Lancashire Cyber Foundry

Business Social Media Guidance

Social media is a powerful communications tool. It can be tricky to get the mix of personal and professional right, and it can be overwhelming- Who to follow? How often to engage? What platform to focus us? What to say?

TARGET, TONE & TYPE

Who are you target audiences on social media? Social media is global, you can reach all kinds of stakeholders and engage with them on social media. It may help you start with a list of the kinds of people you want to engage with, including people you have not connected with before.

LinkedIn. As LinkedIn is universally recognised as being a professional sphere, tends to be fairly formal.

Twitter. Posting on Twitter is informal and conversational. Twitter should demonstrate that behind your brand is a team of real people- it should be 'human' not too salesy.

As a professional social account, content on the BPE LinkedIn page should focus on:

- News stories
- Events
- Blogs
- Content marketing
- Case studies
- Commenting and sharing experts/professionals' posts

When posting, remember:

- Group discussion title can be up to 200 characters
- Group discussion body text can be up to 2,000 characters
- Group discussion comments can be up to 1,000 characters
- Post at least three time a week ideally

As Twitter is more casual than LinkedIn, it can include:

TARGET, TONE & TYPE

- News stories
- Events
- Blogs
- Content marketing
- Case studies
- Commenting and sharing experts/professionals' posts
- Shout outs/thanks to other organisations
- Using dates of interest as 'hooks' – e.g. using Earth Day
- Give-aways/competitions
- Highlighting USPs of Lancaster
- Behind the scenes/day-in-the-life posts

- Pictures should be 1200 x 600 pixels (or equivalent ratio)
- You can post several tweets about the same topic, using different images, videos etc. each time

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A post needs to stand out otherwise it can get lost. A great way to go this is through striking images and videos.

THINGS TO REMEMBER

To build and engage with your audience on social media, it is important to remember three things when posting.

1. Get their attention

A post needs to stand out otherwise it can get lost. A great way to go this is through striking images and videos.

2. Have a human angle

When something interests someone personally, they are more likely to like, share, or comment on the post. It could be an event they want to go to or a news story about a cause they care about; it can make them laugh or make them angry; but to get real traction it has to appeal on an emotional level.

3. Keep them in their social media platform

Most people process social media on

When posting, remember:

- Tweets should be about 120-130 characters, but can be up to 280 characters
- Use 1-2 hashtags
- Try to include one mention (a partner company, venue, or student for example)
- Try to include a link
- Use a picture, video, gif, etc.
- Post at least once a day, if you can, several times a day

TARGET, TONE & TYPE

mobile devices via apps and therefore clicking links that take them out of it can be disruptive. Videos are better being directly uploaded to a social channel, rather than just posting links to YouTube, for example.

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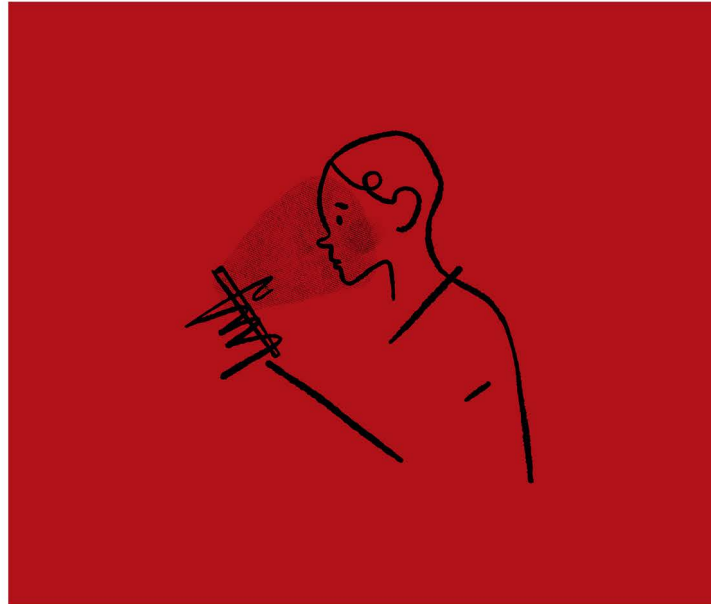
ABOUT US

Lancashire Cyber Foundry runs a programme designed to support businesses facing cyber challenges in Lancashire. Digital Innovation support is part of this programme but there is also business stategy support available too. This includes workshops dedicated to the evaluation of the driving forces which will shape the world of today and beyond. Consider how your business is affected by external changes, now consider how much time your business spends evaluating them and planning for them.

The programme consists of two full-day workshops, alongside some online open learning elements. In addition, enrolling gives you access to our digital portal full of cyber innovation tools and services to better defend, innovate and grow your business. There is also time available to meet 1-to-1 with our business development team who can offer bespoke insight and signposting to the best next steps for your business.

To find out more and how your business can access support and register on one of upcoming cohorts contact us: **_cyberfoundry@lancaster.ac.uk_**

ABOUT THE AUTHOR

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Marketing Manager, Wellbeing Leader, Coach and Musician, Amanda manages the promotion of partnerships and business engagement activities for Lancaster University's Faculty of Science and Technology. She provides marketing support to many large-scale, multi-million-pound regional economic development projects like the Lancashire Cyber Foundry, facilitating communications for businesses, university staff and students