

The logo for The University of Manchester, featuring the word "MANCHESTER" in a serif font with "1824" below it, all in white on a purple rectangular background.

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A wide-angle photograph of a university campus. In the foreground, a paved path curves through a green lawn. To the left, there are large, leafy trees and a brick building. In the background, a modern building with a glass and metal facade is visible, along with a historic stone building on the right. The sky is blue with some clouds, and the sun is shining brightly from the top right, creating a lens flare effect.

Twitter – what you need to know

Justin Wilson, FBMH

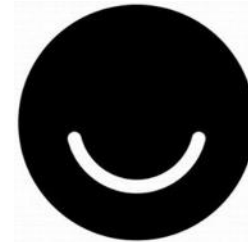
Objectives

- Understand social media landscape
- How Twitter works
- How to optimize your Twitter activity
- How to measure your results
- What support is available



Social Media Landscape

- There are a lot of social networks:
 - 20 social networks globally with more than 100m active users
 - Excluding China and Russia, there are 5 established networks....





15:22 90%



Following

Twitter

@Twitter

Your official source for what's happening. Need a hand? Visit support.twitter.com

San Francisco, CA

blog.twitter.com

Born on March 21

164 Following

61M Followers

Tweets

Tweets & replies

Media

Likes

Pinned Tweet



Twitter @Twitter · 4d

Any requests? Real instruments? No problem.

With [@chancetherapper](#) and Twitter, music is happening.

[#SeeEverySide](#)



How Twitter works

- Default setting – everything that you post is public
- Maximum of 280 characters (plus an image or video)
- Content provided by the accounts that you follow
- Trending list and moments provide content from others
- Search function allows users to explore keywords, hashtags and accounts
- Paid activity is increasingly common due to the life span of a tweet



Before you get started...

- Do your research
- Understand the level of commitment:
 - Frequency
 - Content planning
- How to balance the professional and personal you:
 - Know your audience
 - Always maintain a filter
 - If personal and private are separate, consider keeping professional accounts off mobile



Optimising Twitter

- What should you be posting?
 - The type of content that you share will help determine how successful your posts will be
 - The most ‘engaging’ content type is video:
 - But it takes expertise and time...and money!
 - There are other rich media types with less barriers:
 - Images, but avoid stock photos
 - Sound files / podcasts
 - Infographics
 - Blogs and guides
 - Articles

Optimising Twitter

- How often should you tweet?
 - Frequency differs between social networks
 - Ideal frequencies:
 - Twitter: 25 per week
 - Facebook: 10 per week
 - LinkedIn: 5 per week
 - Instagram: 3 per week
 - Don't immediately aim for these frequencies:
 - Set a limit that works for you and stick to it: better to set one post a day and achieve it than set 5 posts a day and become overwhelmed
 - Scheduling can help to spread out your content

Optimising Twitter

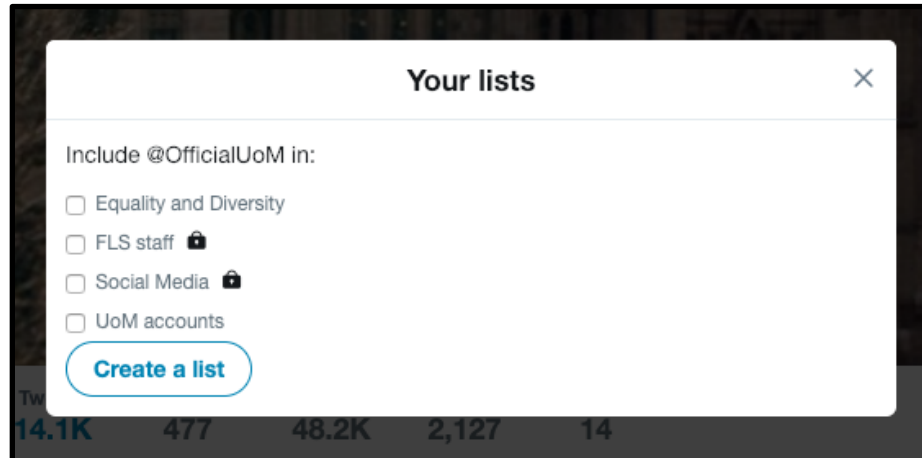
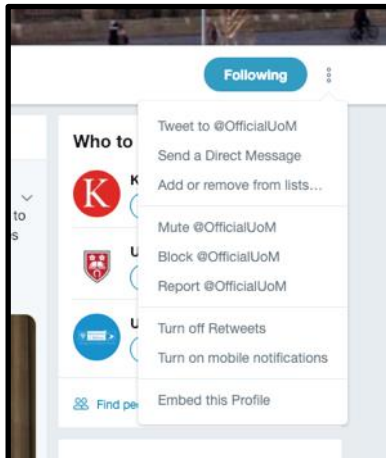
- When should you tweet?
 - Not all of your audience will be online at the same time
 - You should spend some time looking into which tweets receive the most impressions:
 - After sending a number of posts at various times of the day and days of the week, you should look into the analytics of the posts to see where your impressions are the highest
 - My team can complete this analysis for you, so just get in touch!
 - As a general rule, between 1 and 3 in the afternoon is regarded as the best time to post although that does differ by sector

Optimising Twitter

- Hashtags:
 - One of your objectives will be to get your posts to the maximum number of people – hashtags can help with that
 - Hashtags are used to group conversations together
 - Can get your posts in front of people who don't necessarily follow you:
 - Twitter users will follow hashtags and keywords as well as account
 - Well established hashtags are the best: creating your own doesn't always work

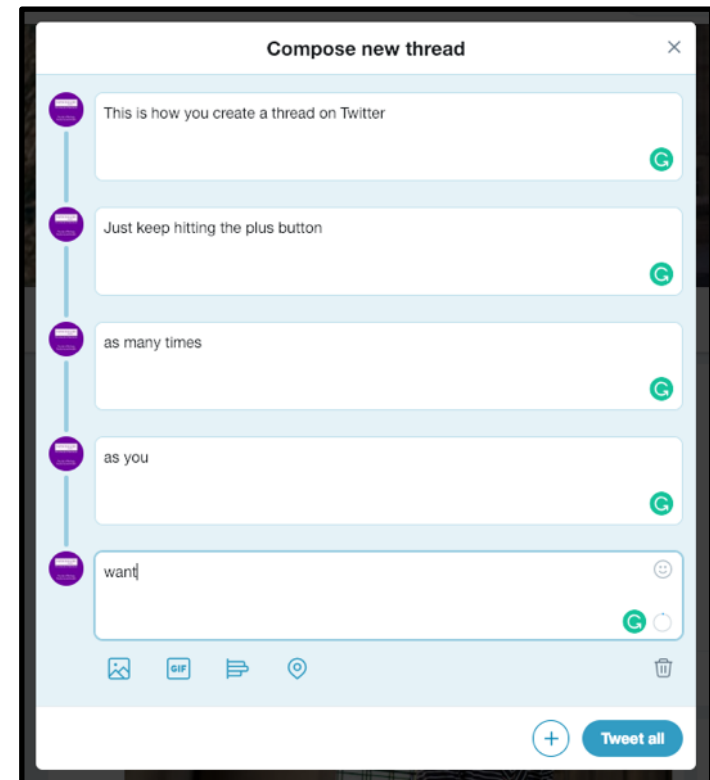
Optimising Twitter

- Lists:
 - Most Twitter users follow hundreds of Twitter accounts
 - Lists allow Twitter users to categorize accounts into self-made lists
 - A list is a filter on your news feed – while you may follow, say, 500 accounts, you can create a list with just a handful of accounts to ensure you don't miss anything
 - This tool allows users to separate personal and professional content



Optimising Twitter

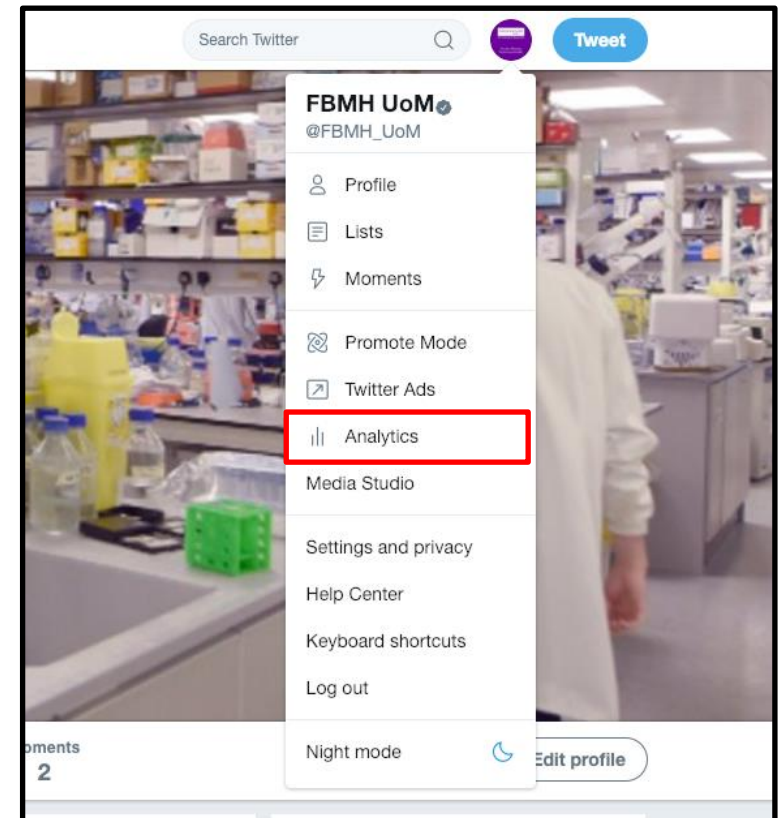
- Threads:
 - Great way of getting round the 280 character limit
 - Way of linking a series of tweets on one theme





Measurement

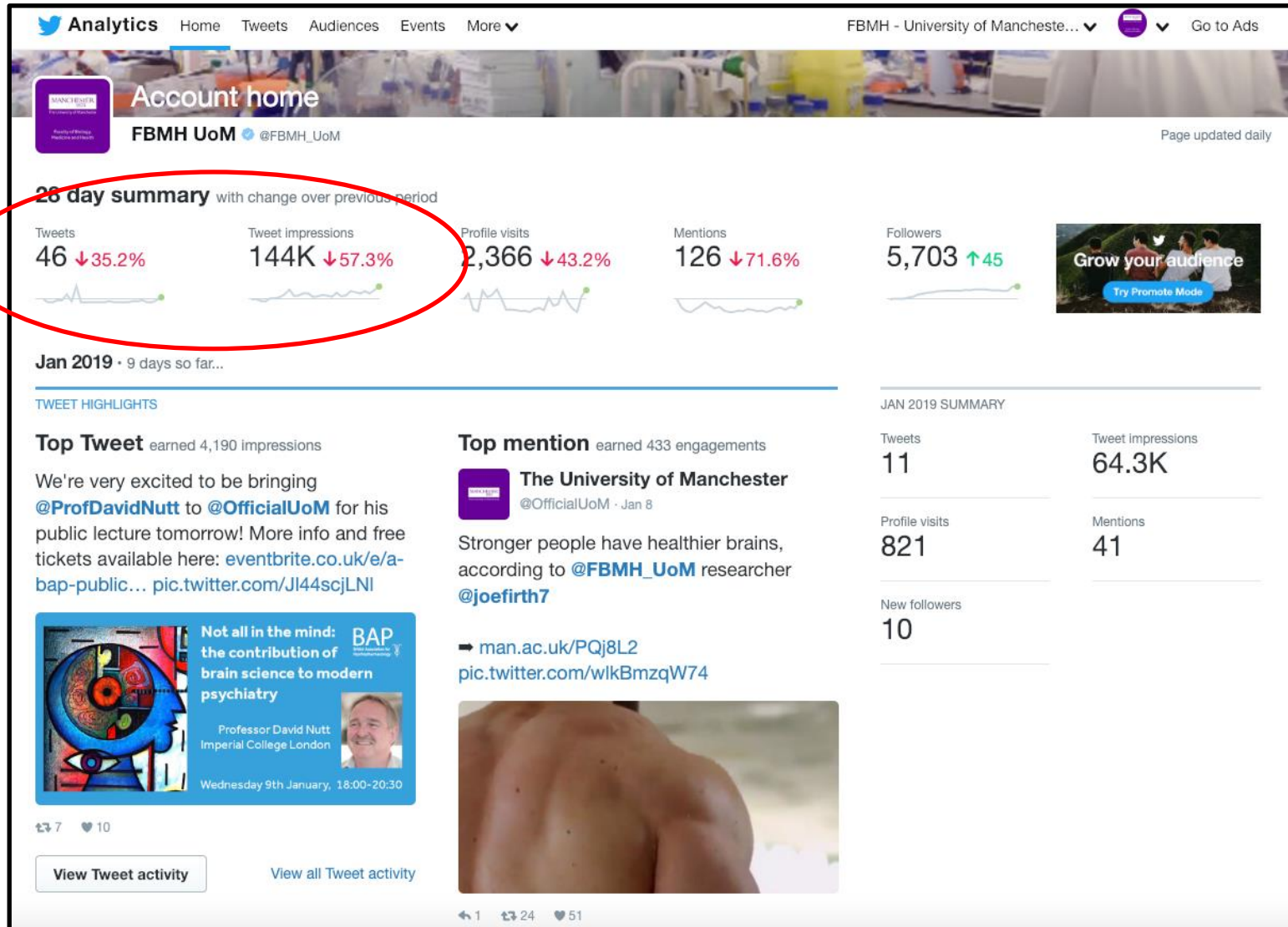
- One of the key advantages of social media is the ability to measure exactly what impact you are having
- There are thousands of metrics on Twitter, but you only need to focus on a handful which will give you a good overview
- You can find Twitter analytics through the desktop website (not available on app / mobile)



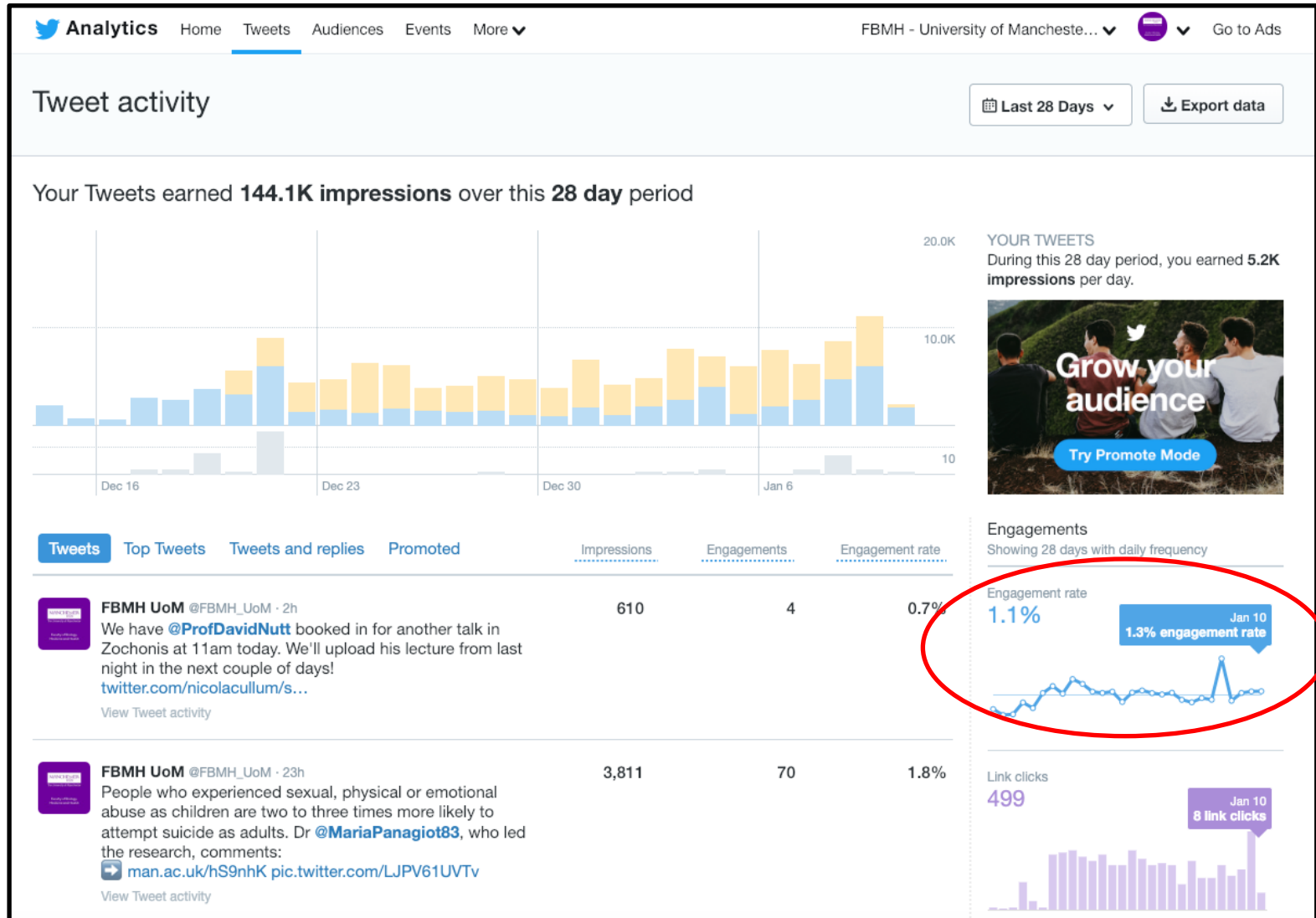
Measurement

- There are three key metrics to track:
- Number of tweets: presence
- Number of impressions: reach
- Engagement: impact
- The mix of these metrics will ensure that there is a balance between tweet volume and quality

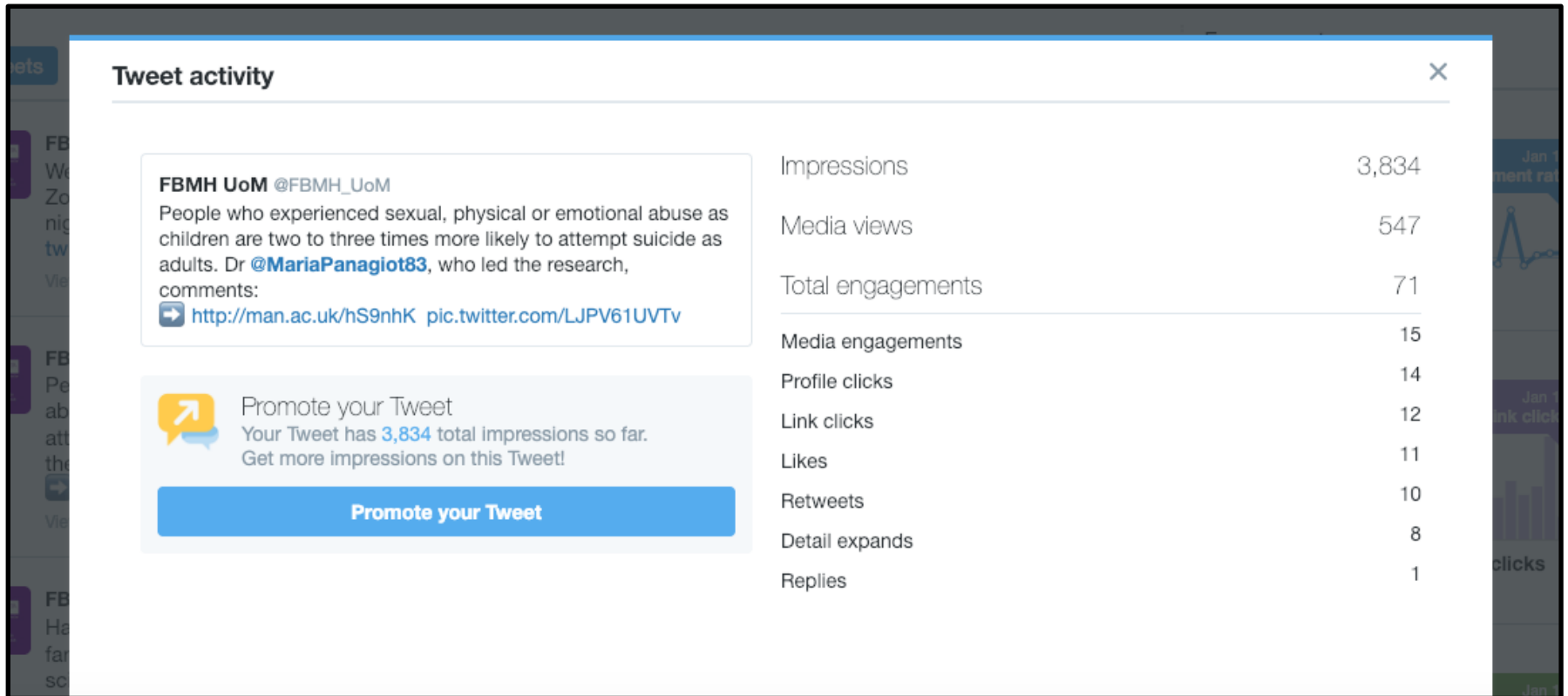
Measurement



Measurement



Measurement





Support

- Social media support on StaffNet:
 - <https://www.staffnet.manchester.ac.uk/communications-and-marketing/digital/social-media-guidance/>
- Faculty Digital Marketing Team:
 - Any social media queries including guidance, training, dealing with potentially negative posts, etc.
 - Justin Wilson: justin.wilson@manchester.ac.uk
 - Alex Boulding: alexander.boulding@manchester.ac.uk
 - Aliya Ismangil: aliya.ismangil@manchester.ac.uk
- NIHR Manchester BRC comms:
 - Matt Baxter: matthew.baxter@mft.nhs.uk
- NIHR Manchester CRF comms:
 - Angela Nonis: angela.nonis@mft.nhs.uk

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