

Social Media Guide

Social media at Hartpury

Social media is an important marketing channel at Hartpury. It helps us to promote what we do. We can create valuable communities and reach thousands of potential and existing customers and partners worldwide.

If you want to build an audience on your social channels, please get in touch with our Digital Marketing and Communications Officers; Emily Webb (Emily.webb@hartpury.ac.uk) or Emma Heath (emma.heath@hartpury.ac.uk) with the Social Media Request Form attached.

We will then get in touch with you as to whether you can go ahead with the channel and if so we will require the login details for the channel for our social audit.

Hartpury social media rules

- No swearing/inappropriate language
- Music should be radio edits only – music including profanities, reference to drugs or illegal activity should not be used
- Everyone in the images/videos must be fully clothed
- If including images of students drinking alcohol, think is this appropriate for your audience bearing in mind some might be college students? Never show anyone intoxicated
- In the case of a crisis or multiple negative comments on the same theme, please contact Emily.webb@hartpury.ac.uk / emma.heath@hartpury.ac.uk or media@hartpury.ac.uk immediately. Do not reply until you've spoken to us

What do you want to achieve?

Your social media activity must have a purpose. This purpose will inform your content and the relationships you choose to build. Before you post, think about the purpose of your account. You can then tailor the majority of your content in line with what you're trying to achieve.

- Is it to help recruit new students?
- Do you want to create a community amongst exiting students?
- Are you trying to raise your profile in industry?
- Have you got a big event to promote?
- Or perhaps it's a mixture of all of the above.

The key to running a successful social media account is to be clear about what you want to achieve. Then you can invest your time in achieving it.

Top tips

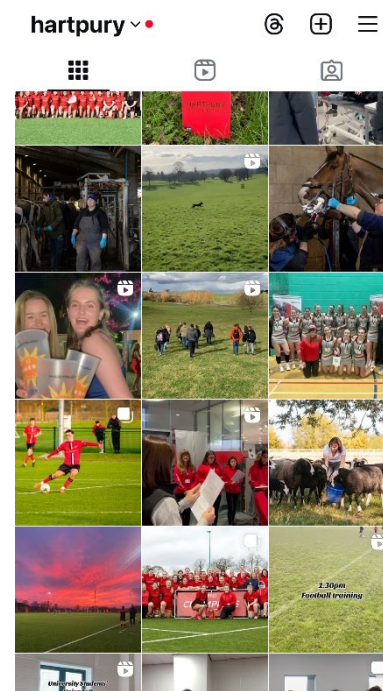
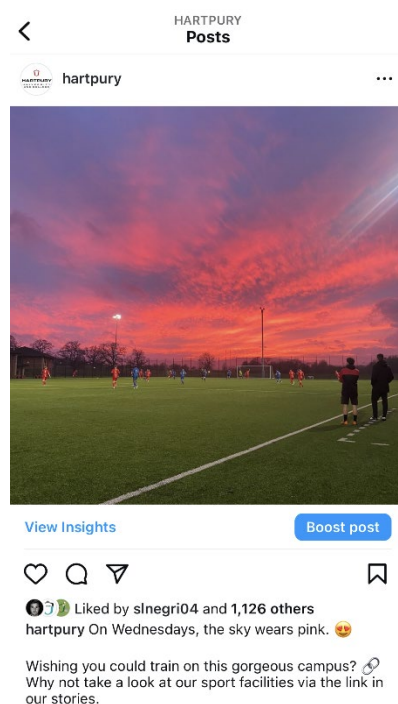
For tips on how to use each platform head to the *Social Media Tips* document on this page: [Social Media Resources - Home \(hartpury.ac.uk\)](#)

Choose your platform carefully

Unless you have lots of time to dedicate to running channels on different platforms, all requiring different types of content and messaging, we recommend choosing and sticking to the one that's most suitable for what you want to do and what you want to achieve.

Instagram

It's big and visual. You need a continuous stream of beautiful, interesting and aspirational photos or short videos to make this channel a success. Alongside this you can post stories that last for 24 hours.



Facebook

This channel is for showcasing what you do, raising your brand profile and building relationships. You need an exciting stream of photographs, video and words to make this a success. You can add photo albums, videos, gifs and more.



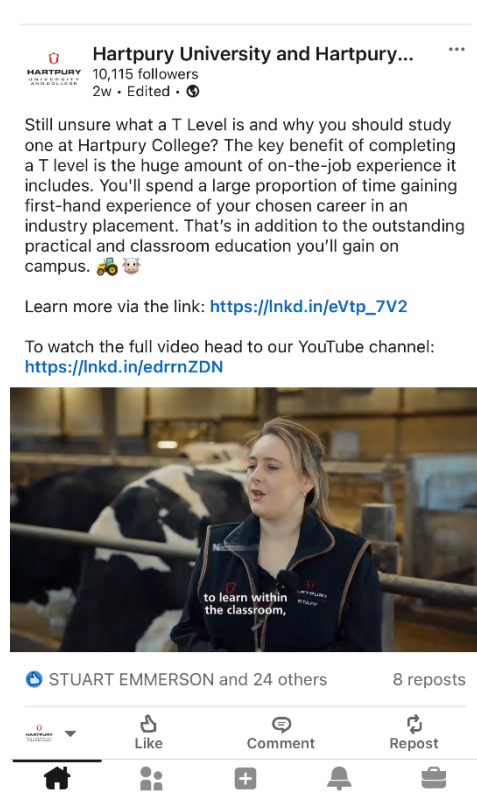
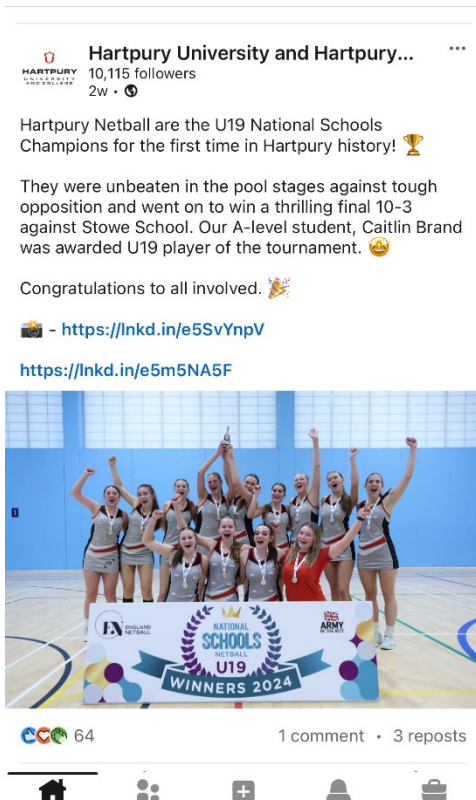
Twitter (X)

It's reactive, fast-paced and conversational. You need to be able to check-in regularly (daily or more) to post and respond to real-time updates. It's particularly great for sport updates/news.



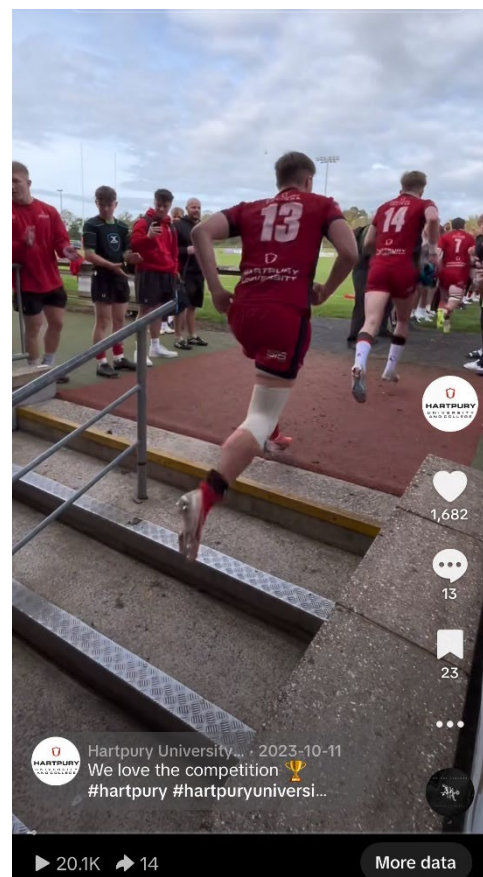
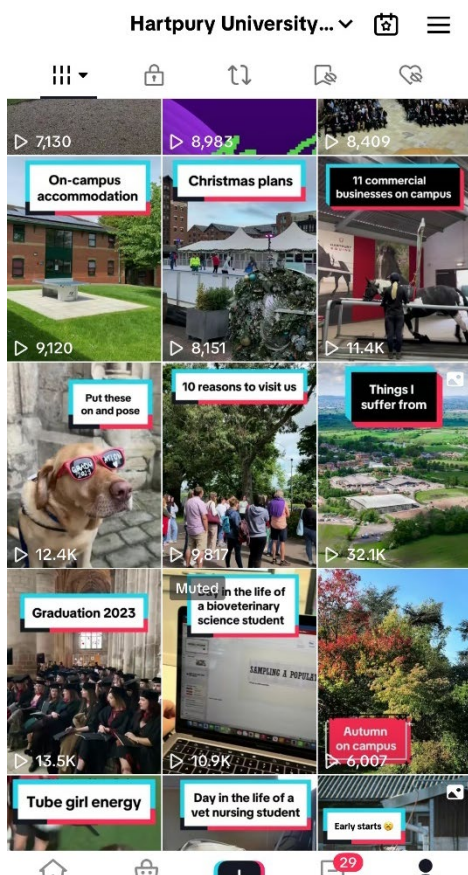
LinkedIn

LinkedIn is a social network for professionals, and has evolved into a platform for social selling, talent acquisition, brand reach and much more.



TikTok

Videos of fun, engaging content, closely following trends, aimed at younger generation. Does also include picture posts in video style. Much less formal than the other channels.



Identify your audience

Before you post anything, you need to clarify who you're talking to. Think about their demographic, interests, knowledge of your subject/s and level of education. Depending what you come back with will depend on which channel you post to.

Facebook – parents/guardians of students, staff, alumni

Instagram – prospective and current students

Twitter (X) – older generation, sport

TikTok – younger generation, prospective and current students

LinkedIn – business connections, staff and alumni

Top tip: Put yourself in your followers' shoes. As they scroll through their news feed, what will make your post stand out? Why should they stop and listen? Are you talking about something that they want to hear about?

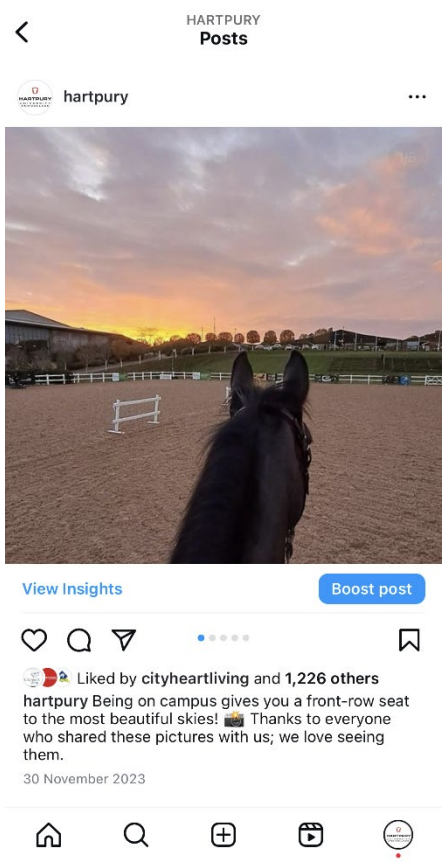
Content types

Your channels should include a mix of content types (overviewed below). This will ensure a balance between promoting what you do and engaging with your audience.

High-level brand content – your own images/text in the Hartpury style



User-generated content – find students that can create the content for you to use



Added-value content – content that they can't find on other channels



Post frequency

The below is a guide. Focus on quality, not quantity – post and engage with meaningful content that will resonate with your audience.

Instagram – maximum of 1 post per day with unlimited engagement (replies, likes)

Facebook – maximum of 3 posts per day with unlimited engagement (likes, comments)

Twitter – maximum of 6 posts each day with unlimited engagement (replies, likes, retweets)

LinkedIn – maximum of 2 posts per day with unlimited engagement (replies, likes, reposts)

TikTok – maximum of 1 post a day with unlimited engagement (replies, likes, reposts)

Social listening and engagement

Social listening: Look at competitors' channels to see the content they are posting and think about whether we can also create similar content.

Engagement: Brand advocacy is the most powerful form of marketing out there. Getting others to positively engage with us, and talk about us to others, will help us to grow our communities and make more of a difference. Similarly, engaging with others who have posted relevant content to us or tagged us reflects well on us.

Measuring impact

Think about following metrics when measuring the impact of your work. This will help you to see what's working and understand the return on investment from the time you've put into the channel.

Engagement – how many likes and shares, retweets, mentions, comments, clicks, new followers have you gained from a post?

Sentiment – how do people feel about us? Is the nature of your comments positive, neutral or negative? Scan through your posts from the past month to gauge your followers' reactions. Furthermore, if you haven't had much feedback, is it because the content you've been posting isn't resonating with your audience? Why might this be – is there anything you could do to make it more interesting?

Conversion – this is the real test of the impact of your investment. Is it helping you to achieve your wider purpose? i.e. if you've shared a link to an event, how many people have booked on or emailed/ called for more information.