

MANCHESTER
1824

The University of Manchester

UNIVERSITY OF MANCHESTER

Creating content

Tom Mason





...and your head it still remains a head
...remains a head
...North Island.
Work is starting due to resources on Long
Bay Peninsula. A school bus, including
a skull, teeth, a shoulder blade and five
bones, were found last July during
excavations for the building.
They are believed to be Māori, or pre-
European remains of a child aged about
6. The child's cause of death is
unconfirmed but studies into the remains
suggest the child experienced blunt force
trauma to the head.
An archaeological assessment has been
completed, including the significance of
the find from a Māori cultural perspective.

...at the recent Auckland buses, 50 per cent
of people attending the event used public
transport. For the 2008 event held at Eden
Park the rate is about 40 per cent.
After the column is installed sewage
discharge from boats in Auckland, I can
advise that holding tank pump-out
facilities exist at the following marinas:
Gulf Harbour, Orakei, Baywater, the
Outboard Boating Club, Viaduct Harbour,
Westhaven and Half Moon Bay, as well
as points in other towns and cities. If I've
missed some, please let me know.

Airport deal to noise issues,
say residents, Business BS

Want to add \$\$\$'s to the value of your house when selling?

Residential Specialists
across Central Auckland

Click here to find out how!

Jill Findlay
Keith Ward

09 815 8899

Harcourts

JK REALTY GROUP LTD

COMPLETE
GLASSES

From
\$69

We believe buying
so all our prices
single vision le

Over 50 stores now o
Visit specsavers.co

Price complete with PENTAX
may differ. Extra options not
can be used with any other

Digital marketing doesn't live in a vacuum







CONTENT

IS

ANYTHING

THAT

adds value

TO THE

READER'S LIFE

- What content is best going to get your message across?
- Why will your audience like it?



What sort of content can I create?

- GIFs
- Video (pre-recorded / live)
- Images (brand graphics / photos)
- Blogs and Shorthand Social
- Curated content (Storify / Twitter Moments)
- Audio content (Soundcloud)

Creating content

Event

Video interview with speaker

Graphic to promote event

Hashtag

Repurposed content

Live tweeting

Blog post reviewing event

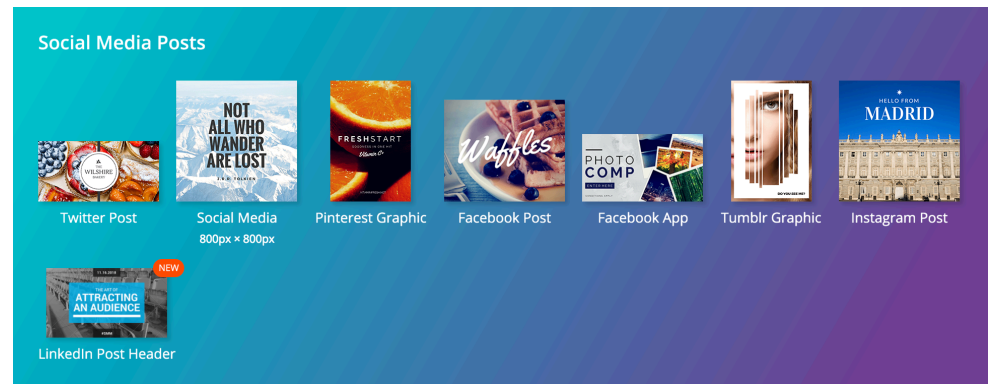
Sharing photos

Storify

Sideshare

Creating content: Brand graphics

- Canva
- Limit text
- University logo
- Open Sans
- Photography / logos
- Adobe Illustrator templates



MANCHESTER
1824

The University of Manchester

MANCHESTER
1824

The University of Manchester

On f
+ cli
char

MANCHESTER
1824

The University of Manchester

The University of Manchester
ranked fifth in the UK for gradu

Global University Employability Rank
The Times Higher Education

MANCHESTER
1824

The University of Manchester

Wellbeing Week
14 - 20 November

Audio and GIFs

- Interview clips
- Dictaphone app
- Edit using *Audacity*
- Hosted on *Soundcloud*



GIFS

Giphy.com



Video

- Recorded on an iPhone
- Camera tripod with phone attachment
- £50 microphone
- Edited on iMovie app
- Uploaded directly to social media



The University of Manchester dropbox

The Division of Communications and Marketing distributes a monthly content pack with content for use to promote University-wide events

Keen to include colleagues' content in the University social media dropbox

Making campaigns work for you

- How can you expand University campaigns for your audience with content?
- What relevant content can you offer the audience?