**Russell Taylor Social Media manager for university**

Research impact group 13th March 2024

Need to understand algorithms the different channels use to promote content. Russell can help.

Objectives? Audience? Which channel? Tone of voice? Content (twitter thread, polls, narrated selfie?)

Create presence by following other accounts and engaging with them. The more diverse this set is, the bigger your ‘for you’ page will be. Getting influencers with huge followings to repost your posts is effective for reaching more people.

Not just about reaching target audience but about being discoverable because algorithm puts you on people’s feeds.

Intro posts – who am I? then continual activity – say once a week. Doesn’t have to be constant, just regular.

Engaging with new tech ideas e.g., livestreaming, can boost ratings as twitter etc prioritise accounts that help them promote their new thing

Good content:

* **Visual**
* **Adds value**: not ‘here I am in Trafalgar square’ but where am I, why am I here, who am I meeting, what am I doing?
* **Tells a story.** Not just ‘here’s my new paper’ but questions, ideas and journey that led up to publishing it. Personal experience and emotion increase engagement
* **Inspires**. E.g., case studies from research, human interest
* **Fun** – quizzes, learn about yourself or about me as academic

Measures

* Reach/impressions/views– N who have seen it
* Engagement – likes and clicks, link clicks, retention rate for videos (how far through they watch) – usually not v far so need to front load with interesting material at start not as punchline at end
* Shares
* Followers

Although link clicks are good for getting people to engage with your material, they can give you a negative score on channel’s algorithm as taking you away from channel – try to put content in the post rather than outside it if possible.

Problem of more social media leads to more interactions that take time to manage. Russell says you don’t have to respond to everyone and can limit mentions.

Make things easy for media journalists with news, story etc so they can attract policy makers to your content.

Contact through digitalmarketing@ (web stuff) or Russell.taylor@ or socialmedia@ for Russell and 2 colleagues.

Twitter – can post a lot on one day without detriment whereas with facebook and Instagram new posts tend to squash older ones so only 1 a day to maintain reach.