

A photograph of the University of Manchester building facade, featuring a large Gothic archway. The building is made of light-colored stone and has several tall, narrow windows. The archway is the central focus, leading to a courtyard area with trees and people in the background. The sky is overcast.

MANCHESTER
1824

The University of Manchester

UNIVERSITY OF MANCHESTER

Creating content

Tom Mason

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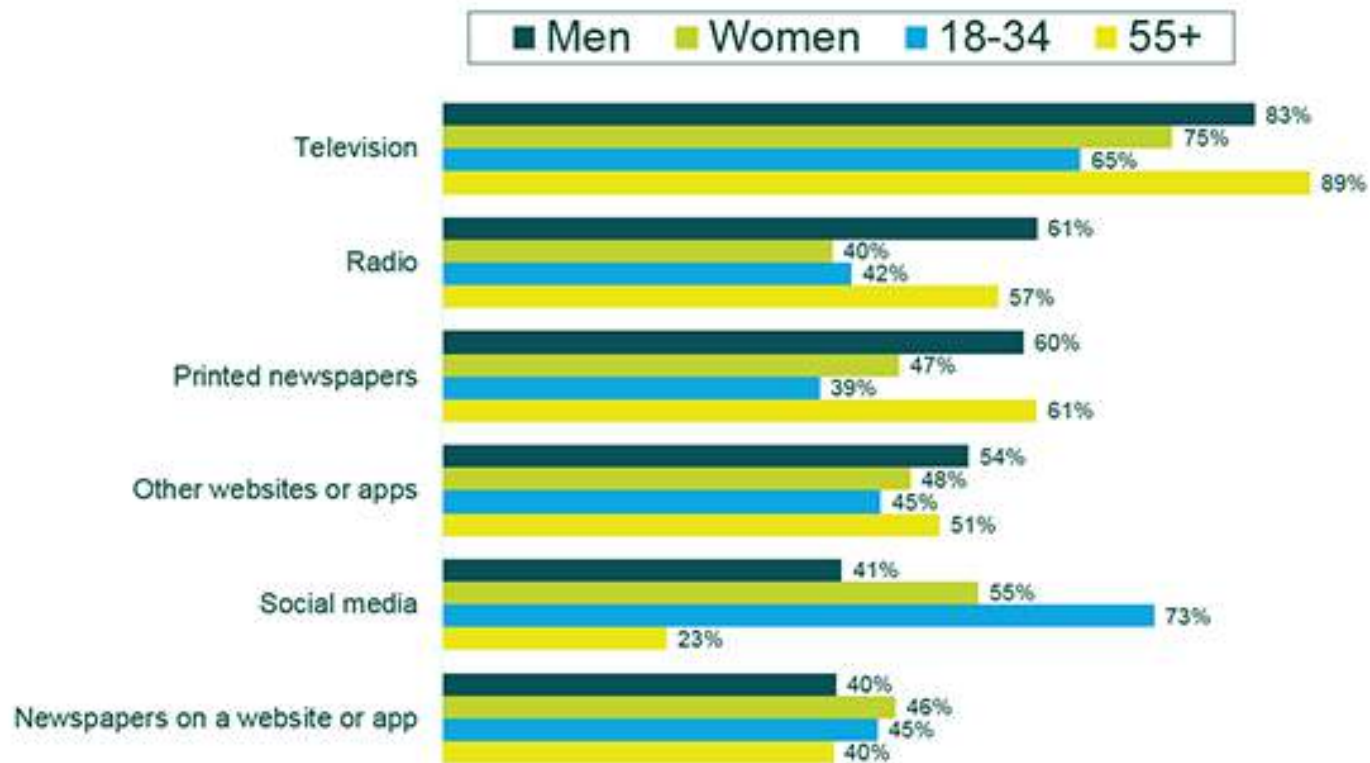


We don't live in a vacuum





SOURCES USED TO FOLLOW NEWS IN PAST 12 MONTHS



Twitter

YouTube interview with researcher

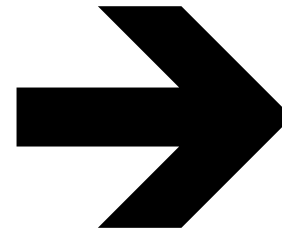
Staffnet article

Press release

Facebook event


Website content

Newsletter



**Social media is a
technology, not a
strategy**

BUY THIS PRODUCT

 CLEAR CHANNEL

- What makes good content – how do I choose the content to create
- How do I target that content at users?



CONTENT

IS

ANYTHING

THAT

adds value

TO THE

READER'S LIFE

What sort of content can I create?

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

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The University of Manchester

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The University of Manchester

The University of Manchester
ranked fifth in the UK for grad

Global University Employability R
The Times Higher Education

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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 YouTube



Blogs

- Insight
- Reviews (events / books / talks)
- Transcription of a debate
- Interviews

The screenshot displays the Manchester Policy Blogs website. At the top, there is a navigation menu with categories: All Posts, British Politics, Energy&Environment, Growth&Inclusion, Health, Urban, and Science&Engineering. The main header reads "Manchester Policy Blogs" with the tagline "Expert insight, analysis and comment on key public policy issues".

The first blog post is titled "The Shared Society : wellbeing through participation and the need for research" by Susan Oman, dated January 16, 2017. It features a photograph of a large, ornate building. The text of the post discusses the Prime Minister's vision for a 'shared society' and the role of mental health research. Below the text are social media sharing icons for Twitter, Facebook, LinkedIn, and Print, along with a "Tagged With" section listing Mental Health, Participation, Theresa May, and Well-Being.

The second blog post is titled "British values: an oath without meaning?" by Bridget Byrne, dated January 13, 2017. It features a photograph of a pink and blue ice cream van on a city street. The text discusses the Secretary of State for Communities & Local Government, Sajid Javid, and the implications of an oath of integration for migrants. Similar to the first post, it includes social media sharing icons and a "Tagged With" section.

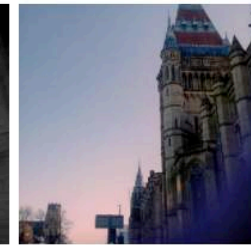
Curated content

Creating content from social media activity

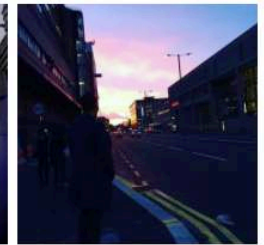
- Best tweets from an event
- Summary of news
- Summary of a Q&A



Patrick Geragersian
16 days ago
Withworth Hall



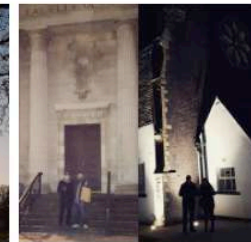
Melek.
17 days ago
My thumb is in the way



Wenbin Ni
18 days ago



Jared Pepall
19 days ago
Today I've started a 2 day epic journey, kicking off in Northern England and finishing in Hong Kong via London and Dubai. Called in at Jodrell Bank to have a look on my way



Gary Barnett
20 days ago
Jenny and I took Dad to our old alma mater



Garfield Nan
21 days ago
Last 7 Days in UK - 26th December 2016
Boxing Day อากาศที่เมืองซิดนีย์หนาวเย็นมาก
นางฟ้าที่บินบนถนนเมลเบิร์นวันนี้สวยสุดๆไปเลย
ฉัน พินิน พท เจนนี่มีรถคู่ใจคัน...

Creating a content calendar

Date	Content type	Content description
16.11.15	Facebook Event	Facebook event for PGT Open Day set live
16.11.15	ISSUU	PGT Open Day Programme Uploaded to ISSUU (and embedded on the website)
16.11.15	Banner graphic	Banner graphic advertising PGT Open Day created for use across social media
16.11.15-25.	Banner graphics	Release of banner graphics promoting proof points of The University of Manchester
16.11.15	Photography	Photos and videos shared across social media from the Careers Fair at Manchester Central
17.11.15	Audio interviews	Potential launch of audio interviews with PGT academics
25.11.15	Social media coverage	Social media coverage of the PGT Open Day

Monday		Tuesday		Wednesday		Thursday		Friday	
30.11.15		1.12.15		2.12.15		3.12.15		4.12.15	
Graphic	TBC	Audio	TBC	Video	TBC	Slideshow	TBC	Slideshow	TBC
Blog	TBC	Blog	TBC	Blog	TBC	Blog	TBC	Blog	TBC
7.12.15		8.12.15		9.12.15		10.12.15		11.12.15	
Graphic	TBC	Audio	TBC	Video	TBC	Slideshow	TBC	Slideshow	TBC
Blog	TBC	Blog	TBC	Blog	TBC	Blog	TBC	Blog	TBC

Using the University ecosystem

Central marketing

- Press release
- Website
- Social media (campus wide)
- Dropbox
- Content (where appropriate)
- Staffnet
- Magazine





Semester 1 exams

Semester 1 exams take place 16-27 January. Colleagues are invited to share the following via social media:

- Colleagues wishing students [good luck for their exams](#) is available for use after 27 January, congratulating students on their exams, [is available here](#).
- The University of Manchester Library (Twitter: @UoMLibrary) is offering students to take advantage of its ExamExtra service in a series of workshops to support students during revision. Colleagues are invited to help promote this service on social media via the [ExamExtra homepage](#); the [ExamExtra Facebook event](#); alongside any promotion [is available here](#).
- Good, Sport Manchester (Twitter: @GoodSportManc) is running a [de-stress programme for students](#). Promoting these events can be [found here](#).



Awards entries

Make a Difference Awards
Entries are now open for the [2017 Make a Difference Awards](#). Colleagues are invited to use social media to promote this initiative by:

- sharing the [Make a Difference video](#);
- sharing [case studies from the 2016 awards](#);
- sharing a [GIF to promote the awards](#);
- using the [#MaDAwards](#) hashtag



Venture Further
The 2017 Venture Further competition, a business start-up competition from Alliance Manchester Business School, [launched in December](#). Colleagues are invited to promote this event by sharing:

- a graphic [promoting the competition](#);
- a [video of the 2016 event](#);
- the [@EnterpriseMCR](#) account and the [#VentureFurther](#) hashtag

Other events taking place

The [spring programme](#) for the Martin Harris Centre is now available. Colleagues are invited to promote any relevant events through social media [alongside this following graphic](#).

The [#10000Actions sustainability campaign](#) continues in January. Colleagues are asked to encourage their followers to share their pledges on Twitter using the hashtag. Illustrator Nick Hamilton will be choosing a number of these [tweets to illustrate](#).

William D. Magwood, IV, Director General of the Nuclear Energy Agency, will be speaking at the Dalton Nuclear Institute (Twitter: @DaltonNuclear) on 24 January. Colleagues are invited to promote the link for [tickets to the event](#).

Professors Kevin Anderson (Twitter: @KevinClimate) and David Hulme (Twitter: @GlobalDevInst) are hosting an alumni (Twitter: @alumniUoM) event on the consequences of climate change in London on 1 February. A [graphic to support this event](#) is available [here](#). The hashtag is #UoMInsights.

Faculty marketing

- Faculty website
- Faculty newsletters
- Faculty social media
- Events pages
- Notice boards
- Print publications



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The University of Manchester
Global Development Institute

Research Study Connect About

The Lived Experience: A Story of One
Dhaka, Bangladesh is on the mean to the people living in...

As part of her research on urban slums of Dhaka taking over 500 interviews to understand their climate concerns to understand how they are trying to find solutions...

With the research complete, she is at the University of Manchester, where she is combining her research with interactive learning challenges to challenge students affected by climate change.

Performances of The Lived Experience have been seen by over 400 people at academic, and the general public.

- The 10th International Conference on Independent University in Bangladesh
- British Council Bangladesh
- Watch the story that people...

Global Development Institute | Research | Impact

Impact

- Anonymity cash transfers in the Global South
- Cadbury invests £45 million in sourcing fair trade cocoa
- Capacity development and policy influence in Zimbabwe
- Farm scale and stability
- Food security in Africa: Crop choice, gender and climate
- Growth in the streets

The University of Manchester
Published by Jon Keighren [?] · 23 August 2016 · €

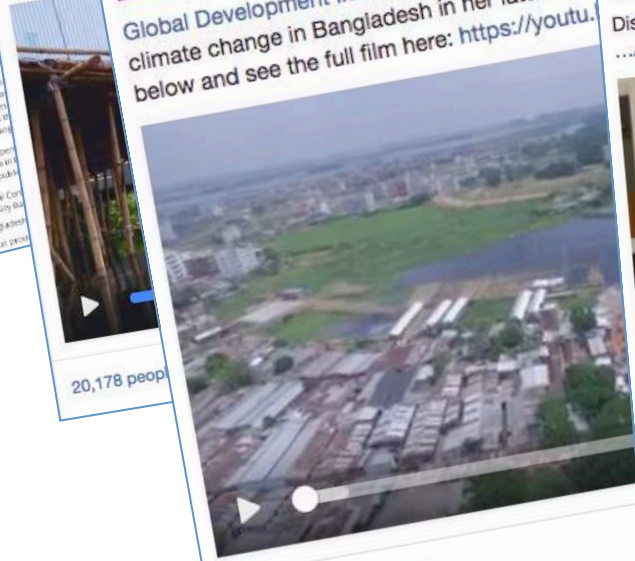
In 2014, Global Development Institute's Dr Joanne Jordan spent six months in Dhaka, researching the impact of climate change on urban developments.

Dr Joanne Jordan teamed up with the University of Dhaka to explore the findings through a 'Pot Gan', a traditional folk medium, featuring melody, drama, pictures and dancing, to build awareness of how climate change affects the lives of those living in Dhaka slums.

Watch the trailer for the documentary exploring the research below or discover more about the [Global Development Institute's work as part of our research to](http://www.gdi.manchester.ac.uk) <http://www.gdi.manchester.ac.uk>

The University of Manchester
Published by Jon Keighren [?] · 27 September

Global Development Institute's Joanne Jordan climate change in Bangladesh in her latest doc below and see the full film here: <https://youtu.be/...>



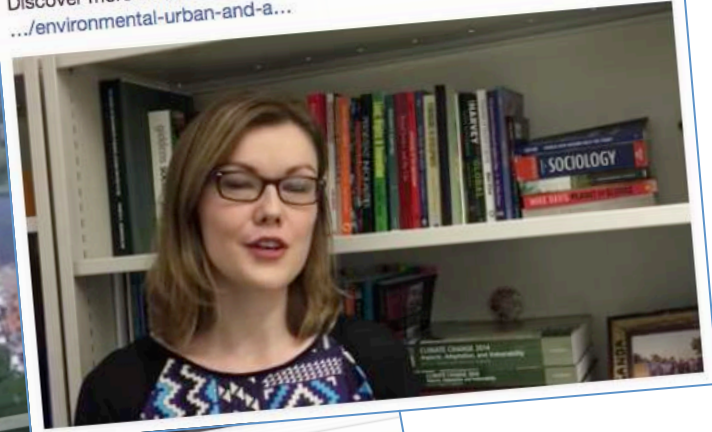
20,178 people

The University of Manchester
Published by Jon Keighren [?] · 24 August 2016 · €

Dr. Joanne Jordan at Global Development Institute discusses her research into climate change in Bangladesh; a project which continues the University's commitment to address global inequalities.

The results of the two and a half year study, which explored the everyday realities of a changing climate for residents in the slums of Dhaka, was captured was presented through a 'Pot Gan'; a traditional folk medium, featuring melody, drama, pictures and dancing.

Discover more about the project here: <http://www.gdi.manchester.ac.uk/.../environmental-urban-and-a-...>



Boost post

11,449 people reached



The University of Manchester



Uni of Manchester
@OfficialUoM

The @ESRC Festival of Social Science begins tomorrow. Discover how @OfficialUoM is taking part here: manchester.ac.uk/discover/news/ ... #esrcfestival





FBMH UoM 
@FBMH_UoM



Following

Got questions? reddit.com/r/science/comm ...



Thanks for listening