

UNIVERSITY OF GREENWICH – SOCIAL MEDIA STRATEGY 2024 - 8

INTRODUCTION

The Social Media team is responsible for promoting and protecting the university's reputation and key activities and directly supports the recruitment and retention of students and staff, research funding applications and partnerships.

It plays a crucial part in the University of Greenwich's overall communications function, sitting alongside the Internal Communications team (responsible for staff and student communications) and PR team (responsible for managing media, proactive and crisis communications).

The Social Media team sits within the Marketing and Brand team and works closely with the Communications and Engagement Team, Digital Marketing Teams, Faculty Marketing leads and colleagues across the university.

The team also has a key role to play in reactive and crisis communications.

The team works across the university, and at all levels, and advises professional and academic staff on how best to communicate their news on social media channels; supporting with events and engagement; and advising on how to manage any urgent issues involving students and staff, including all our faculties and schools.

OBJECTIVES

The purpose of this Social Media strategy is to:

- Create a clear focus on Social Media activity that will raise the university's profile in the right places to reach the right audiences, for the next four years.
- Steadily increase the university's profile around key themes that it wants to be known for, aligned to the 'This is our Time' 2030 strategy and sub-strategies.
- Provide detailed targets and objectives to measure performance for 2024 – 5 and strategic objectives and approach for 2024 – 28 in line with the Marketing Comms Plan.
- Continue to build on significant engagement in key social media channels.
- Ensure the university is making the best use of resources within the Social Media team.
- Deliver our measurement and evaluation objectives.

KEY AUDIENCES

The university engages with broad and diverse audiences locally, nationally and internationally. The Social Media team uses a range of communications channels and tactics to reach these audiences.

The primary, broad target groups and reason for engagement are:

Target audience group	Purpose of engagement
Prospective students and their families/influencers	To raise awareness of the university and drive applications and acceptances
Current students and staff	To generate a sense of pride in the university and contribute to student and staff retention To use student voices to amplify the university's positive stories and reputation and share experiences
Business and sector leaders	To support the development of partnerships To build credibility with key external stakeholders
Political leaders, policymakers and influencers	To build influence, credibility and positive reputation
Media (local, national, international, sector)	To raise awareness and credibility of the university To support student and staff recruitment

CHANNELS & TACTICS

TikTok and Instagram are our strongest channels for our prospective and current student audiences.

TikTok

- Followers: 6,462 (Jan '25)
 - Target audience: primarily prospective and current UG students
 - Platform demographics (2024): 18–24-year-olds make up the largest user group, with 15.9% female and 18.9% male users in this age range. (Source: byradiant)
- Frequency of posts: At least 1 video per week

TikTok thrives on trends and sounds. It is important for this channel to work and grow for us, and that we stay up to date with trends and use these where we can. We also need to stay consistent with content to remain on people's feeds. The tone of content can vary; informative, inspirational, aspirational, educational but also funny and 'cheeky' where appropriate. Content must never appear as an 'advert' but must stay in keeping with the platform's tone and what our audiences would like to see.

In 2024/5: we will work closely with all faculties to create a library of diverse content that represents all areas of our university.

Instagram

- Followers: 50,581 (Jan '25)
- Target audience: prospective UG, PG, International and current students
- Platform demographics (2024): 18-24-year-olds make up the biggest users at 30.8%, with 25–34-year-old users not far behind making up 30.3% of users. (Source: Hootsuite)
- Frequency of posts: 5 stories, 1 post, and 1 reel per week

Instagram is not only a big platform for us in terms of recruiting, but it is also where a lot of our current students are, making it a great space for student engagement and generating significant student-led content. Instagram is a visual platform, so high quality images and video are key. Similar to TikTok in tone, it is aspirational, inspirational and informative. With the introduction of Instagram reels, we can also be a bit more 'fun' with our video content, like the trends we see on TikTok.

In 2024/5: we will continue to create content for 'reels' and host regular takeovers with UKSR and other areas of the university. We will also be focusing on creating more student generated content for this channel.

Facebook

- Followers: 175K (Jan '25)
- Target audience: influencers, prospective international students and alumni
- Platform demographics (2024): As of April 2024, it was found that men between the ages of 25 and 34 years made up Facebook largest audience, accounting for 18.4 percent of global users. (Source: Statista)
- Frequency of posts: 2 per day

The university's Facebook page is currently our second largest following, at over 175,000 followers.

There is still a big reach, particularly with international audiences and influencers. It is important to remain consistent and post regularly to remain on our followers' feeds, with potential to have our content reshared and appear in more feeds and gain more reach. The tone is slightly different to TikTok and Instagram as the focus is more around being informative.

In 2024/5 we will use Facebook to celebrate the university's achievements and promote key events, such as Open Days.

X (formally known as Twitter)

- Followers: 31,475 (Jan '25)
- Target audience: staff, journalists, sector representatives and opinion formers
- Platform demographics (2024): As of April 2024, 36.6 percent of X's (formerly Twitter) global audience was aged between 25 and 34 years. The second-largest age group demographic on the platform was represented by users aged between 18 and

24 years, with a share of 34.2 percent. Users aged less than 18 years accounted for 2.4 percent of users, while those aged 50 or older accounted for roughly seven percent. (source: Statista)

- Frequency of posts: 1-2 posts per week.

X is our slowest growing channel and usage continues to decline, specifically with our target audiences. A big factor contributing towards the decline of the platform is due to the new ownership and direction the platform is taking. As we feel the platform no longer aligns with our values, we have strategically made the decision to distance ourselves from this channel and reduce the amount of content we share on there. We will continue to monitor.

LinkedIn

- Followers: 203,864 (Jan '25)
- Target Audience: staff, alumni, sector and business audiences
- Platform demographics (2024): As of April 2024, 50.6 percent of LinkedIn users worldwide were between the ages of 25 and 34 years old. In comparison, users older than 55 years old made-up 3.8 percent of the social platform's audience. (Source: [statista.co.uk](https://www.statista.co.uk))
- Frequency of posts: 1-2 per week

Our LinkedIn page has the most followers at over 200,000. Working in collaboration with the PR team, we share similar content to X, such as news stories, awards wins, nominations and senior staff appointments. We will give a platform to our staff to share their successes and link up and share content from partners and key stakeholders.

In 2024/5 we will continue to post regularly to LinkedIn to maintain and grow this large community.

YouTube

- Followers: 18,443 (Jan '25)
- Target audience: Prospective UG, PG and International students.
- Platform demographics (2024): As of July 2024, 12.1 percent of the YouTube global audience was composed of male users aged between 25 and 34 years, as well as around 9.4 percent of female users of the same age. Male users aged between 35 and 44 years on the platform accounted for 9.8 percent of the total, while women of the same age using YouTube had an audience share of 8.1 percent in the examined period. (Source: Statista)

Our YouTube channel is currently managed and will continue to be managed by our content team.

TAKING A STRATEGIC AND PROACTIVE APPROACH

With so much happening at the university, it is easy to end up with a reactive approach to communications. By taking a more strategic approach, we can effectively mitigate this and ensure we help the university to stand out from the crowd, better engage audiences and further build their understanding of the university in the way it wants to be seen and understood.

We therefore recommend the following approach:

1. Focused Social Media activity around four priority pillars from the Strategy 2030

The priority pillars are:

- Student Success
- Inclusivity and Culture
- Impactful Research
- Connected and Sustainable Campuses

Pillar 1 - Student Success

Areas of focus are:

- Widening participation initiatives/outcomes
- Inclusive recruitment
- Addressing BAME attainment gaps
- Graduate outcomes
- Student successes in key areas of Engineering, Science, Healthcare, Creative Arts
- Apprenticeships
- Active curriculum
- Transformational opportunities and stories
- Student support e.g. coaching, Changemakers programme, Mental Health initiatives
- Partnership working with Greenwich Students' Union (GSU) and international partners
- Sports and societies

Pillar 2 – Inclusivity and Culture

Areas of focus:

- Race Action Plan
- Mental Health and Wellbeing Plan
- Gender, BAME & Disability pay gaps
- Work being done to make Greenwich a 'modern university' (diverse and inclusive)
- Social mobility
- Flexible working and studying
- Menopause
- Faith
- Staff networks
- International students studying at Greenwich

Pillar 3 – Impactful Research

Areas of focus:

- Sustainability research (e.g., NRI, food production, living wall, green roof)
- New partnerships and national collaborations
- Entrepreneurial and innovation support
- Further research areas to be identified in the new research sub-strategy

Pillar 4 – Connected and Sustainable Campuses

Areas of focus:

- Showcasing key partnerships (connected externally and the benefits they bring)
- Showcasing work around climate change and green agenda
- The unique blue/green opportunities
- Physical infrastructure developments
- Digital innovations
- Work with and supporting local communities
- Place-making for each campus

2. Operational communications

Alongside the four priority pillars, the Social Media activity will also have a fifth area of regular proactive communications, focused on the main activities and events in the university year. This activity is captured and managed in the Communications Forum forward planner.

Areas of focus include:

- Clearing
- Start of term
- Graduation
- Open days
- League tables e.g., National Student Survey, Graduate Outcomes Survey, Research Excellence Framework, Teaching Excellence Framework, Knowledge Exchange Framework, Guardian University Guide.
- University strategies, plans and initiatives launched
- Events and high-profile visits
- Senior staff appointments

3. Higher Education (HE) campaigns

The Social Media team will also work closely with external HE bodies, such as Universities UK (UUK) and University Alliance (UA) which regularly run national campaigns on key topics for the sector as well as leading coordinated responses on sector-wide issues. Working with

them will help to raise our profile, ensure the university's voice is heard and enable us to contribute to key issues.

Case studies and examples of best practice will be provided to enable UUK and UA to champion the work at the university as part of their national communications efforts.

Best platforms for such campaigns that are sector focused will mainly be LinkedIn. However, we also support our partners and any relevant campaigns they run, which can sometimes be student focused. This type of content will sit on Instagram and Facebook.

4. Reactive communications / reputation management

We horizon-scan and monitor for emerging issues that have the potential to harm the university's reputation using social media, mainly X. Unfortunately, X now no longer allows third parties to enable social listening with their platform, so this process is manual. We can still track key works within X's search function to monitor conversations.

We provide a 24/7 on-call service to deal with any urgent media enquiries or issues on social media that happen outside of office hours and need to be resolved swiftly.

We are part of the university crisis communications response group, and we also maintain close links with key partners (e.g., GSU, Student Academic Services and external partners) for early warnings and effective management of potential issues.

5. Community Management

An important part of any social media strategy is community management, nurturing its existing online community, as well as growing a following. To do this, we must ensure our content speaks to our targeted audiences as tailored for the platform. This includes tone of voice for each individual channel and making sure we reply to comments and engage with those who engage with us.

MEASUREMENT AND EVALUATION

The Social Media Team's objectives for 2024/5 are:

- Grow following on Tiktok, Instagram, Facebook and LinkedIn by 10%
- Identify new opportunities
- Diversify content in terms of students, stories and locations
- Increase student-generated content and working with influencers

This will enable us to:

- Raise brand awareness and support student recruitment goals. By increasing our following and diversifying content, and identifying new opportunities and trends, we're ensuring we reach larger audiences, thus having a large influence over student recruitment.

We will track and measure monthly against the following criteria:

- Reach/impressions per platform

- Engagements per platform
- Followers per platform

Data is collated monthly by the social media team.

KPIs

Social Media Followers

24/25 Target: + 45,293 new followers (498,219 September 2025)

Quarterly Target: +11,322 new followers

Monthly Target: +3,774 new followers

SOCIAL MEDIA FORWARD PLANNING

We have several key operational planning resources to facilitate the delivery of our Social Media Strategy. [The SM Forward Planner](#) for the year enables the Marketing and External Relations Directorate to see what is planned and allows collaboration and suggestions from staff. This is a working (live) document.

As well as the SM forward planner, we have a more detailed [monthly social media schedule](#) on Airtable, which is managed by the Social Media Officer who looks at our content week to week. This is also a working (live) page.

SOCIAL MEDIA POLICY FOR STAFF AND STUDENTS

We have in place policy and guidance for our staff to ensure our brand remains strong and is protected, and to prevent multiple accounts from the wider university being opened where it is not appropriate. In these cases, staff are encouraged to use the central channels to share their content and promote their work. If staff feel they need their own account, there is a form provided with our policy where they can file a request with the social media team.

We also have a social media policy for students in place, as in some cases students will open accounts that are associated with the university i.e., societies, so it is important in these cases that they also have guidance. Our policy also reinforces our stance on online bullying.

STAFF POLICY: <https://www.gre.ac.uk/docs/rep/communications-and-recruitment/social-media-policy-staff>

STUDENT SOCIAL MEDIA POLICY: <https://www.gre.ac.uk/docs/rep/communications-and-recruitment/uog-student-social-media-policy>

Appendix 1

SOCIAL MEDIA PLATFORM MATRIX

PLATFORM	DEMOGRAPHICS	TARGET AUDIENCE	STRATEGY	CONTENT
FACEBOOK	Platform demographics (2024): As of April 2024, it was found that men between the ages of 25 and 34 years made up Facebook largest audience, accounting for 18.4 percent of global users. (Source: Statista)	Influencers, prospective international students, alumni.	The university's Facebook page is currently our second largest following, at over 160,000 followers. However, Facebook usage as a whole is declining, so there isn't evidence of the same level of engagement as on Instagram and TikTok. There is still a big reach, particularly with international audiences and influencers. It is important to remain consistent and post regularly to remain on our followers' feeds, with potential to have our content reshared and appear in more feeds and gain more reach. The tone is slightly different to TikTok and Instagram as the focus is more around being informative.	Event promotion Latest university news Key dates I.e., open day, application deadlines, clearing
X (Formerly known as Twitter)	Platform demographics (2024): As of April 2024, 36.6 percent of X's (formerly Twitter) global audience was aged between 25 and 34 years. The second-largest age group demographic on the platform was represented by users aged between 18 and 24 years, with a share of 34.2 percent. Users	staff, journalists, sector representatives and opinion formers	X is our slowest growing channel and usage continues to decline, specifically with our target audiences. A big factor contributing towards the decline of the platform is due to the new ownership and direction the platform is taking. As we feel the platform no longer aligns with our values, we have strategically made the decision to distance ourselves from this channel and reduce the amount of content we share on there. We will continue to monitor.	Event promotion Press appearances I.e. academic in the news Latest research Work with partners University news Senior postings

	aged less than 18 years accounted for 2.4 percent of users, while those aged 50 or older accounted for roughly seven percent. (source: Statista)			
LINKEDIN	Platform demographics (2024): As of April 2024, 50.6 percent of LinkedIn users worldwide were between the ages of 25 and 34 years old. In comparison, users older than 55 years old made-up 3.8 percent of the social platform's audience. (Source: statista.co.uk)	staff, alumni, sector and business audiences	Our LinkedIn page has the most followers at 168,000. Working in collaboration with the PR team, we share similar content to Twitter, such as news stories, awards wins, nominations and senior staff appointments.	<p>Latest news</p> <p>Job opportunities and high-profile job posting announcements</p> <p>Latest research</p> <p>Our work with partners</p>
YOUTUBE	Platform demographics (2024): As of July 2024, 12.1 percent of the YouTube global audience was composed of male users aged between 25 and 34 years, as well as around 9.4 percent of female users of the same age. Male users aged between 35 and 44 years on the platform accounted for 9.8 percent of the total, while	Prospective UG, PG and International students.	Our YouTube channel has 14,750 followers with an average of around 70,000 views per month. UG/PG recruitment via paid social ads about Open Days and Clearing are key areas for content on this channel. We link to it from much of our website video content as well, covering subjects such as faculty-specific videos, campus tours and other student information.	<p>Faculty videos</p> <p>Student life (campus tours, event highlights, graduations)</p> <p>Promotion for upcoming events/recruitment (open days, clearing)</p>

	women of the same age using YouTube had an audience share of 8.1 percent in the examined period. (Source: Statista)			
TIKTOK	(2024): 18–24-year-olds make up the largest user group, with 15.9% female and 18.9% male users in this age range. (Source: byradiant)	primarily prospective and current UG students	TikTok thrives on trends and sounds. It is important for this channel to work and grow for us, and that we stay up to date with trends and use these where we can. We also need to stay consistent with content to remain on people's feeds. The tone of content can vary: informative, inspirational, aspirational, educational but also funny and 'cheeky' where appropriate. Content must never appear as an 'advert' but must stay in keeping with the platform's tone and what our audiences would like to see.	<p>Student generated content i.e. day in the life</p> <p>Current trends on tiktok – utilise to promote clearing, open days, application deadlines etc.</p>
INSTAGRAM	Platform demographics (2024): 18-24-year-olds make up the biggest users at 30.8%, with 25–34-year-old users not far behind making up 30.3% of users. (Source: Hootsuite) (Source: pushgroup.co.uk)	UG, PG, International and current students	Instagram is not only a big platform for us in terms of recruiting, but it is also where a lot of our current students are, making it a great space for student engagement and generating significant student-led content. Instagram is a visual platform, so high quality images and video are key. Similar to TikTok in tone, it is aspirational, inspirational and informative. With the introduction of Instagram reels, we can also be a bit more 'fun' with our video content, like the trends we see on TikTok. We will continue to run weekly Instagram Lives with the Student Recruitment team as this approach brings in more viewers than our webinars. This is a key recruitment tool.	<p>Student generated content</p> <p>High quality images of campus/students - showcasing student lifestyle</p> <p>Video reels – similar tone to TikTok</p> <p>Instagram lives – answering questions and covering an array of topics throughout the wider university</p>