

REPORTING AND DECISION MAKING

SOCIAL MEDIA CASE STUDY 3

Envision - Developing next generation
leaders in environmental science
@ENVISIONDTP

Increasing engagement, understanding analytics and
using reporting to develop successful strategies

AUGUST 2020



03

A BRIEF OVERVIEW

OBJECTIVES	OUTPUTS	OUTCOMES
<ul style="list-style-type: none"> • Develop a social media plan and schedule for the year • Build social media into daily/weekly workload with dedicated time put aside for social media • Ask students and supervisors to develop unique content to be posted on Envision twitter account to showcase specific research project highlights and updates • Follow & engage with new and existing PhD students • Deliver online event utilising social media channel to promote & engage attendees 	<ul style="list-style-type: none"> • Produced monthly reports on social media stats • Created content about the Envision community, tagging relevant accounts • Delivered an online exhibition of student's work, using Twitter account to promote and engage attendees via event hashtags & tagging 	<ul style="list-style-type: none"> • Engagement on the channel has increased as tracking their content has meant they have a better understanding of what works • Top tweets over the period focussed on community engagement • Identified that video content performed well so produced student project videos to share research • Sharing online event on Twitter drove traffic to the Envision website, enhancing the group's exposure • Monthly reports evidence the value of social media to meeting the group's objectives and have enabled the admin team to report back on success and be more time efficient

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 Envision research group to develop a social media strategy with content analytics at the forefront.

IN THE BEGINNING

The Envision team attended our kick-off social media workshop and it was determined that their primary Twitter channel was already established. The challenge they faced was finding time within their workload to dedicate to social media. We found the best way to be efficient was to put effort into tracking what content was working for them and what content was taking up their time. Their primary aim over the 6 month period was to develop a social media plan and schedule for the year plus set aside time to reflect on their channel through a reporting template.

ONGOING SUPPORT

Working alongside the Envision team we requested screenshots of their stats outlining which tweets performed the best (in terms of engagement), follower growth count and relating those stats to the number of original content tweets they put out. We showed the team where to find the data and how to keep track of it using a personalised template. This was completed on a monthly basis and we began to see trends that would input to the channel's overall content strategy.

This was also followed up by monthly video call check-ins as well as weekly ongoing ad-hoc support.

RESULTS

Our final video call catch-up with the Envision was an hourlong workshop dedicated to social media analytics. This involved looking at the social media reporting template we had created and completely revamping it based on their needs for the months to come. It was encouraging to see the importance of monitoring analytics taken on board by this channel and the outcomes over the 6 month period which are outlined below.

SOCIAL MEDIA TEAM OBJECTIVES

These are the social media objectives that the team developed in our social media workshop and mid-way through the programme.

1. Develop a social media plan and schedule for the year
2. Build social media into daily/weekly workload with dedicated time put aside for social media
3. Ask students and supervisors to develop unique content to be posted on Envision twitter account to showcase specific research project highlights and updates
4. Follow & engage with new and existing PhD students
5. Deliver online event utilising social media channel to promote & engage attendees

OUTCOMES

The Envision group proved that keeping track of posted content and developing a detailed social media plan and schedule was the key to increasing the channel's visibility and quality. It also helped manage their time more efficiently, eliminating superfluous content and giving structure to their strategy. The monthly reporting documents have shown a steady increase in engagement, and they have provided the group with the numbers to show that their time and efforts were well-spent. They have added confidence to an already established channel and showed ways to improve it.

The team organised their very first digital exhibition to showcase student talent and work, proving to be an always-engaging channel. Envision has created a network of students and professionals and started using hashtags such as #ENVISIONDTP #EnvisionSuccess and #EnvisionPublication to engage with the wider online academic environment. They also supported the creation of animated shorts showcasing the research of the students.

"The catch up meetings over the past 6 months have really helped keep the training present in my mind (even during a pandemic) and it has been really reassuring knowing that Laura, Carla and Dan are there to help should I need some advice or support. This is the first long term training experience I've had and as it's been so positive I would really like to do more training in this way in the future."

- Catherine Baxendale | Envision Training and Placement Officer

EXAMPLES

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

COMMUNITY

ENVISION @ENVISIONDTP Mar 8
 Happy International Women's Day! We're pleased to get some of our [#EnvisionDTP](#) students on board to help us celebrate the equal environment that we are proud to provide [#IWD2020](#) [#EachforEqual](#)



🗨️ ↻️ 4 ❤️ 29 ⋮

ENVISION @ENVISIONDTP Mar 27
 We're really excited that we'll have 16 new students to add to the ever growing [#EnvisionDTP](#) family in October. Congratulations! You're about to start on one of the most rewarding and challenging journeys of your life and we're so happy you chose to go on this journey with us 🥳

🗨️ ↻️ 2 ❤️ 31 ⋮

One of the main themes of the channel based on reporting was the increase of engagement when addressing new and current students. This fostered an online community that involved academics as well. By creating content to celebrate the success of new students it in turn impacted a wider audience at the same time. They also tied into trends to maximise visibility and demonstrate the channel's relevance.

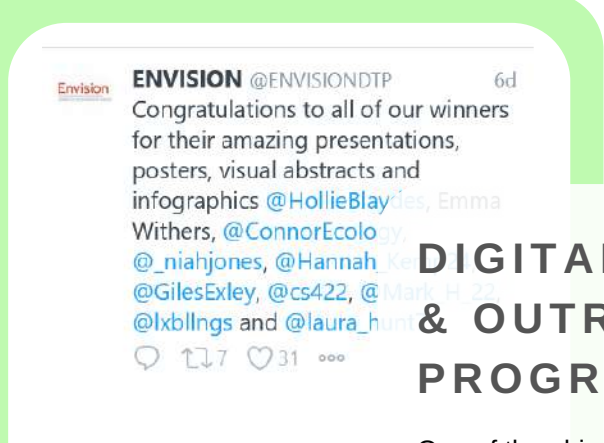
EXAMPLES

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



VIDEO CONTENT

By looking at their twitter analytics video was determined to be their most engaging medium. Using the talent of students and researchers Envision promoted the creation of animations to showcase their studies which joined together creativity and research.



DIGITAL EXHIBITIONS & OUTREACH PROGRAMMES

One of the objectives of ENVISION was to create digital conferences. Following the covid-19 situation, they successfully created an online exhibition for their students and researchers, creating content and promoting it on their social media channel. This generated traffic to their website and elevated their image and online presence.

Welcome to Envision DTP digital exhibition

By Research Poster June 25, 2020 Sticky post

We are excited to bring you the first Envision digital exhibition to celebrate the research of our students. We would like to thank the participating students for the outstanding quality of the work that they have put into their entries. We would also like to thank infohackit for working with our students over the past [...]

TAKEAWAYS

USE ANALYTICS TO INFORM CONTENT CREATION DECISIONS

1. Filling out monthly reports
2. Understanding analytics
3. Engaging with students
4. Using hashtags
5. Promoting research and the channel through animated videos

ENHANCING TIME MANAGEMENT

1. Setting aside an allocated time to review the channel's stats
2. Increasing efficiency by implementing a strategy
3. Creating curated content based on what has been proven successful
4. Eliminating superfluous content
5. Using a structured plan to avoid stress and have a clear set of tasks

COMMUNITY ENGAGEMENT

1. Sharing stats with colleagues to prove the effectiveness of the channel
2. Fostering a research community on social media by engaging with current students
3. Celebrating current students
4. Launching a digital exhibition if possible - an event that everyone can get behind