

Establishing a Social Media account within the Facilities Directorate

Approval

Members of staff must obtain approval to open a social media account that is linked to the Facilities Directorate.

A New Account Request Form (*attached*) should be completed by a line manager and returned to the Digital Marketing Team. All requests are presented to the Senior Management Team and a decision will be made within 1 or 2 week(s).

Administration Guidelines

These guidelines are for staff who would like to open a new social media account or additional platform for their area or service. All staff should read this document before filling in the New Account Request Form.

Before starting or opening up a new account

If you have identified a need for a social media channel or an additional platform for your area you should arrange to speak with a member of the Facilities Directorate Marketing & Communication team. The team will be able to talk through your requirements and discuss the best options. Please consider the following points below in advance of that meeting.

Is there an existing account established within the Facilities Directorate that could facilitate your social media?

A successful social media account is one that continues to grow its followers, likes and has a good engagement rate. It is sometimes more logical to use an existing account that has already grown its audience, giving your social media content the opportunity to gain more reach and engagement from the go. This is particularly useful if you are wanting to launch an account for a project/campaign that may only have a short life-span (6 months – 2 years).

When setting up a new account, you will need to think about;

- Who is your audience?
- What will you post on the account?
- Do you have relevant content to post all year round?
- When will you find the time to learn about social media and post regularly?
- Why are you starting a social media account?
- How will you manage your account day to day?
- How does the social media fit within a coordinated Marketing & Communications plan?
- What are your objectives?
- What will success look like?

If a new social media account is deemed the best route forwards you should consider the following:

Time commitment

The suggested amount of posts for Facebook is 2 – 4 times per week, whereas on Twitter and Instagram you should post much more frequently. Putting together a [content plan](#) can take time. Please ensure that you are familiar with the platform and how much content is

required for it before requesting a new account.

Brand Guidelines

You will need to take into consideration the branding of your social media account and ensure this adheres to the University's [Brand Guidelines](#). All graphics for new social media accounts/platforms will need assessing by the Digital Marketing team and the Creative Brand Manager for quality, copyright, and accessibility checks.

Setting up an account

When managing or publishing to a Facebook page, staff may use their own personal profile as admin for an official University of Leeds Facebook page. However, it is the manager's responsibility to ensure that accounts are kept up to date, and that admins are removed when people leave and passwords are secure.

When managing or publishing a Twitter page, staff will need to use an appropriate email address and a secured password set up by the Digital Marketing team. The Digital Marketing team will also add account(s) to Hootsuite (a social media management tool).

Managing audience expectations

- Accounts must make it clear how and when it is administrated or link to a public facing statement about social media use on the [Facilities Directorate website](#).
- The aim of the account should be clearly defined and visible via the "About Us" or "Bio" fields.
- Tone and content should be consistent regardless of who is publishing content to the account.
- Account managers should ensure that there is a content plan and messages are scheduled in over weekends and holidays.
- Accounts should be checked at least 3 times a day to respond to customer comments, current themes trending and other online activities.

Finances

To use features such as Facebook advertising, a purchase card must be used. Personal debit/credit cards must not be used or linked with any official social media account. If you require advertising across Twitter or Facebook, please contact the Digital Marketing team.

Audits

Auditing of accounts will be done periodically. Accounts that are considered to be underperforming by the Digital Marketing Team, will be closed down after consultation with SMT.

Underperforming criteria includes:

- Inactive feed or timeline
- Content not regularly updated
- Content not in line with the brand guidelines
- Graphics out of date
- Images or posted content irrelevant / Inappropriate to service
- Too few followers or likes
- Limited amount of engagement from audience
- Poor analytics

Reporting and feeding back

All accounts that are approved will be monitored using the social insights data provided by the network by the Digital Marketing team.

This information will be available to you on request.

You will also be expected to feedback and report on your activity in the monthly FD social media meetings.

Policies and T&C's

All staff using social media accounts on behalf of the university, must ensure that they have read the appropriate University's online [terms and conditions](#)

As well as reading the terms and conditions of the platform you intend to use.

Feedback

Did you find this guide useful? Please send your feedback to: v.hesketh@leeds.ac.uk

New Account Request Form

Staff must ensure that they have reviewed the [Social Media Policy](#) and [Establishing a Social Media Account](#) documents before filling in this form.

New Account Checklist

Before filling in this form, please read through the checklist below to help you think about your answers.

What are your objectives?	Why do you require a social media account? What will success look like? How will you measure your success?	
Who is your audience?	Students, alumni, staff, the community?	
What will you post?	Promote events, relevant articles, photos, share news, daily updates in department, behind the scenes, adverts, user generated content?	
When will you find the time to learn about social media and post regularly?	Self-learning, help from the digital media team, university social courses, students (User Testing – User Experience) Content plan, checking DT social calendar?	
Which platform best suits your needs and why?	Facebook, Twitter, Instagram, YouTube, Google Plus, Periscope, LinkedIn, etc ?	
Why are you starting a social media account?	Demand, outreach, engagement, advertising, broadcasting?	
How will you keep up with managing it?	Admin, editor, proof reader. Annual leave cover etc?	
Time commitment	How much do you want to post each day (roughly)? Do you have a bank of resources to start with? Do you have dedicated team members?	
Promoting your account	WoM, Email signatures, pure360 email links, event notices, posters, campaign, news articles, on-site promotion?	

1. Your Details

Name:		Department:	
Role:		Date:	

2. Platform

Twitter	
Facebook	
Instagram	
Other (please specify)	

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3. Account Information

Name of account(s)
Account owner(s)
Reason for Chosen Platform(s)

4. Weekly content plan example

Attach content plan below.
<p>An example of a content plan can be found here</p> <p>Please email v.hesketh@leeds.ac.uk for an example of a content plan.</p>

5. Additional Information

Please use this section to write down any other information including customer suggestions, examples of content etc.



Please return this form back to the Digital Marketing Team:
Matt Hamnett - m.hamnett@leeds.ac.uk
Vickie Hesketh – v.hesketh@leeds.ac.uk