

LAUNCHING A CHANNEL

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SOCIAL MEDIA CASE STUDY 1

LEC - Energy & Environment,
Research & Innovation
@energy_environ

First steps into the social media world, creating exciting content, establishing a tone of voice.

AUGUST 2020



A BRIEF OVERVIEW

OBJECTIVES	OUTPUTS	OUTCOMES
<ul style="list-style-type: none"> • Establish clear social media mission & objectives • Set up a Twitter account • Target content to policy makers • Experiment with content formats (video etc.) • Assign roles amongst the team • Increase following & build community of engaged followers 	<ul style="list-style-type: none"> • Established mission & objectives for channel • New Twitter account established • Producing regular content of interest to policy audience, including paid ads • Ran successful video campaign • Regularly engaging with policy makers' content including sharing relevant posts • 190 new followers – majority are academics or relevant industry/policy makers 	<ul style="list-style-type: none"> • The group has a new channel through which to reach and engage with their target audiences, which would be difficult to replicate elsewhere • Able to implement paid social media campaigns to further target key audiences and drive them to a new toolkit produced by the group

THE JOURNEY

Over the course of 6 months the 448 Studio team along with Lancaster University's Global Reputation Manager Dr Carla Banks assisted the LEC Energy & Environment research group to set up its Twitter account and support the growth of the channel.

IN THE BEGINNING

Starting the 6 months off with an interactive social media workshop provided the team with a basic understanding of social media channels, best practice as well as practical tips for setting up a social media channel of their own. The workshop also encouraged this group to develop a social media strategy, set objectives (which can be read below) along with encouraging them to plan content for their channel.

ONGOING SUPPORT

Weekly email and community support through Microsoft Teams and phone calls ensured continuous advice and assistance. This allowed ad-hoc social media and content related queries to be addressed swiftly. Mid-way through the 6 months a follow-up video call was organised to assess the work achieved on the channel. The team reviewed the progress they had made on the previous objectives and identified new ones which included video content creation ideas. The rapport built with the team allowed for a discussion on the feasibility of creating a video content campaign. This campaign as you can see below turned out to be their highest performing content over the course of 6 months.

RESULTS

The programme came to a conclusion at the end of the 6 months with a social media analytics workshop. The LEC team felt it was important to provide a clear analysis of the outcomes of the channel. The group analysed the data to shape future content decisions, refresh their objectives and review their channel strategy.

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It's also important to note that in addition to the ongoing support, 448 Studio delivered a social media advertising workshop to the team. We're looking forward to seeing how this LEC research group takes this new knowledge forward and develops their own project promoting research publications.

SOCIAL MEDIA TEAM OBJECTIVES

As mentioned in the 'Journey' these are the social media objectives that the team developed in our social media workshop and mid-way through the programme.

INCREASING ENGAGEMENT AND CREATING CONTENT

1. Establish clear social media mission & objectives
2. Set up a Twitter account
3. Target content to policy makers
4. Experiment with content formats (video etc.)
5. Assign roles amongst the team
6. Increase following & build community of engaged followers

OUTCOMES

This LEC group has proven that objectives and social media planning pay off, and now run a successful channel. It has an engaged following and forward-thinking content ideas. The “introducing the team” posts and the “a day in the life” videos will not only continue to grow the teams’ confidence but also increase the channel following in the future. This team collaborated with each other and took on board all our suggestions to craft an original channel that has a unique tone of voice.

The team also presented at our social media ‘unconference’ detailing the challenges and successes associated with creating the campaign to a wider academic LU audience, sharing their tips and experience with colleagues.

Supporting a research group and helping them to build their research profiles to meet their objectives contributes to the University’s overall aim to raise the profile of research and reach relevant audiences. Targeted support to develop a social media strategy ensures that academics’ time and efforts are used strategically and produce measurable outcomes. Empowering groups in this way helps them to realise the full potential of social media throughout the research process.

"I found the workshop in January helpful as it encouraged us to think about long-term objectives and to identify a target audience for our social media output. Above all, it was great that you guys [448 Studio Team & Dr Carla Banks] were always available to answer questions and provide bespoke training when needed."

- Dr Fabio Carvalho | Senior Research Associate

EXAMPLES

Some of the top performing posts created by the group's channel.

VIDEO CONTENT



Video is the most engaged with medium on social media right now. The team decided to tie together video, "a day in the life" and a trend about working from home.

The outcome was over 32 hours combined watch time, over 1,700 engagements (media clicks, profile clicks, likes, retweets, comments) and 13.2K impressions (any time someone viewed the tweet) from a combined 14 short videos. It's key to mention the @energy_environ channel was able to garner this exposure completely organically (no paid advertising) and with a total following of 150.

Some of the engagements (likes) were tracked to key external stakeholders whom the team would not have had a chance to engage with outside of their channel.

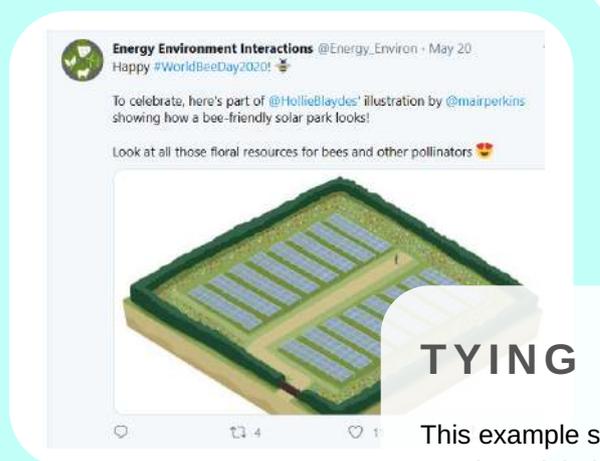
EXAMPLES

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COMMUNITY

One of the core objectives of the channel was to define a tone of voice. The group shared behind the scenes of them working from home as well as showcased new team members. They made sure to tag the personal Twitter accounts of their team, this shows they understood the importance of building an internal group community on their channel as well as cultivating content for an external audience.



TYING INTO TRENDS

This example shows how the team took into account content trends and tied their research into it. World Bee Day was a perfect day to share the positive impact their research has on the bee population. This tweet alone garnered 1,600 impressions and 90 engagements, **including external stakeholder Miguel Herrero who is a policy advisor for SolarPower Europe in Brussels.**

TAKEAWAYS

LAUNCHING A CHANNEL

1. Establish a mission for your channel
2. Revisit team objectives regularly
3. Determine your audience and decide the type of channel that would meet their needs
4. Understand who has access to your channel from the group and the best way for people to contribute to it

CREATING CONTENT

1. Plan your content with your team and select key dates where trends may align with your work
2. Determine what type of content fits with what you want to achieve (link, image, video)
3. Support your team to brainstorm and create content that fits the overall themes of your channel
4. Search for additional training if needed for video creation as it is the generally the most engaging type of content on social media

ESTABLISHING A TONE OF VOICE

1. Remember a 'tone of voice' on your channels will evolve the longer you run it
2. It's key to put yourself in the shoes of your audience and think how they would like to interact with you
3. Your channel doesn't always have to be about one thing all the time, use it as a means to interact and have conversations both formal and informal with your peers and stakeholders