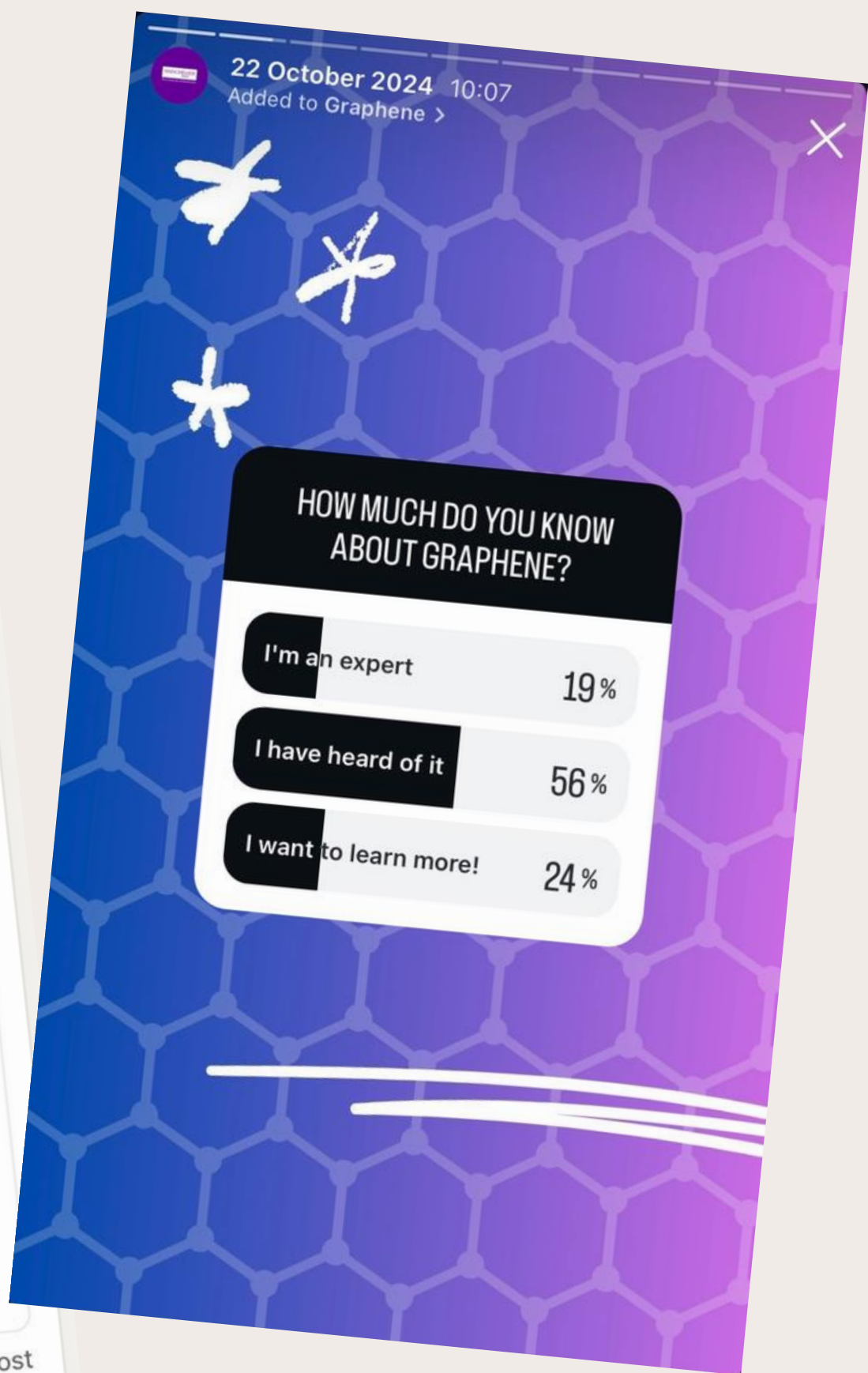
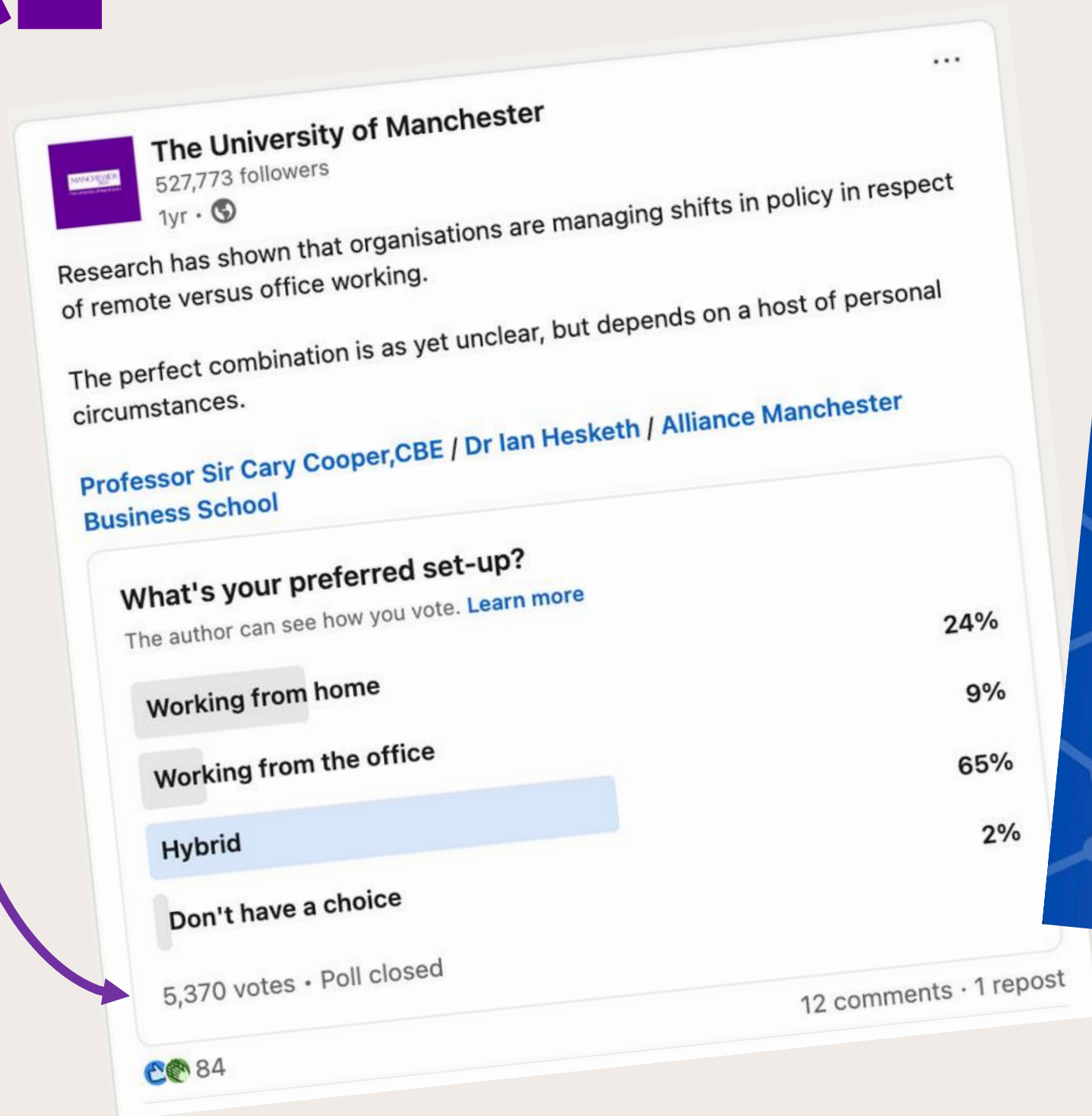
- Think about your tone
- The first 3 seconds counts!
- What is the hook?



which could mean the end for
potholes.

ENGAGE WITH YOUR AUDIENCE

✓ 5,370 votes



PHOTOS AND VIDEOS ARE KEY



 95,000+ video views

 4,900 engagements



The University of Manchester

526,893 followers

1w • 🌐

□ Researchers have discovered that the molecules found in soap can naturally find their way through a maze using the shortest path, with little penetration into dead ends.

The discovery may sound a little peculiar, but the finding mimics transport processes in complex branching networks found in the human body, like our lungs. It may hold the key to understanding how liquids, such as certain drugs, travel through these networks, which could help medical scientists find new and more effective therapies.

Read the full story: <https://lnkd.in/ei3nQYzZ>

Soap when it's faced with a maze:





The University of Manchester

526,893 followers

1w • 🌐

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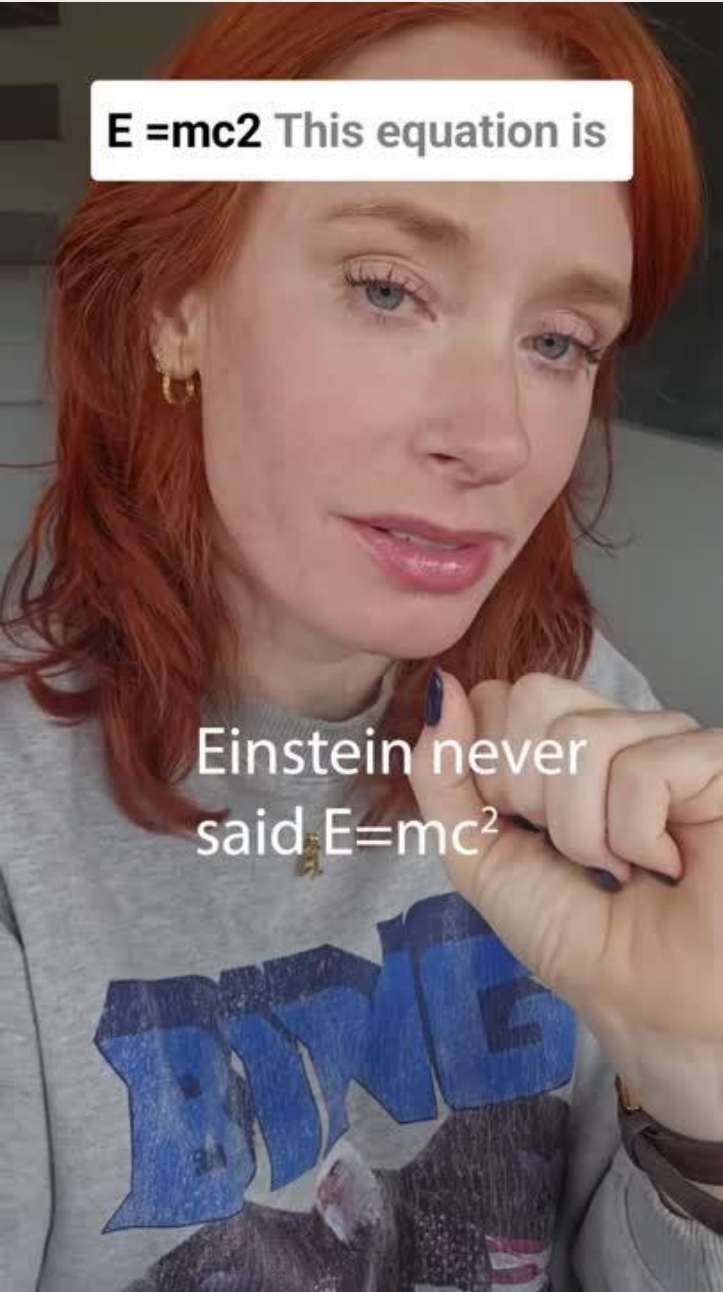
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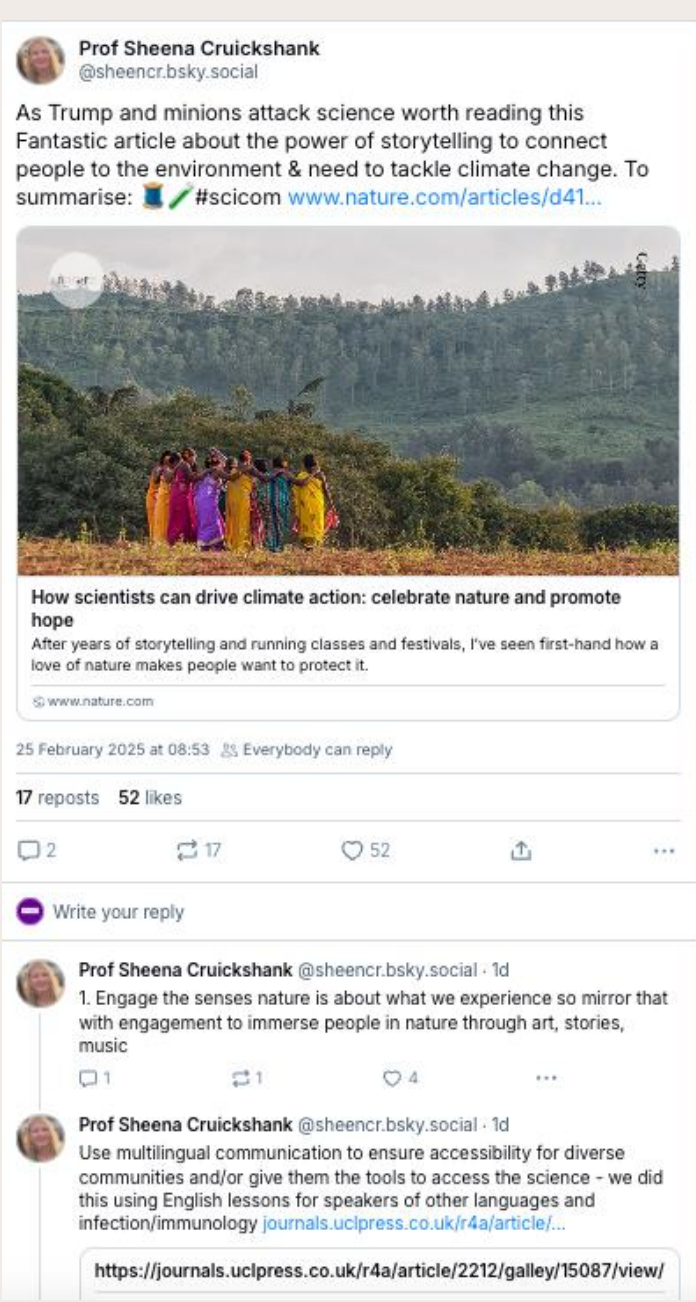
Soap when it's faced with a maze:



**THINGS YOU
CAN DO
RIGHT NOW**



SELF-RECORD



ENGAGE



SELFIES



CAMPUS OR LAB PHOTOS

KEY TAKEAWAYS

01

REMEMBER WHY
YOU'RE DOING IT

02

VISUAL MEDIA
IS KEY

03

REACH OUT!

04

POST SOMETHING TODAY

THANK YOU!

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