

University of the Highlands and Islands

Social media tone of voice

Contents

Introduction	2
Twitter	3
Audience	3
Tone	3
Content	3
Timing.....	3
Paid for activity / PPC.....	3
Examples of posts	3
Examples of shares.....	4
Facebook	5
Audience	5
Tone	5
Content	5
Timing.....	5
Paid for activity / PPC.....	5
Examples of posts	6
Instagram	8
Audience	8
Tone	8
Content	8
Timing.....	8
Paid for activity / PPC.....	8
Examples of posts	8
LinkedIn.....	12
Audience	12
Tone	12
Content	12
Timing.....	12
Paid for activity / PPC.....	12
Examples	12

Introduction

This document should help in understanding how we treat different platforms and situations for the university's social media accounts – explaining what we do and why we pick a particular tone when we post on behalf of the organisation.

We always use #ThinkUHI on our posts and encourage our audience to use this, making it easier to find content and share it. When this hashtag is used on social media, it also appears on our social media wall: <https://www.uhi.ac.uk/en/studying-at-uhi/student-life/>

Twitter

Audience

Postgraduate taught students, PhD researchers, staff (primarily academic and research), alumni, research organisations and bodies, public figures, and politicians.

Our audience are interested in research developments (including promoting their own), training and development opportunities, funding, student and staff successes, press coverage of research and university developments, public events (such as conferences, seminars and lectures). They also like to engage in conversation threads, and garner public opinion on key issues in which they are interested.

Tone

Our audience expect more mature, slightly formal language. Whilst it's also good to use humour in posts, we don't over-rely on it and avoid any use of slang or phrases which may more typically appeal to a younger audience.

Content

Twitter limits characters in posts. We don't use jargon, acronyms or academic partner abbreviations as this may alienate our audience members who don't know what they mean. Instead, we use links for further information and use Twitter to signpost to more detailed content.

It's important to consider the impact of our language and tone, e.g., 'crazy' or 'feeling blue' could come across insensitive towards mental health.

Timing

Posts on this platform perform best during the day and especially during lunchtime hours, therefore we try to save important messages for this time. We aim to post 3x daily as well as retweeting content.

Paid for activity / PPC

We only run PPC for our big recruitment campaigns, usually one promoted post during the campaign at £50-200

Examples of posts

Audience: Maritime Hydrogen research

Tone: Factual, formal

Interest: Event

Content: image, #hashtags, link, @mentions



If you would like to give any feedback, have further questions or would like to receive some training on social media please email us on socialmedia@uhi.ac.uk

Audience: Archaeology
 Tone: Factual, formal
 Interest: Event, current research
 Content: image, #hashtags, link, @mentions



Examples of shares

Audience: Industry links, agronomy
 Tone: Factual, lighter
 Interest: Current industry links
 Content: image, #hashtags, link, @mentions, brand association



Audience: Students, brand, recruitment
 Tone: Informal, welcoming
 Interest: Students, brand, community
 Content: #hashtags, adopting the student’s tone



Facebook

Audience

Students and their influencers (families, carers, teachers)

Tone

We use a lot of social and light content as this is a less formal medium so our tone should match, without forgetting that Facebook is still formally representing the university.

Content

70% of our content should inform, educate and entertain our audience and 30% should be more overt promotion (including promoting events, sharing student spotlights and success stories). For example, a post about our nursing students would garner a lot of attention and engagement from the students featured, their classmates, friends and family.

We don't use jargon, acronyms or academic partner abbreviations as this may alienate our audience members who don't know what they mean. Instead, we use links for further information and use Facebook to signpost to more detailed content.

Stories

Stories are a great way to bypass the algorithm and appear to all followers. This is useful for summarising and highlighting what has been going on within the university partnership, promoting upcoming events, important student updates and recruitment activity. We have noticed the more we share student content to our stories, it encourages others to share with us too, increasing engagement and easing the gathering of content.

Timing

Posts on this platform perform best in the evening when our audience are relaxing at home, scheduling our top stories for release then. We aim to post 3x daily.

Paid for activity (PPC)

PPC is a key element in the use of Facebook. To ensure we reach a good proportion of our 'likes' we use 'boosts'. To actively target specific demographics, we use 'adverts'.

'Adverts' do not appear in our timeline; this means that we can tailor the tone and content specifically for the targeted audience.

'Boosts' already exist in in our timeline and so will conform to our normal tone and content.

Examples of posts

Audience: Students, community

Tone: Light, congratulatory

Interest: Community, students

Content: photo, #hashtags, link, @mentions



Audience: Applicants

Tone: Welcoming, lighter

Interest: Recruitment, brand

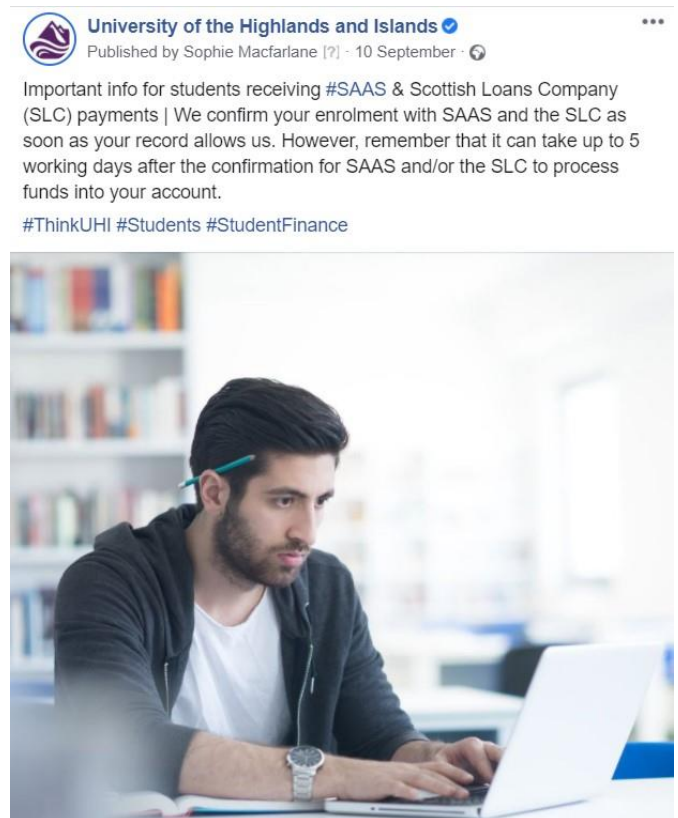
Content: photo, #hashtags, link, @mentions



Audience: Students, applicants
 Tone: Slightly formal
 Interest: Students, community



Audience: Students
 Tone: Informative
 Interest: Students
 Content: Image, #hashtags, important information



If you would like to give any feedback, have further questions or would like to receive some training on social media please email us on socialmedia@uhi.ac.uk

Instagram

Audience

Students and alumni.

They are interested in seeing an authentic snapshot of our student life, seeing fellow student's content being shared on our stories or grid and generally being recognised; whether that is liking, commenting, sharing their posts or all of the above. We have noticed when we engage with the audience's posts and stories, they become more likely to continue engaging with ours, building a familiarity and connection.

Tone

This platform is image and video driven and more informal which helps to connect to a younger audience (we think in terms of 17-24yrs old when preparing content).

Content

We avoid creating posts that have long weblinks as they are not clickable on this platform and cannot be copied on most devices. It's best to include a relevant link in our account bio (which is clickable) or use a memorable short link such as www.uhi.ac.uk/support

Stories

When students use #ThinkUHI, we can share to create a 'student life' feel to our stories. This may include our cookery student dishes, fashion student makeup looks, history student books, marine science student dives, archaeology student digs and art student creations.

Timing

Posts on this platform perform best in the late afternoon/evening when people are most likely to scroll through Instagram. However, if an important message such as an emergency communication needs released, we would put it out when necessary. We usually post once daily.

Paid for activity / PPC

Instagram is part of the Facebook suite of platforms so our PPC activity on here is determined as per the Facebook section earlier in the document.

Examples of posts

Audience: Students on campus

Tone: Formal, straight to the point to convey important information

Interest: Safety of our students on campus during the pandemic

Content: Image, #hashtags



Audience: Inverness based students and local community

Tone: Light, informative

Interest: Scenic photo, Inverness based audience will like and recognise this image

Content: Image, #hashtags, @mentions, emojis



Audience: 2020 graduates

Tone: Light, congratulatory

Interest: Recent graduates wishing success to their classmates, photos featuring animals tend to get more interest

If you would like to give any feedback, have further questions or would like to receive some training on social media please email us on socialmedia@uhi.ac.uk

Content: Image, #hashtags, @mentions, emojis



 thinkuhi • Following ...

 thinkuhi Graduating with the best companions 🐶 Lucy Beattie achieved a Masters of Education in Tertiary & Higher Education from our @lcc_uhi campus 🌟 Have you graduated with us? Check out our alumni benefits www.uhi.ac.uk/alumni

#ThinkUHI #UHIGrad #Graduation #Classof2020

4w

 leela_monty ❤️ Love this picture! ♥
4w 1 like Reply

52 likes

AUGUST 20

Add a comment...

Post

Audience: SAMS students

Tone: Light, using emojis

Interest: Marine Science students, photos featuring animals tend to get more interest, showing that student photos can be shared onto our grid

Content: Image, #hashtags, @mentions, emojis



LinkedIn

Audience

Our audience is primarily staff, alumni and other organisations. It can also include prospective staff and other educational institutions. We like to encourage our staff to share our content or make university relevant posts as LinkedIn remains more person-centric rather than an organisation-led medium.

Tone

When posting, our tone is more formal to fit our audience, posting about research articles and press releases coming out of our university. We avoid the use of slang and primarily promote our latest news. On this platform, we avoid content aimed solely at students.

Content

We are not talking to our audience necessarily to recruit, but instead to keep people informed with what is going on within our partnership as a large organisation both in education and in our region. The people that follow us on LinkedIn are interested in opportunities with us, latest research articles published by our academic staff, press coverage of university developments and campaigns we are involved in.

Timing

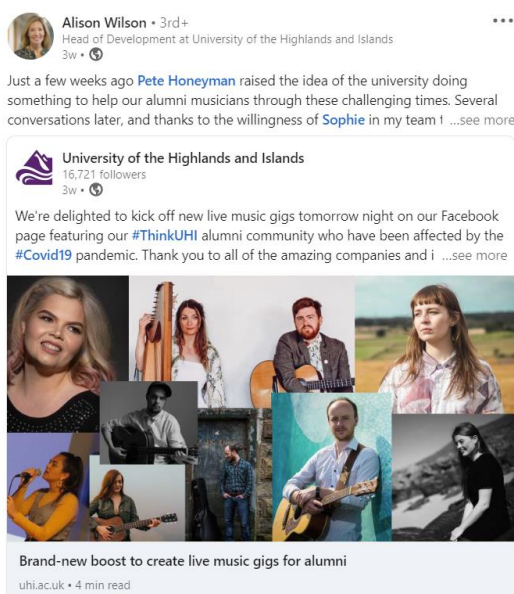
LinkedIn does not appear to be particularly sensitive to when we post, so we generally post during UK 9-5 working hours.

Paid for activity (PPC)

Paid-for activity on LinkedIn is still typically very expensive in the UK. We occasionally experiment to test if this is still the case, but only when there is a good business case for it. Examples might be to boost vacancy recruitment for a specific post or to highlight paid postgraduate opportunities when there are government grants, or similar funding sources available.

Examples

Colleagues Alison Wilson and Professor David Worthington sharing our content. Staff and students sharing our activity on LinkedIn is one of the most powerful forms of getting our message out onto the platform.



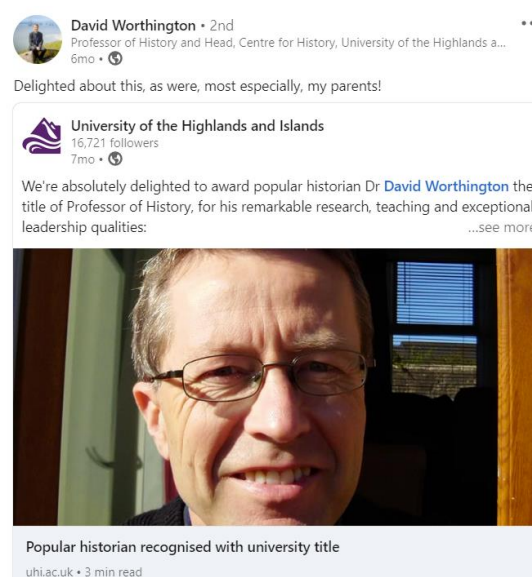
Alison Wilson • 3rd+
Head of Development at University of the Highlands and Islands
3w • 🌐

Just a few weeks ago **Pete Honeyman** raised the idea of the university doing something to help our alumni musicians through these challenging times. Several conversations later, and thanks to the willingness of **Sophie** in my team! ...see more

University of the Highlands and Islands
16,721 followers
3w • 🌐

We're delighted to kick off new live music gigs tomorrow night on our Facebook page featuring our **#ThinkUHI** alumni community who have been affected by the **#Covid19** pandemic. Thank you to all of the amazing companies and i ...see more

Brand-new boost to create live music gigs for alumni
uhi.ac.uk • 4 min read



David Worthington • 2nd
Professor of History and Head, Centre for History, University of the Highlands a...
6mo • 🌐

Delighted about this, as were, most especially, my parents!

University of the Highlands and Islands
16,721 followers
7mo • 🌐

We're absolutely delighted to award popular historian Dr **David Worthington** the title of Professor of History, for his remarkable research, teaching and exceptional leadership qualities: ...see more

Popular historian recognised with university title
uhi.ac.uk • 3 min read

If you would like to give any feedback, have further questions or would like to receive some training on social media please email us on socialmedia@uhi.ac.uk