

Social Media Strategy

Atlantic Technological University

Contents

Introduction	3
Vision.....	3
Mission.....	3
Social Media Mission.....	4
Values.....	4
Approach to Social Media Management.....	5
Tone of Voice.....	5
Audience.....	6
Content Guidelines	6
Graphics.....	6
Hashtags.....	7
Social Media Management	9
Execution.....	10
Current Social Media Footprint.....	11
Campus Specific Channels.....	11
Official Accounts under the ATU Brand.....	12
Social Media Content Calendar.....	12
Goals & Key Performance Indicators	12
Community Management.....	14
Responding to Online Queries	15
Social Listening.....	15
Social Advertising	16
Social Media Tools	17
Measurement	18
Social Metrics.....	18
Website.....	18
Email Marketing.....	Error! Bookmark not defined.
*Measurement:.....	19
Review and Iteration	19

Introduction

At Atlantic TU we serve a diverse group of learners, staff, communities and organisations from our region and further afield. We offer a rich combination of academic and research excellence, quality of life and opportunity –all of which can be experienced in the most beautiful part of Ireland. Our collaborative considered approach ensures that we deliver practice-orientated study, and research that seeks to address major challenges facing society and the world. As a multi-campus technological university in the west and north-west, we are dedicated to enabling sustainable economic, social and cultural development; connected to our region and with a mindset that reaches far beyond it.

As part of our overall marketing and communications plan, we have developed a social media strategy which aligns with our overall goals and strategic vision. It is key we maintain our audiences at our individual campuses while building the new Atlantic Technological University brand.

Given the changing nature of social media we will maintain this as a live document and will update it as required.

Vision

To educate and inspire people and develop talent to accelerate the sustainable economic, social and cultural development of our region and beyond.

Mission

To be renowned for building capacity and community in our region through flexible and excellent academic programmes, collaborative and experiential learning, advancing knowledge through research and engagement, provision of lifelong learning and undergraduate, postgraduate, remote and enterprise-based education.

Social Media Mission

Our digital channels are a key communications and marketing tool between Atlantic TU and its stakeholders. Our approach to the digital roll out needs to reflect and be inclusive of our Strategic, Academic, Research, Marketing, Communications and Student Recruitment goals.

We need to build awareness, recognition and momentum behind the Atlantic TU brand at launch, while presenting a unified brand and tone of voice across digital channels and maintaining our campus-specific presence online.

Values

Togetherness

We work as a community, thriving on the strength of our connections. Everyone is welcome to join us on this journey. Through collaboration and interdependence we will achieve great things together.

Optimism

We believe in the transformative power of education. We are ambitious, energetic and engaged in our interactions. We look forward, and our work creates real opportunity for the region and beyond it.

Excellence

We are tenacious in pursuing high standards. We celebrate our achievements, both individual and shared. We are open to change and challenges because they are opportunities to learn.

Consideration

We act with high regard for personal well-being and advancement. We value each individual and treat them with respect and an open mind. We are thoughtful in our interactions with others.

Approach to Social Media Management

Tone of Voice

Tone of voice is the manner and style in which we write and speak, informing how the brand personality comes through in communication. Our tone of voice guides the level of formality or familiarity in our verbal communication, which informs word choice and structure.

We will speak in a consistent tone of voice reflecting our social media personality but how we speak on our social channels will change based on the audience we are seeking to engage, e.g., in the case of CAO audiences we often would use more informal text with emojis.

Our tone of voice should reflect our values and brand personality and be Collaborative, Genuine, Driven, Empathetic. We want our social posts to be informative and inspiring to others.

At ATU we aim that our tone of voice will convey a sense of:

Is:	Engaged Interdependent Connected	Collaborative	Is not:	Exclusive Inaccessible Demanding
Is:	Open Involved Responsive	Genuine	Is not:	Vague Dishonest Uptight
Is:	Forward-thinking Ambitious Always learning	Driven	Is not:	Resigned Know-it-all Defeatist
Is:	Welcoming Warm Trustworthy	Empathetic	Is not:	Close-minded Unforgiving Harsh

Audience

Our audience online is diverse and made up of many different stakeholders. Below is a sample of our stakeholders:

<ul style="list-style-type: none">• Prospective students• Undergraduate students• Postgraduate• Research• Guidance Counsellors• Educators• Government Bodies• Media• Alumni• Jobseekers/HR/Recruitment• Online students• International students• Mature students	<ul style="list-style-type: none">• Northern Ireland Students• Parents• Industry Partners• Staff• FE College• Higher Educations• Governing Bodies• Sporting Bodies• Wider public• Other institutions
--	---

Content Guidelines

Content can be submitted to marketing and communications team for inclusion on the main ATU brand channels however it's important that a graphics standard and fair representation of the campuses is maintained.

Considerations for inclusion will include the theme of the posts, how often each campus features and the quality of the posts will be continually monitored.

Graphics

A brand book and social media templates will be available to everyone to ensure ATU is displayed consistently through graphics online. It is recommended that the

brand elements are also uploaded to Canva, an online tool managed by Marketing and Communications, in collaboration with our graphic designer.

Hashtags

The primary hashtags are #AtlanticTU, #ATU and #HereisATU
{#BecomingATU - is only relevant pre-launch}

Themes

Our approach to content centres around themes such as Student Experience, Recruitment, Research, Industry, Engagement and Innovation.

Our content calendar contains key dates and deadlines throughout the year. ATU's channels present unified messaging across campuses at peak recruitment times. It will also post about events happening collaboratively across the campuses.

Frequency of Posts

Some of our social media platforms allow for a higher volume of posts such as Twitter, Instagram, and Facebook **Stories** (not feeds), Snapchat and TikTok. Below is the ideal level of posting per social channel:

Channel	Frequency
Facebook	Ideally we would post 1-2 times per day. In some instances increasing the frequency of posts can have a negative impact on clicks.
Instagram	Ideally we would post 2-3 times per week on the Instagram feed and generally no more an 1x time per day. Stories allow us to post more frequently. Stewardship of stakeholder events can generally take place through Instagram Stories which gives us greater flexibility in posting.
Twitter	Twitter is a good place to help steward our industry partners and often achievements by our students can be recognised by tagging their school, work placement or related club.
LinkedIn	One post per day (ideally in morning)
TikTok	TikTok rewards frequent posting and will be a key channel in recruitment. – ideally 1-3 times per day. The best time to post on TikTok is later in the evening, after 6pm.
Snapchat	Snapchat like TikTok rewards frequency and there's good flexibility with the volume that can be posted.

Social Media Management

The ATU marketing and communications team is responsible for the management of all social media accounts. The social media platforms are used for posts relating to Strategic, Academic, Research, Marketing, Communications and Student Recruitment and other press releases. The official social media accounts include:

- Facebook
- Twitter
- Instagram
- LinkedIn
- Snapchat
- TikTok
- YouTube


Team member	Role	Execution
Maura Frain	Marketing Executive	Content creation Content publication
Fiona Kelly	Marketing Manager	Content creation Content publication
Ivana Hanjs	Website Project & Content Coordinator	Content creation Content publication
Rachel Farrell	Marketing Officer	Content creation Content publication
Sarah Kearns	Online Marketing Officer	Content creation Content publication
Katie Finnegan	Digital Marketing Officer	Content creation Content publication
Orlaith Phelan	Marketing & Communications Officer	Content creation Content publication

Execution

Task	Team
Content Planning	
Copywriting	
Graphic Design	<p>Some activities such targeted digital campaigns are outsourced to third parties</p> <p>Some graphics created in-house using Canva</p>
Video Creation	<p>Some video content is generated organically via smart phone</p> <p>Some video creation is outsourced to third parties e.g. We Are Moose Production.</p>
Content Approval	
Community Management	
Social Advertising	
Social Event Reporting	
Reporting	
Review	

Current Social Media Footprint

Our primary Atlantic Technological University Channels are below:

 @atu_ie	 @atu.ie.official	 @atu_ie	 atu_ie
 @Atlantic Technological University	 @atu_ie	 ATU Channel	

Campus Specific Channels

In addition to the primary channels above each campus manages a number of location specific or function specific channels. These are outlined here and as we migrate GMIT, LYIT and IT Sligo under the ATU brand we will be adapting usernames over time. The approach with usernames is to allow ATU to preface campus location where relevant:

- ATU Galway City
- ATU Connemara
- ATU Mountbellew
- ATU Mayo
- ATU Sligo
- ATU SligoStAngelas
- ATU DonegalLetterkenny
- ATU DonegalKillybegs

Official Accounts under the ATU Brand

Accounts such as CCAM, YAADA can maintain existing social presence rebranding under ATU brand guidelines with ATU logo icon and cover. Users managing social media accounts related to ATU and its campuses and initiatives are asked only to update their visuals which are available on atu.ie.

The roll out of the ATU brand online will take place on a phased basis. **It is not recommended for these channels to update their usernames or social media handles at this time.** Further guidance on this will be issued to account holders.

The Official ATU logo can be displayed only if you are in compliance with ATU social media guidelines and policies and are member of the social media directory. In order to become a member of the directory please contact your campus marketing team for inclusion.

Circular logos and guidance will be available to all accounts related to ATU. A log of the social media page and the point of contact responsible for the page is necessary to allow ATU to maintain access.

Social Media Content Calendar

The Social Media Calendar provides a way to plan and organise upcoming content and is integrated with our events calendar. Notable events/activities include CAO applications deadlines, Open Days, Induction Day, Graduations, Engineers Week, Careers Days, etc.

It's important that our content calendar is representative of the breadth of activity which takes places across campuses and is mindful of the themes ATU must showcase.

Goals & Key Performance Indicators

Below we outline our top-line goals for the lifespan of this strategy with accompanying KPIs.

Goal	KPI
Build ATU Brand Awareness	<ul style="list-style-type: none"> • Build social media presence across all social channels • Drive traffic to ATU website
Student recruitment	<ul style="list-style-type: none"> • Increased website traffic • Generate engagement • Increased social media reach
Create awareness of ATU's courses	<ul style="list-style-type: none"> • Increased website traffic • Increased social media reach • Achieving public sector benchmark engagement rates across our social networks • Develop a 12-month content calendar. Create informative and engaging social content to generate awareness of courses.
Create awareness of ATU's campuses	<ul style="list-style-type: none"> • Increased website traffic • Increased social media reach • Achieving public sector benchmark engagement rates across our social networks • Develop a 12-month content calendar. Create informative social content to generate awareness of ATU campuses.
Enhanced student experience	<ul style="list-style-type: none"> • Staff training • Campaign metrics • Achieving public sector benchmark engagement rates across our social networks (1%) • Ensuring we are active on all relevant social networks

	<ul style="list-style-type: none"> • Respond promptly to all online queries
Student engagement	<ul style="list-style-type: none"> • Campaign metrics • Creating 'just like me' content to promote a sense of trustworthiness and transparent communications with our audience
Development of streamlined social communications processes	<ul style="list-style-type: none"> • Staff training • Digital editorial planning and review meetings

Community Management

We have a policy of being open, responsive and being generous with our expert knowledge on our social networks.

To this end we will approach community management professionally but with a friendly tone. We want our community to consider us approachable.

Community Management Principles

- We will be helpful and supportive and respond to queries in a timely fashion.
- We will respect the views of others.
- We are aware that we are responsible for what we post online.
- We will encourage our partners (current and past students, academics, relevant ATU staff e.g. the School's Liaison Team etc.) to share their expert knowledge which we will publish and attribute to them in posts and status updates. This content will be re-purposed across social networks.
- We will not post or share offensive, defamatory or information that we cannot stand over.
- We will check our facts before publishing content.

- We will frequently share our insights, express our opinion, and share information as appropriate, especially when it is helpful to others.
- Comment and opinion will be shared after consulting with our partners
- We will promote others' work and try to add value to what others are doing and saying on social media which aligns with the values of our organisation.
- We will post content, which is knowledgeable, accurate, and use appropriate professionalism when engaging with the public.
- We will be quick to correct our own mistakes, admit when we are wrong and if in doubt, we will leave it out.
- When posting online we will be considerate of others' privacy and topics that could be considered personal, such as religion or politics.
- We will not share any confidential or proprietary information online.
- If we have a complaint on social media, we will escalate it and it will be dealt with speedily and respectfully.
- We will respond to all private messages and comments.
- We will follow best practice in the case of being trolled.

Responding to Online Queries

A dedicated resource will be available to monitor incoming queries to ATU social channels

Social Listening

There are tools available to help us segment our social listening data by demographics, gender, influence, location, etc.

- Branded hashtags
- Brand mentions
- Campaign names or keywords
- Competitor mentions
- Industry trends – words & topics

[Google Alerts](#), [Mention.com](#), [TweetDeck](#) + others

Social Advertising

We will maximise the potential of social advertising to amplify key messages and to engage all our target audiences in the work of GMIT. We will use these platforms, as and when, deemed relevant.

- **Facebook and Instagram Advertising** – using the expansive targeting opportunities within Facebook and its sister social network Instagram to target our audiences with key messages and content.
- **Twitter Advertising** – harnessing Twitter advertising to amplify certain Tweets around key events and promoting hashtags.
- **LinkedIn Advertising**
- **TikTok Advertising**
- **Snapchat Advertising**

Social Media Tools

In order to help us work efficiently and effectively on social media we will utilise the free and paid for tools as we grow our output. A sample of these is below:



Loomly – to centralise our organic social posts and allow collaboration and transparency across campuses



AgoraPulse – social media management - scheduling, planning, approving, publishing and reporting social media activities



Twitter Analytics – analysing Twitter engagement and activity



Facebook Ads Manager – setting up ad campaigns and downloading reports & Facebook Insights



Canva – designing social graphics optimised for each channel



LinkedIn Ads – for communicating with online learners and other academic, industry and research stakeholders.

Other Tools Include:

Google Analytics

Google Conversion Tracking

Facebook, Snapchat and TikTok Pixels

Google Tag Manager

Google Search Console

Measurement

To measure the effectiveness of our social and digital activity we outline below the key metrics that matter for our organisation.

Social Metrics

- Follower growth
- Engagement rate (likes, comments, shares, clicks)
- Awareness (impressions and reach)
- Click-through-rate
- Video views
- Social shares
- Hashtag reach
- Social advertising reports

Website

- Number of site visitors
- Session duration
- Bounce rate
- Device source
- Social referral traffic

***Measurement:**

We will measure the metrics below restricting data to activity period of our campaign.

- ✓ Fan growth per social channel
- ✓ Engagement rate per social channel
- ✓ Hashtag reach
- ✓ Article views and engagement (LinkedIn)
- ✓ Media published i.e. videos, photos, gifs, graphics
- ✓ Facebook Ads report
- ✓ Video views (3 seconds, 10 seconds, 90%, cumulative minutes)
- ✓ Website traffic
- ✓ Click-through-rate

Review and Iteration

This strategy will be a live document and reviewed annually. As decisions are taken to adopt new social media platforms the policy and approach to each will be included.

As team members join or leave, their profiles should be added or removed from social networks.

When any iteration to our social media approach is taken, it will be reflected in this document and dated, and the document version updated.