



Universities and Colleges  
Climate Commitment for Scotland



# Telling your Story on Social Media

- a taster of our half-day training course

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Communications Coordinator

# Overview

- 5 key questions to ask
  - Who?
  - Where?
  - When?
  - Why?
  - How?
- Boosting your reach
- Different social media channels

# Who?

- Who are your audience?
  - Internal / external
  - New or existing contacts
  - Interests
  - Occupation
  - Age
- What content is applicable to them?

# Where?

- Which social media channels do they use?
- Which channels to you use?
  - Do one or two well!
  - Maintaining contact
  - Share other posts



# When?

- When is the best time to post?
  - Work accounts
    - Commuting (am/pm)
    - Starting work
    - Post lunch slump
  - Personal accounts
    - Waking up time
    - Commuting (am/pm)
    - Lunchtime
    - Evening

# Why?

- What do you want to achieve?
  - Update
  - Ask a question
  - Call to action
- Will your post achieve to this?

# How?

- How do you tell the story:
  - Use of language
  - Use of images (beware licenses!)
  - Organisational branding

# Then...

- How can you help spread it further?
  - Organic
    - Post sharing (by you and others)
    - Use of linking, hashtags and tagging
    - Informal reciprocal relationships
  - Sponsored/Paid posts
- Analytics can provide interesting feedback
  - But the most important thing is action!



# Different channels



# More comms training?

## Effective Communications and Social Media

Date: 26 February 2019 14:00 - 16:30

Venue: Queen Margaret University

### **Would you like to boost the effectiveness of your online communications?**

This interactive workshop will provide you with the skills and knowledge to create interesting content and share it effectively within your organisational context.

This training session will start by outlining six essential questions to ask before communicating online. Over the course of the workshop we will review the opportunities and challenges associated with different communications and social media channels, and how they can be most effectively used to share stories and information with different audiences within your organisation. You will learn how to create engaging content and work with existing and new partners to widen reach, as well as how to monitor interaction with your messages.

Attendees will have the opportunity to put the learning into practice through practical activities throughout the session – please bring a laptop, tablet or smartphone with you.

**[Book your place: www.eauc.org.uk/events](http://www.eauc.org.uk/events)**



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# Any Questions?

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