

## 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](mailto:Emily.webb@hartpury.ac.uk)) or Emma Heath ([emma.heath@hartpury.ac.uk](mailto:emma.heath@hartpury.ac.uk)) with the following details:

- What channel you want setting up
- The username of the potential channel
- What you will be posting and how you will be managing your content calendar
- How often you will post and who will be monitoring this
- Who your audience will be

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](mailto:Emily.webb@hartpury.ac.uk) / [emma.heath@hartpury.ac.uk](mailto:emma.heath@hartpury.ac.uk) or [media@hartpury.ac.uk](mailto: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

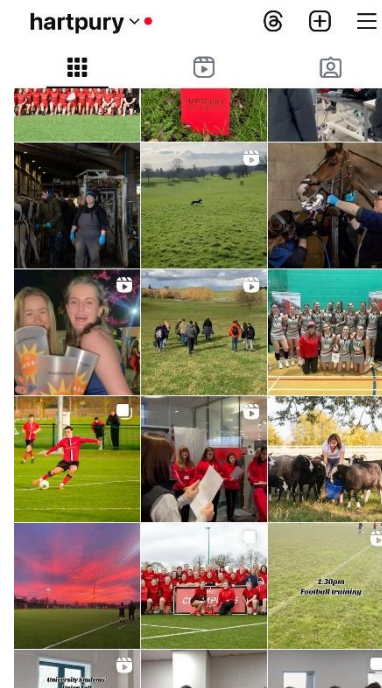
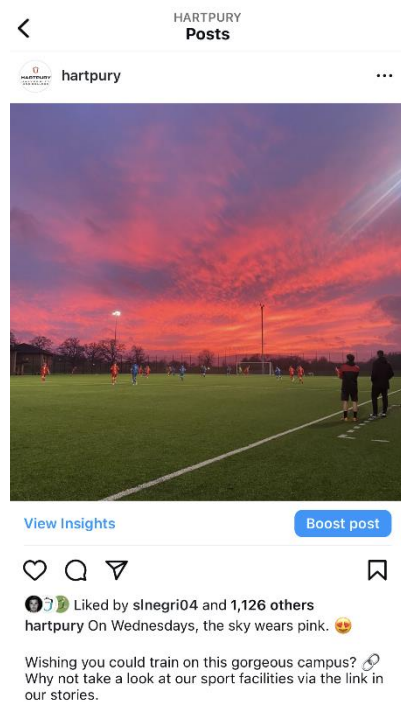
For tips on how to use each platform head to the *Social Media Tips* document on this page: [Social Media Resources - Home \(hartpury.ac.uk\)](https://www.hartpury.ac.uk/social-media-resources-home)

## 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.

**Hartpury**  
Posted by Hootsuite  
4 d · 🌐

Year 9 and 10 students from Cleeve School visited our campus today to discover more about Hartpury's expertise in biomechanics for National Bi... See more



See insights and ads Boost post

👍❤️ 50 2 comments 4 shares

**Hartpury**  
Posted by Hootsuite  
2 Apr · 🌐

Our university accommodation bookings are now open for September 2024! 🤗 Will you choose our rural campus or the buzz of city life?... See more



See insights and ads Boost post

👍❤️ 39 2 shares

## 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.

🗨️ 10 🔄 33 ❤️ 103 📊 29K 📌 📤

**Hartpury University and H...** · 20/03/2024 ...

Congratulations to the 15 Women's Wales Six Nations squad members, who are current or former Hartpury students, staff or Gloucester-Hartpury players. 🥳

Good luck to all the Welsh players who kick off their Six Nations campaign against Ireland at Cardiff Arms Park this Saturday.



🗨️ 🔄 ❤️ 15 📊 975 📌 +

🗨️ 🔄 1 ❤️ 4 📊 899 📌 📤

**Hartpury University and H...** · 20/03/2024 ...

It's the first day of Spring and there are lots of new arrivals at Hartpury! 🐑🌷

📷 | the\_vettech



🗨️ 🔄 3 ❤️ 17 📊 1.1K 📌 +

Hartpury University and Hartpury

## LinkedIn

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

**Hartpury University and Hartpury...** 10,115 followers  
2w · 🌐


Hartpury Netball are the U19 National Schools Champions for the first time in Hartpury history! 🏆

They were unbeaten in the pool stages against tough opposition and went on to win a thrilling final 10-3 against Stowe School. Our A-level student, Caitlin Brand was awarded U19 player of the tournament. 🥰

Congratulations to all involved. 🎉

📸 - <https://lnkd.in/e5SvYnpV>

<https://lnkd.in/e5m5NA5F>




👍❤️🥰 64      1 comment · 3 reposts

**Hartpury University and Hartpury...** 10,115 followers  
2w · Edited · 🌐

Still unsure what a T Level is and why you should study one at Hartpury College? The key benefit of completing a T level is the huge amount of on-the-job experience it includes. You'll spend a large proportion of time gaining first-hand experience of your chosen career in an industry placement. That's in addition to the outstanding practical and classroom education you'll gain on campus. 🚲🧐

Learn more via the link: [https://lnkd.in/eVtp\\_7V2](https://lnkd.in/eVtp_7V2)

To watch the full video head to our YouTube channel: <https://lnkd.in/edrmZDN>



👤 STUART EMMERSON and 24 others      8 reposts

👍 Like      💬 Comment      🔄 Repost

**TikTok**

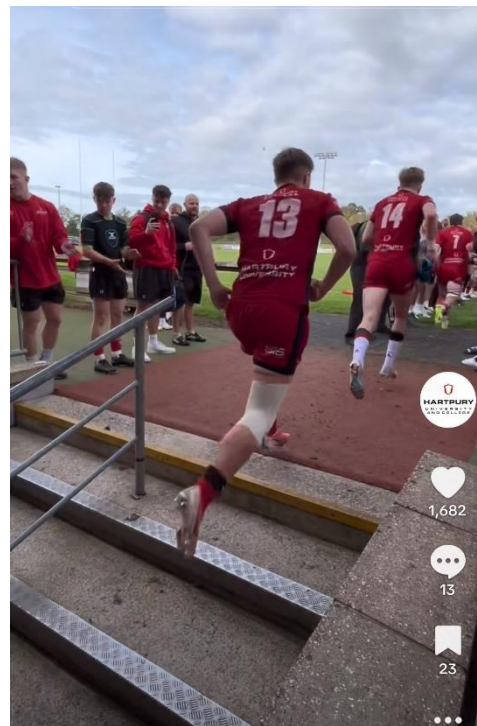
Videos of fun, engaging content, closely following trends, aimed at younger generation. Does also include picture posts in video style. Much less formal than the other channels.

**Hartpury University...** 📷 ☰

📺 📌 🔄 📄 📁

▶ 7,130 <b>On-campus accommodation</b>	▶ 8,983 <b>Christmas plans</b>	▶ 8,409 <b>11 commercial businesses on campus</b>
▶ 9,120 <b>Put these on and pose</b>	▶ 8,151 <b>10 reasons to visit us</b>	▶ 11.4K <b>Things I suffer from</b>
▶ 12.4K <b>Graduation 2023</b>	▶ 10.9K <b>Muted in the life of a bioveterinary science student</b>	▶ 6,007 <b>Autumn on campus</b>
▶ 13.5K <b>Tube girl energy</b>	▶ 10.9K <b>Day in the life of a vet nursing student</b>	▶ 6,007 <b>Early starts</b>

🏠 📌 📺 📄 📁



📺 1,682      💬 13      📄 23

Hartpury University... · 2023-10-11  
We love the competition 🏆  
#hartpury #hartpuryuniversi...

▶ 20.1K      ▶ 14      More data

## 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.