Social Media Strategy
Faculty of Education

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28 novembre 2012

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Dernière version : 27 août 2013
1. Communication objectives: Destination 2020

Our communication objectives via social media are focused on four pillars of the University of Ottawa’s Destination 2020 plan. These pillars are: student experience, research, internationalization and bilingualism.

As such, the goals we have identified for the use of social media as a communication tool are as follows:

**Generally**
- To offer access to students, professors, researchers, partners and the general public to Faculty news.

**Student Experience**
- To establish an additional platform (to be added to the Faculty website and the student portal) of communication with our students, for the purpose of communicating important information pertaining to their studies or relevant activities (i.e. due dates, mandatory workshops and presentations, conferences, events, etc...)
- To create a dialogue, a positive interaction with the student community (prospective and current) in order to improve the student experience at the Faculty.
- To communicate career opportunities and opportunities for further learning to students in the Teacher Education program.

**Research**
- To highlight the research in education by making the research accessible to the general public, using the professor profiles, their publications and their research profiles.

**Bilingualism**
- Maintain the Faculty’s bilingualism and encourage communication in both official languages by employing a balanced usage of French and English on our social media outlets.

**Internationalization**
- Showcase the Faculty’s internationalism by putting a focus on projects that have an international reach or impact.
2. Target Audiences

The social media outlets will allow the Faculty to reach a large target audience, including:

- Students in Teacher Education;
- Prospective students;
- Students in Graduate Studies;
- Alumni;
- Professors and researchers;
- Partners (school boards, the Ministry of Education, etc.)
3. Strategic Recommendations

3.1. Recommended Avenues of Social Media

See below a non-exhaustive list of our principal social media outlets, as well as recommendations and tactics for their optimal usage:

<table>
<thead>
<tr>
<th>Platform</th>
<th>Why</th>
<th>Uses</th>
</tr>
</thead>
</table>
| Twitter  | Yes | - Twitter has upwards of a hundred million users  
- Companies that use Twitter correctly have had great success building strong relationships with their clientele.  
- Allows for a mass-distribution of a message or a tweet through RT’s (retweets) |
|           |     | - **A bilingual** account  
- **Updates** on what is happening at the Faculty of Education (such as news published on the Faculty website or on Facebook)  
- **Content sharing** of photos, videos, articles (not necessarily sourced internally at the Faculty)  
- **RT (retweet)** interesting and relevant content put online by other users.  
- **Conversations** with other users  
- **Create a follow-up for the page and create links with members of the community**:  
  (a) research key-words in the search engine and follow influential users (partners, school boards, community organizations, etc.)  
  (b) communicate with influential users;  
  (c) RT (retweet) interesting content  
- **Thanking** the users that follow us |
| Facebook | Yes | The practice of « liking » a company, school, |
|          |     | - **A bilingual** account  
- **Updates** on what is happening at the Faculty |
association or individual is more and more common; it represents an opportunity to interact with our students and other target audiences.

- **Content sharing** of photos, videos, articles (not necessarily sourced internally at the Faculty)
- **Conversations** with other users
- **Use of Facebook tools to promote the Faculty**: event pages, important points in the history of the Faculty, student questions, etc.
- **Create a follow-up for the page and build relationships with members of our community:**
  
  (a) identify influential users and follow them (partners, school boards, community associations, etc.)
  (b) communicate with influential users that we follow (comment on their posts, « like » their content, etc.)
  (c) Share interesting and relevant content posted by other users.

| YouTube | Yes | Allows for a high level of distribution since videos are easily shared between individuals thanks to the integration of Youtube components with Facebook and Twitter. | - A **bilingual** account
- Post the Faculty’s videos
- **Share content put online** on Facebook et Twitter
- **Subscribe to interesting channels** (uOttawa and others)
- **Respond to questions** and comments from |
users.

| Flickr      | Yes | - Very active community  | - Post pictures taken by the Faculty at our events |
|            |     | - Allows for a high level of distribution since videos are easily shared between individuals thanks to the integration of Youtube components with Facebook and Twitter. | - Share photo albums on Facebook and Twitter |
|            |     |                          | - Recommended subscription : Flickr Pro (limited usage) for $24.95/year |

| Instagram   | Yes | - With the spread of smartphones, picture-taking « on the go » and day-to-day documentation of life by taking pictures are very popular. It would be interesting to document what happens at the Faculty with this type of picture-taking, integrated onto Facebook and Twitter. | - Post on Facebook and Twitter the pictures taken at events or day-to-day at the Faculty. |
|            |     | - High level of internet traffic. | - Use the « uOttawa » Instagram account, rather than create our own (we do not generate enough material to have a Faculty account.) |

**Note about picture sharing on social media :**

It is mandatory, by University policy on the protection of information, to have any individual that appears in a photograph sign the University of Ottawa consent form.

Alternatively, it is acceptable to have a sign posted at the door of events indicating that the photos taken at the event may be used for promotional purposes.
**Unused Social Media Platforms:**

<table>
<thead>
<tr>
<th>Platform</th>
<th>Active</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google+</td>
<td>No</td>
<td>Large network, but underused (many members but little participation and interaction)</td>
</tr>
</tbody>
</table>
| LinkedIn | No     | - It is not yet possible to create a company page for each Faculty, only for the University as a whole  
|          |        | - This tool is more oriented towards recruitment and professional networking than interaction |
3.2. Other Considerations

3.2.1. Faculty of Education Web site

*Promote our social media on the Faculty website home page*

In order to encourage our website users to follow us on our social media outlets, it would be relevant to include links to all our social media platforms on the home page.

The icons should be clearly visible, without taking up too much room on the page. Ideally they would be positioned just under the slider.

Placement recommendation for social media icons:
b) Render the Faculty’s website content completely viral and « shareable »

It is a good practice to allow website users to easily share any content displayed on the News, Events and Publications pages, as well as our videos, on all social media platforms through the use of a « share » button.

For example:

OR

This gives our content the potential to become viral on social media platforms and increases visibility.
3.2.3. Employee Signatures (all sectors)

It would be beneficial to the promotion of our social media pages to advertise these accounts using the staff email signatures.

For example:

Aurélie Barbe
Agente de marketing et communications
Marketing and Communications Officer
Faculté d'éducation / Faculty of Education
Université d'Ottawa / University of Ottawa

aurelie.barbe@uOttawa.ca
Tél. | Tel. : 613-562-5800 (5899)
Téléc | Fax : 613-562-5354
145, Jean-Jacques-Lussier (322)
Ottawa ON Canada K1N 6N5
www.uOttawa.ca
3.2.4. Platform Branding

Here is a proposition for branding on the different social media platforms used by the Faculty.

a) Twitter

Profile Picture: photo of the Communications and Marketing Agent (including a « uOttawa » ribbon)

Homepage banner:

Background:
b) Youtube

**Channel title:** uOttawaEducation ou uOttawaEdu (bilingue)

**Profile picture:**

![Profile picture](image1)

**Background:**

![Background](image2)
c) Facebook

Page title: uOttawaEducation

Page set-up:

Note: The photo on the banner should be changed regularly (minimum every six months), and can be used for specific promotion purposes.
3.3. General Recommendations for Making Updates

3.3.1. Maintaining an active profile on social media

It is recommended to allot some time every day (maximum of an hour) to add content, read comments and respond to messages on social media.

It is very important for social media strategy to maintain an active profile online. In fact, an inactive account will go largely unnoticed by users and will lose all potential to converse with other users. An active and up-to-date profile will maximize the Faculty’s visibility and will encourage interaction between the Faculty and other users.

Below is a guide of all social media activity to monitor and maintain, and the frequency by which these tasks should be repeated.

<table>
<thead>
<tr>
<th>Task</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post new content, sourced directly from the Faculty.</td>
<td>2-3 times per week on Facebook and Twitter</td>
</tr>
<tr>
<td>Post shared content from external sources that are interesting and relevant to our followers (articles from news sources or blogs, videos, images, etc.)</td>
<td>2-3 time per week Facebook and Twitter</td>
</tr>
<tr>
<td>Share relevant content (article, video, photo) that was published or shared by a direct contact of the Faculty (uOttawa, other faculties, professors, etc.) This can be done by « share » on Facebook, « retweet » on Twitter, or by identifying content as a « favourite » on Youtube.</td>
<td>Every day on all platforms, provided there is content to share.</td>
</tr>
<tr>
<td>Post new videos produced by the Faculty on Youtube (and share them on Facebook and Twitter.)</td>
<td>Whenever there are new videos</td>
</tr>
<tr>
<td>Respond to questions and comments on all platforms</td>
<td>Within 24-48 hours, on the platform the question was asked.</td>
</tr>
</tbody>
</table>
**Important Note:** Avoid posting content in series. Space out the posts over a day so that we don’t spam our users. One may think that publishing multiple posts would make us more visible, but too much content in a short time-span actually has the opposite effect and we run the risk of losing users who will block our content altogether.

### 3.3.2. Types of messages

- Updates about the goings on of the Facutly: news, events, etc.
- Reminders of important dates for programs
- Sharing photos, videos, relevant articles
- Share (Facebook), retweet (Twitter) or favourite (YouTube) content that was posted by others
- Engage in conversation with other users
- Post videos created for promotional purposes by the Faculty, as well as videos about research and professors
- Post videos and other content produced by our professors

**Important Note:** It is vitally important that all textual content remain short and concise. In fact, on Facebook in particular, limit yourself to **5-10 lines of text maximum**, and post a link for where users can find more information. On Twitter, post a short title or message with a link (Twitter limits posts to 140 characters).

### 3.3.3. The importance of transparency

Keep in mind that the success of this social media strategy depends on transparency: it is imperative to stay honest and transparent at all times.

Therefore:

- Include the name of the person responsible for maintaining the social media account in the account description. It is also good to put a picture of their face on the account.
- Do not modify or erase comments and posts, unless they are particularly vulgar. It is important to be able to answer all negative comments, instead of just erasing and ignoring them.
3.3.4. Policy for answering questions

3.3.4.1. Student Questions

In the case of questions asked by students or prospective students, here are the people to contact to obtain a response:

<table>
<thead>
<tr>
<th>Type de question</th>
<th>Personne-ressource</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic question concerning the details of a program or admission</td>
<td>Academic Secretariat:</td>
</tr>
<tr>
<td></td>
<td>- Joanne Chartrand (undergraduate studies)</td>
</tr>
<tr>
<td></td>
<td>- Sara Jirari (graduate studies)</td>
</tr>
<tr>
<td>Formation à l’enseignement program (general questions)</td>
<td>Françoise Moffatt (<a href="mailto:formens@uottawa.ca">formens@uottawa.ca</a>)</td>
</tr>
<tr>
<td>Teacher Education program (general questions)</td>
<td>Kaeli McCarthy (<a href="mailto:teached@uottawa.ca">teached@uottawa.ca</a>)</td>
</tr>
<tr>
<td>Graduate studies (general questions)</td>
<td>Sophie Vincent</td>
</tr>
<tr>
<td>Stages and practicum</td>
<td>Camille Paradis and Nick Cinanni (French)</td>
</tr>
<tr>
<td></td>
<td>Nicole Leman (English)</td>
</tr>
<tr>
<td>Additional Qualifications</td>
<td>Roger Gauthier or Marie Beaulieu</td>
</tr>
</tbody>
</table>

In any case, it is imperative to confirm the response with the person responsible (mentioned in the table above), in order to ensure that all answers are correct and exact. The other option is to encourage the inquirer to contact the person responsible directly.

3.3.4.2. Questions intended for another faculty

In the case of questions asked by someone who is looking to apply to the University of Ottawa (and not the Faculty of Education), we are not the qualified personnel to answer this question. We refer these types of questions to the Admissions Office:

- [http://www.uottawa.ca/futurestudents.html](http://www.uottawa.ca/futurestudents.html)
- admissions@uOttawa.ca
3.3.5. In Case of Absence of the Social Media Attendant

The person responsible for social media at the Faculty of Education is Aurélie Barbe (aurelie.barbe@uOttawa.ca, poste 4889). At all times, The designated attendant will be the only person to add content or answer questions on the faculty’s social media pages.

In the case that the designated social media attendant is absent from the office, it is important for other staff to maintain a minimal presence on Facebook and Twitter (activity on Youtube, Flickr and Instagram is more sporadic).

Therefore, the personnes responsible in the case of Aurélie’s absence are (depending on availability):

- **Anne-Sophie Ducellier**
  Manager, Marketing and communications
  anne-sophie.ducellier@uOttawa.ca
- **Cynthia Coutu Ross**
  Communications and Alumni Relations Agent
  cynthia.coutu.ross@uOttawa.ca

To access the social media management tool (Sprout Social) the account access is as follows:

- https://sproutsocial.com/
- email: devedu@uOttawa.ca
- password: 308am33t

During the Christmas holidays, it is acceptable, seeing as the University of Ottawa is closed during the time, to not post any new content on social media. In this case, it is necessary to mention on all active platforms that we are on holidays and that regular activity will resume upon our return in January.

3.3.4. Managing Bilingualism

For the use of our chosen platforms, bilingual accounts are preferable as it is simpler for the users. Moreover, bilingual users may have an interest in content that is published in both languages; it is therefore better to not limit French content to francophones or English content to anglophones.
In the case that articles or external content is shared, on in the case of comments or messages, as well as responses to comments and messages, it is advised to use only the language of the original publication. It is not necessary to translate this information.