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WHAT IS SOCIAL MEDIA?

Social Media is the term given to internet and mobile-based channels which allow users to interact together and share opinions and content. It is an ever-changing medium with popular networks in the UK including Facebook, Twitter, LinkedIn, Flickr, and YouTube, chat applications like Snapchat and WhatsApp, and blogging websites like Wordpress and Tumblr. These sites not only increase awareness of a brand, but can provide users with customer support, and networking opportunities for those joining up.

**Facebook**

Facebook is a social-networking site where users can add friends, send messages, and build their own profiles and pages. It is where businesses like to send customer traffic to for social interaction. Whether the messages are positive or negative, companies will use Facebook to send out their messages and to receive feedback. Facebook is one of the top traffic sources for sending people to websites, and Google and Bing use Facebook traffic as a way to influence rankings for websites on their search engines.

**Twitter**

Twitter is referred to as a ‘microblogging’ site that is solely based around ‘tweets’ which are messages of 140 characters or less. Twitter correspondence is quick and to the point allowing a simple monitoring of conversation. What your audience is saying can have a real impact, and getting retweets and interaction can really push your channel. Just like Facebook, Twitter can help push traffic to your website and forms part of Google’s search rankings. For example, Twitter is one of the top results for searching UEA on Google.

**YouTube and Flickr**

YouTube is a video-sharing website where users can share and upload new videos. Videos can entertain, inform, or both. It can act as a powerful channel to help sharing visual content. Flickr, on the other hand, hosts both images and videos, and can be useful for increasing brand awareness on image searches. However, users expect to see content of a high quality on the website, and the best place for lower quality videos and photographs is on Facebook pages or even Instagram which has become a popular mobile device for sharing photography and imagery.

**LinkedIn**

On LinkedIn you are more likely to find graduates and business professionals as well as experts in particular fields. For teams and services it is beneficial for networking. There is a huge number of UEA graduates on LinkedIn, operating on a large number of groups. The most popular group is run by our Alumni team. There are also groups for graduates from most schools. The Marketing Team runs the main university ‘Education’ page.
SOCIAL MEDIA AT THE UNIVERSITY OF EAST ANGLIA

All social media users at the university should familiarise themselves with Human Resource’s “Code of Conduct on Social Media Use”. All administrators of social media accounts should also read the Communication Office’s “Social Media Policy”.

The University of East Anglia expects all of those staff using social media channels affiliated to the university to understand the technology and guidelines we have produced below. The Central Marketing Team is happy to answer questions or concerns about social media by emailing marketing@uea.ac.uk.

We are not responsible for the social media channels affiliated to the student union.

The university’s main social media accounts are:

Facebook: http://www.facebook.com/ueaofficial
Twitter: http://www.twitter.com/uniofeastanglia
YouTube: http://www.youtube.com/ueaofficial
LinkedIn: http://www.linkedin.com/edu/school?id=12699
Tumblr: http://uniofeastanglia.tumblr.com
Instagram: http://instagram.com/uniofeastanglia

The Marketing Team also oversees a WhatsApp service at UEA Open Day which it utilises to stay in touch with prospective students. A case study can be found on the Picklejar Marketing Blog.

Finally, the Marketing Team operate the ambassador account on The Student Room forums.

The student union’s main social media accounts are:

Facebook: http://www.facebook.com/ueastudentsunion
Twitter: http://www.twitter.com/unionuea

AFFILIATED UEA TWITTER ACCOUNTS

Up-to-date lists of academics, schools, and services can be found on Twitter here.
CONSIDERATIONS BEFORE USING SOCIAL MEDIA

Before committing your organisation, school, or team to using social media we recommend booking a meeting with the Central Marketing Team to discuss your objectives for using social media. We would ask that you consider the following questions:

1. **Do you understand the technology?** When creating a social media channel consider looking for someone in your team or department that is already familiar with the medium to help create the channel and maintain it. From time-to-time the university runs CSED courses surrounding social media, but unfortunately does not provide specific social media training at this time.

2. **Do you have the time to maintain your feed?** If it is someone else in your team who will take charge if they are ill or on leave? Social media is not about one sided conversation and so time should be taken to monitor correspondence. There is an expectation that administrators will respond to questions within 24 hours.

3. **What are you aiming to achieve?** Do you want to improve internal communications, promote a brand, or increase event participation? How can social media help you to achieve this? Social media needs a sense of direction.

4. **Who is your audience and have you identified the best channel for your audience?** Is it prospective students, current students, the community and public, or alumni? Facebook can appeal more to a younger audience than, for example, LinkedIn would. Different audiences and different websites will require different messages.

5. **How will you measure success?** Will you base it on the number of traffic social media brings to your website, the number of followers or likes your feeds achieve, event participation, or the amount of discussion on your page? Engagement is the key for success.

6. **Do you have enough content for a Facebook or Twitter page?** Will they care? If your audience is not left interested, or the page is not kept up-to-date, they are unlikely to sign up or join in any discussion. Posting the same thing several times a day without thinking of different angles could also be considered spamming. This can have a negative impact on a brand. For one-off events you may not have enough information for a Facebook page, and so you might want to create an event to display key information about what you are planning and then encourage users to share with other users rather than creating a page that is left unmanaged after a certain date. For smaller audience you may also want to consider a Facebook group where, unlike Facebook Pages, you can decide who becomes a part of the community.

7. **Can you offer something unique to the university’s social media sphere?** Your audience are unlikely to have to follow you for a repetition of content that the university is already providing on its main channels. Retweets and shares of our content are welcome – but try to create your own content. It might be possible for some of your content to be shared on the corporate social media accounts to engage bigger audiences on social media. See Page 6 for more information.
8. **Can you offer a unique identity?** All feeds need appropriate usernames and should be kept fairly short and memorable. On Twitter the username will be the word that users use to respond to comments as well as being able to identify your channel. Our key corporate channel on Twitter uses @uniofeastanglia. On Facebook the username forms part of the URL which helps users to find the page, and the name of the page is what users will type into their search bar.

For example, our general account is named 'University of East Anglia (UEA) and the URL is http://www.facebook.com/ueaofficial. Facebook is strict about changing usernames so this needs to be thought about carefully. All new Facebook channels must include 'University of East Anglia (UEA) in the title - School of Biology, for example, would not be sufficient for students to find. There should be further consideration for the design of the channel to ensure it meets the university’s branding guidelines. More information on design can be found within this document.

**ALTERNATIVES TO SETTING UP A SOCIAL MEDIA CHANNEL**

Around the university there are hundreds of social media accounts being created, and some simply have been poorly resourced by individuals and/or teams. The Marketing Team discourages the creation of Facebook and Twitter accounts where the above has not been considered. Social media usually requires a lot of time and resource, and success does not happen overnight. This should not be seen as a barrier, however, as there are other ways to get the word out on social media.

Every school has social media accounts and school administrators will be happy to receive your content to consider for their channels. This could be in the form of a web link (by making sure there’s a UEA webpage detailing the information you wish to promote), a blog post, an image (a photograph or on-brand visual), or a video (either professionally produced or a suitable video taken on a high quality camera phone or tablet).

You should also utilise personal accounts which exist around the university. Academics are networking with others in their field of work/study on a daily basis, and can often be a good way to get the message out. Encourage them to tweet, post on Facebook, or update their LinkedIn with the information.

Contacts like the Faculty Marketing Team also talk to you about the possibility of paid for promotion on Facebook, LinkedIn, or Twitter. This could involve utilising the school accounts to reach targeted audiences with paid-for promotional messages should you have budget available.

The existing university corporate channels might be able to help too. For example, @UEAResearch can promote research messages. The Events Team can push event information out on @UEAEvents. The Internal Communications Officer can push messages to students using @UEASTudents. Messages for prospective students can be considered for @HeyUEA. These could then be retweeted by @UniofEastAnglia. Please email marketing@uea.ac.uk for more information.

Internal messages can be considered for the weekly Info@ emails, or on the Portal pages. For big news stories and information which could be of interest to the media please consider speaking with the Communications Team.
RISKS WITH SOCIAL MEDIA

Social media is an opportunity to engage with your audience, and if used in the correct way can be very positive. However this does not mean every organisation will get an easy ride.

You should approach social media with common sense. If you wouldn't say it face to face to your audience you should not say it on social media.

Terms of Use

The university has acceptable terms of use statement listed on their Facebook channel (see further in this document) which applies to all channels that are affiliated with the University of East Anglia. These house rules should not just apply to students, but all of those users of social media who have an association with the university who use our channels. We recommend that users read these rules, and also take a look at the overall rules provided by Facebook, Twitter, and YouTube when joining the sites.

Resource

There is nothing worse than a social media account which does not get updated regularly. The advantage of social media is that it is instant – if you cannot dedicate the resource required for social media we would discourage using it. Inactive accounts could be closed in accordance with the Communication Office’s Social Media Policy.

Security

While your social media accounts need to be secure, we recommend a central password safe within your team or office so that other access the account should something happen to the named administrator. If the administrator leaves or takes a period of absence someone should be available to pick up these social media accounts.

Be honest, public, and open

If you make a mistake on social media you should be honest about it. If it is necessary to apologise for a mistake it is better to be open about it than to remove something and pretend it never happened.

If someone is critical on your social media channel your response should be public and open. Where possible we encourage you to respond to comments in public by a Twitter reply or Facebook wall comment. This is seen to be more a positive approach to customer service. In some instances a longer private reply by email may be the only option - it is therefore advisable to request the user sends you an email so you can take it away from public eyes.

However, sometimes you will experience more difficult users of social media who feel wronged by your organisation and will therefore post a merited attack. They are not the easiest of people to deal with because their posts are likely to feel very personal. However, there is often a genuine reason behind their comments, and you should keep a professional, polite, and positive stance about it. Remind them that
their concerns are being listened to - the way you respond to such comments is often what the public will take most interest in.

**Spammers and Trolls**

If you come across a reputational issue on social media please contact the Communications Team for advice. As a social media account administrator you are expected to remain professional at all times. Take on board feedback. Remove offensive comments or spam where appropriate.
BEST PRACTICE FOR SOCIAL MEDIA

ADMINISTRATING A CHANNEL

Tone

Try to keep the tone consistent when posting. This is why we would recommend restricting administrator access to just one or two key people. An approach that is personal rather than corporate will go much down better. Despite this advice you should still avoid text talk, and avoid poor grammar or spelling. This will soon be highlighted by students – and does not look professional. Try to avoid posting jargon or acronyms which can complicate your posts.

Be respectful

Anything you post on social media will reflect on UEA and your field of work. While we recommend an informal tone to create discussion, you should always remember who you are speaking to, and that you are responding on behalf of the University. When responding to people who disagree with posts you should try to be constructive and courteous, and avoid arguments.

Timings

The positive of social media is its instant nature, but this means there is an expectation for the voice behind an account to respond promptly. Manning a public social media channel is not a 9 to 5 job because people will respond at all hours of the day. While it is not possible for everyone to respond instantly 24 hours a day it is expected that you will respond as quickly as possible – particularly when communicating with audiences about important news or emergencies.

The information you provide should be accurate and if you cannot answer a question you should let the person enquiring know you are looking into their enquiry.

Be all ears

Seeing what others have to say and acting on the feedback you receive will make your audience’s experience more positive. Check your feeds regularly to see what people are saying in response to your interaction.

If you have the budget there are comprehensive monitoring tools available to monitor Facebook and Twitter, however it is likely most departments will opt for free monitoring tools. TweetDeck (for Twitter) and Hootsuite (Twitter and Facebook) will allow you to check for replies and mentions. Twitter searches should be set up to look for keywords related to your organisation, team or department – for example, searching for “UEA” and “Literature” will find comments not directed at LDC but mention information related to that department.
Smartphones and phone applications mean that you do not need a computer close by to check for comments either. We would recommend the standard Twitter tools for all mobile phones. Third-party apps also offer different features which may help with your work.

**Think before you post**

1. Have a common sense approach to the content you post on the internet. Your content is public and can spread fast. Even something you think might be private could still filter into the public domain.

2. Do not post anything that could put yourself or the university into a difficult position. Be mindful that these rules should be applied to content posted on your own personal accounts if affiliated to UEA.

3. If you’ve made a mistake, be honest about it, and tell your audience.

4. Prepare a content plan before you launch into social media so you know what you’re going to post, and so others can pick up the work in your absence.

**Numbers**

Do not spend too long on social media. There is nothing worse than a page broadcasting a number of messages per day to a very small audience. At the same time, do not get hooked up on trying to gather lots of followers – it is better to appeal to an engaged targeted audience than a large audience uninterested in what you have to say. Reflect back each month on what has worked and what hasn’t worked. Look at the number of likes, retweets, or shares. Facebook provides a free insights tool on the website built into Facebook Pages, Twitter has an analytics tool ([analytics.twitter.com](http://analytics.twitter.com)). If you are not gaining new followers and engagement is it worth your time? Regularly review your strategy.

**Imagery**

Try to make your posts eye-catching – particularly on Facebook where some users will follow a large number of pages and groups. Imagery is a good way to capture a user’s attention, and they do not have to be a work of art if they are only going to be used on social media. Photographs on Facebook can be easily shared, and when a user likes it in some cases it will appear on friends’ feeds. This can help in spreading a message, but remember to respect copyright, and to credit appropriately if the image has a Creative Commons licence. Please also ensure you have permission of the subjects in the photographs before posting.

If your account is UEA affiliated it should try to reflect the brand where possible, so speak to the marketing team for advice on this. Make use of the Asset Bank website for photography ([assetbank.uea.ac.uk](http://assetbank.uea.ac.uk)).

Videos are also a good way of engaging users. Videos produced on handheld cameras and mobile phones are acceptable on social media, although should not be placed on the website.
BAD EXAMPLES OF HIGHER EDUCATION SOCIAL MEDIA

In this example (left) this University has given a formal approach to their status update and even signed off the status with ‘Kind Regards’ and their name. There is no need to be this formal – a personal informal approach is better. It was also left until 15 minutes before lunch time to inform students the University would be closing at 12pm – to the frustration of those who wanted to know much sooner than that. The University has also failed to respond to questions in comments after that, highlighting the importance of the fact that social media is not just a 9 to 5 job – especially so on snow days!

Similarly this university (left) has been actively posting marketing and news on their Facebook page but has not been responding to current students and prospective students with questions. If you do not know an answer to their question straight away is to be honest! Tell them that you do not know, and that you will ask colleagues to see if they can provide an answer.

University of East Anglia’s Social Media Marketing Guidelines (September 2016)
GOOD EXAMPLES OF HIGHER EDUCATION SOCIAL MEDIA

When the snow arrived at UEA in 2013 we made sure that students were kept aware of any possible disruption to their day through social media updates, and reminded students of their email and portal accounts should they need quick updates on cancelations of lectures or seminars.

To vary these messages, and to make them appear more appealing on news feeds, we added user-generated content of the snow and credited the students for their photographs.

These were well-liked and shared by students and the wider community, which spread the message further to those students who have not yet liked our page.

Messages are posted not just during the working day but out-of-hours too, alerting our social media audience of any significant events that need to be urgently publicised. Social media is built into the university’s crisis communications plan.

The second example (left) shows how we are using monitoring tools to learn where people are making important decisions about university. This is only possible by making use of social media monitoring tools (mentioned later in this document). While we would not expect departments or services to enter into such conversations, it is recommended to look out for references to your team or department. For example, the business school may look for references of UEA and business too. This is useful for open days where you’ll be able to pick up feedback from the event that relates to your team.
MARKETING YOUR SOCIAL MEDIA CHANNELS

A new social media channel won’t bring you instant success without a push to market your channels – it is a long process that will take time.

These are just some ideas that might help you capture the attention of your audience:

- Ensuring publications feature your Twitter or Facebook usernames
- Use your social media channel addresses in email signatures
- Include the usernames in your contact details on letterheads
- Mention it on the front of your website
- Promote it at open days through talks and literature
- Incentivise take up with competitions or giveaways
- Use a Twitter hashtag for events that have the potential to bring in large amounts of interaction and promote them to attendees.
- Engage with other University channels and those associated with your field of interest.
- Create Twitter lists – become a source of wisdom in your field of interest.

We recommend following the University’s official channels as well as other departments, teams, and organisations on campus. You will find that local organisations also will want to converse with you, and those working in the same field of work as yourself. By following these sorts of people you will gain the social network ‘word of mouth’ which will help to deliver your messages to new audiences.

If you need any help with marketing your social media channels please contact the Marketing Team at marketing@uea.ac.uk and we can talk through your options.
SETTING UP SOCIAL MEDIA CHANNELS

FACEBOOK PAGES: THE BASICS

Profile Picture
This should be a unique identity to your school or department. There should be no confusion over identities. Perhaps a photograph of your school?

Cover photograph
An appealing and attractive photograph is required. It should be suitable for widescreens and different devices.

Try to make use of the tips on the previous page for naming the page, and keep in mind that the category, name, and username cannot be changed after you have created it.
You then need to consider customising your Facebook page by:

**Uploading a photo**

A profile photograph will appear as the main icon for your page and every time you comment or post a story it will appear in news feeds. Your picture needs to be a square picture – so be aware that long pictures may be cropped as a result.

**Writing an ‘about’ section**

The about section is just 2-3 sentences about your organisation or department. It will appear on the main page so make sure it is interesting but succinct. Include a website back to your web pages too, and a reference to UEA if appropriate. Include a link to the house rules in the description (mentioned in this document) to ensure users are aware what is acceptable or not.

**Using the admin panel**

Once your page is up and running the ‘edit page’ option in the administration panel will give you further options to customise your page. The ‘update info’ tab allows you to update basic information already provided but also an extended description. You can also add in administrators (although our advice is not to add in too many) and you can also manage page permissions.

**Cover Photo**

You will also want to add in a cover photograph. The design of a cover photograph should be eye catching and entice people to like your page to subscribe to your updates. The dimensions of this photograph should be suitable for big monitors and different devices. You may choose to use a photograph of your building, your customers or students, or the field of interest you work in. Remember if you use photographs of people to ensure you have the permission to use them in marketing materials.

**Posts**

Remember to use a mix of text posts, attractive imagery, videos and even polls to interest your audience. Just like with any web page, users are not going to be as engaged reading lots of text, and so a mixture is advisable.

**House Rules**

We would recommend trying to include the university’s house rules for social media. Every page should do this - this will offer guidance for those posting on your page. You can do this by creating a static page using free applications available on the web, or by linking somewhere in your description to our rules. The text you should use is the following (please adapt for your team):
University of East Anglia Facebook Page House Rules

This Facebook page is monitored by ________________ of the University of East Anglia.
We welcome contributions from everyone, but we ask users of our Facebook page to interact in a respectful manner.
The University of East Anglia cannot be held responsible for comments, photographs, or wall posts made by visitors to the page. All posts on this page are the opinions of the author alone and they do not represent the views of the University. We will act as quickly as possible to remove any material deemed inappropriate.
Content of a commercial nature maybe removed if the purpose is to sell a product or service via our Facebook pages. Persistently posting such material could result in a ban from our pages.
By posting on the Facebook pages created by the University of East Anglia you agree not to post any content that threatens or abuses the rights of others such as obscenities, libellous claims, or vulgarity.
We reserve the right to remove any content that is deemed inappropriate. The University’s decision to moderate posts is final, and consequently no correspondence will be entered into.
The University will uphold the Statement of Rights and Responsibilities set out by Facebook and expects contributors to do to the same. If you see any inappropriate content on a UEA Facebook page please email ____________. Users may also wish to report content to Facebook by pressing 'report' under content.
We reserve the right to edit these house rules at any time without notice.

Once you’re on Facebook...

Remember to advise the Marketing Team when you have created a new account as per the Communication Office’s “Social Media Policy”. This ensures we have a named point of contact for social media accounts should any reputational issues arise. You can contact us via marketing@uea.ac.uk
TWITTER PROFILES: THE BASICS

When setting up a Twitter page your first point of contact should be the Central Marketing Team, who have a team member dedicated to social media. However, you may wish to consider the different design elements of a Twitter profile before getting in touch.

**Profile Photograph.** This should be a unique identity to your school or department. There should be no confusion over identities.

**Background.** Twitter no longer encourages background uploads.

**Header images** should be about 1500 x 500 pixels in size and can further demonstrate through imagery what your channel is about. Do not use text because on some devices it will get cut off.

**Your Twitter name** does not have to mention your connection to UEA but your **biography** must. The **username** should not exceed 15 characters and should be easy to remember. If you are unsure about usernames please contact the Central Marketing Team.
Choosing your name
Your username is very important on Twitter as this is the name that users will need to remember to both find you and message you. It should be short and needs to be unique. Remember the maximum number of characters is fifteen, and the number of characters will eat into your 140-character tweets! Try not to use special characters either. Examples of UEA related usernames include @uealdc, @uearesearch, and @ueastudents.

Upload your picture
Your Twitter profile will need a profile picture just like with Facebook and it will need to be a square image that represents your organisation, department, or school. Try to make it eye-catching, and do not use versions of the logo that could be confused with our main account. You should have a picture before you start tweeting.

Like with Facebook, Twitter has also introduced a header image which will appear when users click on your profile. Header images should be 1500 x 600 pixels in size and can further demonstrate through imagery what your channel is about. Again, this should be relevant to your field of work. Use of text is discouraged as on different monitors or screens it will get cut off.

Add a link
Remember to add a link to your website or blog to encourage users to find out more about you.

Write your Twitter biography
A Twitter biography is only 160 characters – no longer than a standard text messages. You should explain what you do and what you are tweeting about. If you are only communicating during office hours make this known in your biography.

Now you’re ready to tweet!
You’re now ready to search for followers and to tweet. Remember to keep in mind our best practice guidelines, and to let the Central Marketing Team details know of your account if it is affiliated with UEA.

Twitter Shorteners
It is better protocol that when you tweet a link that you do not include the full URL. Characters are limited to 140 on Twitter, and so a large URL can take up much of the message. Even if you can manage to fit it into a message those trying to retweet you may struggle. It is neater and more advisable that you use a URL shortener tool. These are typically free solutions, and usually come with plug-ins for internet browsers to save you having to open a website to do it. Bit.ly, Po.st, and Tiny URL are some of the most popular solutions for this.

Hashtags
Hashtags are words or phrases prefixed with the 'hash' symbol and operate in a similar way to category tags on blogs. They are used in tweets to add context. For example, if a user included #ueaopenday in their tweet other users would be able to search for this hashtag to find other tweets about our Open Day.
Without such a hashtag those tweets would be hard to find unless they made a concerted effort to include a common word like that.

Anyone can search for hashtags as they can be performed on the Twitter website, applications, and mobile apps.

Hashtags are ideal for getting people involved during events – so if you’re organising something big why not think of your own and include on publicity literature? They should be short and relevant to what users are discussing. Where possible it should include UEA if it is an event at the university. Make sure it is unique before you publicise it.

**Once you’re on Twitter...**

Remember to advise the Marketing Team when you have created a new account as per the **Communication Office’s “Social Media Policy”**. This ensures we have a named point of contact for social media accounts should any reputational issues arise. You can contact us via marketing@uea.ac.uk
MONITORING YOUR SOCIAL MEDIA CHANNELS

These are some of the free solutions available to help with monitoring social media activity.

**Tweetdeck** (below) is a free Twitter tool that can be used in popular browsers like Chrome or Firefox. You can get real-time notifications of mentions and read Twitter searches to see what people are saying on hashtags. We recommend using Tweetdeck to search for posts on Twitter that may not be directly coming to your account but mention your organisation or department.

For example, a search for “UEA” AND “Business” would bring up results related to studying business at UEA in real-time. You can also use Tweetdeck to schedule posts.

**Hootsuite** is another free solution for monitoring Twitter searches and tweets - but will also monitor your Facebook pages too.
If there is budget you can also pay for tools which will analyse interactions and clicks that will produce reports like analytics, and offer more than one log-in for multiple users.

If you have a larger budget and want to have more comprehensive analysis of conversation and discussion in your field of work or surrounding your brand there are more expensive paid-for solutions available. Social Studio from Salesforce, Meltwater Buzz, or Falcon can allow you to monitor other social media networks. For example blogs, LinkedIn, Instagram, YouTube, forums, and news comments sections. Reports are comprehensive and it is possible to read through months, if not years, of interaction that has been said about your organisation. These tools can also offer more options for publishing.

Before you purchase a paid-for solution for monitoring your social media activity the Marketing Team would be happy to talk to you about this. Email marketing@uea.ac.uk to request more information.
MOBILE PHONE APPLICATIONS

The Twitter mobile phone application (left) for Windows Phones, Android, and iPhones is the most common solution for getting notifications about tweets. Other third-party apps offer multiple account support and notifications but also have built-in tools like URL shorteners like bit.ly, goo.gl, and Tiny URL to make it easier to tweet on the move. Just make sure you have an application that will not confuse your personal and professional work accounts – tweeting from the wrong account can be fatal!

Facebook offer an official ‘Pages’ app (see below) for monitoring, insights, and posting to your page.

There is also an official LinkedIn app. The applications can be downloaded from the iTunes Store or the Google Play store.
SETTING UP A YOUTUBE CHANNEL

Where possible speak to the Marketing Team for advice on video creation, as well as the best place to host video. UEA’s YouTube channel hosts most of the university’s main marketing videos, but there is strict criteria for what appears here.

Does it need to be seen externally? If not eStream from the Learning Technology Team might be suitable. Does it meet the requirements for video content? If not, consider using the video function on your Facebook page. You should also be aware in some international countries YouTube is blocked, which could limit your reach in some regions.

There are lots of things to be considered before you sign up – so do talk them through with us.

Remember that once your videos are out there to store the passwords and login information in a secure place. Once those videos are online and the account information goes missing it will be very hard to remove them again!

Historically starting up a YouTube account has required a Google account. When using a Google account to create a YouTube account it has meant that the video channel name matches the username. This can cause issues if it not the name required by the organisation, so take time to sign up, and do not rush.

Once you are signed up, you will be able to customise your channel just like any other social networking with an image that represents the school, department, or organisation along with choosing a colour theme. You will also need to add a profile name so people what your organisation is.

Remember, the Marketing Team offer guidelines for the standard expected from university department videos and they can be found on the team’s webpages. It is advised to contact the Marketing Team if you are planning to produce marketing videos.
A QUICK OVERVIEW OF BLOGGING

Another method of social media is through blogging. It is a good way to increase awareness of your work without needing to advertise. Just like when students have to produce essays on their course content, a department’s or team’s blog can help provoke opinions about news stories or research. This could inspire fellow employees, generate media opportunities, and increase search engine rankings. This can improve awareness of your work and boost traffic to other web pages.

Here are some examples of departments or groups within UEA that have produced blogs.

- [https://ueanbs.wordpress.com/](https://ueanbs.wordpress.com/) - Norwich Business School Blog

is the most common and flexible solution for creating a blog, but there could be scope for building a blog within UEA’s website, so talk to our team to see what options are available before you dive in. It is important you have a content plan before you begin. Again, this is something the Central Marketing Team might be able to help with.

The advantages to Wordress is the:

- Flexibility – Customisable widgets and plugins offer different ways for users to interact
- Open Source – It’s a free product for people to adapt
- SEO Friendly – Works well with search engines like Google and Bing
- Easy – There is nothing complex about using Wordpres
- Cost – No ongoing costs or licensing costs.

Please note that Wordress websites and self-hosting solutions are not supported by the Digital Innovation Team.

**Tumblr**

Some teams use Tumblr as an alternative to Wordress. Tumblr is used mostly for shorter posts and imagery, as well as networking, and has a simple interface. It remains a niche platform in comparison to blogging websites like Wordpres, but is popular with younger audiences that we want to particularly reach.
These are a few examples of Tumblr blogs:

- [http://uealdc.tumblr.com/](http://uealdc.tumblr.com/) - UEA’s School of Literature, Drama & Creative Writing
- [http://uniofeastanglia.tumblr.com/](http://uniofeastanglia.tumblr.com/) - University of East Anglia

If you have any questions about blogging please do not hesitate to get in touch with the Marketing Team by emailing [marketing@uea.ac.uk](mailto:marketing@uea.ac.uk).
GLOSSARY

Blog: A mix of ‘web’ and ‘log’ and used by individuals and/or companies to commentate on a story of their choosing. For businesses this will be to communicate extra commentary on a news story, information about the business, or analysis with customers, employees, or partners.

Content: A term used for online media which helps to tell a story – including images, graphics, text, videos, animations, sound clips, or text-based information. Visual content will help to make your posts more engaging.

Event: In social media this is a method of advertising something that is about to happen. On Facebook, users can create an event which will display on the calendar section of their feed if they accept the invitations. Users can promote this on their profiles, pages, and groups, as well as inviting other friends.

Feed: This is where content is delivered at regular intervals. This displays the latest blogs or social media activity on the particular network you have visited.

Follow: The act of monitoring a person or company’s online activity through Twitter.

Follower: Someone who follows your updates.

Friend (noun): Not someone you may have met in real life – but someone you’ve agreed to let follow your activity on Facebook.

Friend (verb): To ‘friend’ someone is to add or accept somebody on Facebook.

Group: On Facebook a group is created by an organisation as an area for discussion and interaction in different ways to a page or profile. You can choose who you want to invite into a profile, which is not possible with a page.

Hashtag: On Twitter, messages can be tagged with the use of a hashtag prefixed with the # symbol. These can be searched by other users to help with the flow of information and online conversations.

Like: A way Facebook users can show their approval about something which will be shared with their friends. This might be that they like a particular page on Facebook, or a website which has includes the like button.

Microblogging: The act of disseminating short messages across the web through websites such as Twitter or Tumblr.

Page: Different to Facebook profile, although the style may look the same. It is intended for organisations, companies, and brands to communicate messages with a wide audience. Only the owners of the page can choose what to send out publicly.

Profile: The online representation of an individual’s identity – for example a Facebook profile or LinkedIn profile.
**Share**: When you post specific online content with friends or followers – like a blog post, video, or link.

**Status**: A micro-blogging feature which allows users to update their friends on their thoughts, or whereabouts. Found on Facebook, Twitter, and LinkedIn, to name but a few.

**Stream**: Where you can see posts from friends in real-time. It keeps you up-to-date on what is happening.

**Tabs**: At the top of Facebook profiles or pages there are tabs that users can click on to see more content. They can include the info tab, the photos tab, and the likes tab (showing how many people have liked a page).

**Social media**: Any digital platform that encourages interactions between users online - YouTube, Facebook, Twitter, LinkedIn, Wordpress, etc.

**Tags**: These are keywords that you can attach to blog posts, images, or videos to help users find the content. It can improve your search engine rankings, and attract new audiences.

**Timeline**: The ability to see historical data on social media. For example the tweets that you have posted, the tweets you have opted to receive, or historical Facebook content.

**Troll**: Anyone consistently posting controversial material or posting deliberately offensive or irrelevant materials online.

**Tweet**: A message with 140-characters-or-less (including spaces) posted on Twitter.

**Wall**: A discussion board on Facebook where all comments are public.

**Wordpress**: The most popular Content Management System for bloggers. It is open-source and can be self-hosted or hosted by Wordpress themselves.
THE MARKETING TEAM’S USE OF SOCIAL MEDIA

The Marketing Team oversees the university’s corporate social media channels including the key Facebook, Twitter, LinkedIn, YouTube, Instagram, and Tumblr pages currently reaching an audience of nearly 200,000 people.

The Social Media Coordinator within the Marketing Team is dedicated to working on the university’s social media presence. Their role involves listening to conversation and dealing with customer service over Twitter and Facebook, running social media marketing campaigns to engage with prospective students, and dealing with requests for promoting events or stories on these channels.

The Marketing Team produces monthly reports highlighting some of the key conversation about UEA on the main networks, and also demonstrating the most popular marketing posts by retweets, likes, and clicks. If you are a member of staff and wish to be added to the distribution list for the social media report please send an email to marketing@uea.ac.uk.

The Marketing Team is happy to offer advice on setting up social media channels, or dealing with difficult questions and posts.

We continue to evaluate social media channels on a regular basis to look for new methods of communicating with existing and new audiences. For example, the launch of our WhatsApp initiative.

If you have an idea for UEA’s social media offering we would welcome your feedback. You can contact us by sending an email to marketing@uea.ac.uk.