



unite!

University Network for Innovation,
Technology and Engineering

Global Voices, Local Stories: Empowering Communicators in Social Media Creation

SCT Staff Training Week

20 -23rd of November, ULisboa



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Brief

During this week the communication representatives of the nine Unite! Partner universities will work together on the definition of the strategy for Unite!'s Social Media channels.

The week will include theoretical and practical session, so that everyone achieves a common level of understanding of each social media channel (Twitter, LinkedIn and Instagram).

The final outcome of the week will be to come up with the ***“Beyond the Post: Social Media Strategy Handbook”*** a guidelines document that compiles the strategy for each social media channel. This document will allow each communication representative to be comfortable with the creation of social media contents while also achieving a coherent and unified dissemination strategy for the alliance. Overall, the week will also allow us to achieve a stronger sense of community within our SCT team.



What do Contact Person need to do before the Staff Training Week?

During Tuesday's first session we will explain the conclusions of a benchmarking done with the different communication services of the partner universities. In order to do this session, we have created a PowerPoint which each contact person needs to fill in before the week. The PowerPoint has 4 slides and it cannot be extended as each contact person will explain and share the presentation on Tuesday (the document is attached in the email sent by the coordination team). The information within the presentation is organised in the following way:

Slide 1 - Practical information of each channel

Slide 2 - Social media strategy guide (if there is one)

Slide 3 - Practical information for the collaboration with Unite!'s channels

Slide 4 - Concrete examples of successful contents

Which materials and knowledge we will work upon?

The coordination team will provide the following:

- Existing KPIs for Social Media
- Outcome from channels working group task (analysis of the KPIs of the top 5 posts)
- Metricool's input on the trends and tips and trick for each social media channel
- Metricool's input on how to use Metricool to work collaboratively

Contact Persons will provide the following:

- Benchmarking of your university's social media channels (PowerPoint presentation)
- Knowledge of social media content strategies of your own university (if they have any document about it)
- Social media map of your own university: Which accounts could we use to collaborate and share Unite! content?
- Previous experience from using Metricool (doubts & practical issues)

What do we want to accomplish during this Staff Training Week?

Material outcome: “*Beyond the Post: Social Media Strategy Handbook*” a guidelines document that compiles the strategy for each social media channel. We will divide the whole team in 3 groups to work on a specific channel (Twitter, LinkedIn, Instagram):

- Define the key buyer persona of the channel
- Definition how contents should look like for the channel
- Define needs to create these contents (i.e. templates, contributions from students, etc).
- Define periodicity of publication for the channel
- Define tonality of the copies for the channel and provide one example
- How do we promote the content? How do the partners help in promoting the content? Can these types of content be replicated in the partner universities social media? (i.e. should we always tag certain accounts, should we use interactive questions, etc.)
- Revision of the KPIs defined for the specific social media channel to better follow up our progress.
- If there is enough time: Planning of the contents to publish in the next two months.



Global Voices, Local Stories Programme

	Monday 20th	Tuesday 21st	Wednesday 22nd	Thursday 23rd
9.00 - 10.30		Contact Persons' session: Unite!'s social media strategies best practices from social media teams at each partner university	Working session: Sprints for the definition of the strategy for each Unite! social media channel (3 groups: 1 x channel)	Conclusions and final remarks Quick feedback
10.30 - 11.00		Coffee break	Coffee break	Coffee break
11.00 - 13.00		Online session with an external expert on Social Media (Sara Martin): New trends for social media in HEIs	Feedback session: Presentation of the results from the three working groups	ULisboa internal dissemination session (optional for SCT members)
13.00 - 13.45	Lunch	Lunch	Lunch	Lunch
14.00 - 15.00	Presentation: Results achieved on UNITE.H2020 and progress of Unite! E+ so far.	Online session with an external expert on Social Media (Sara Martin): How to plan and schedule contents on Metricool How to work collaboratively with this tool	Working session: Writing of the Social media strategy document	
15.00 - 16.00	Retrospective: Dissemination of the UNITE.H2020 and Unite! E+.	Practical training: What the Contact Person would actually have to do when creating the content.	Brainstorming session: how to organize ourselves as a team to work collaboratively.	
16.00 - 17.00	Presentation of the week	Definition of the three groups for Wednesday	-	Cultural activity Visit to ULisboa Museum and Botanical Garden
19.30		SCT Dinner		

https://www.unite-university.eu/media/agenda-of-the-sct-staff-training-week-november-2023/image_view_fullscreen



Monday 20th

Presentation: Results achieved on UNITE.H2020 and progress of Unite! E+ so far

Aim of the session: To share and discuss the progress of our defined KPIs and the dissemination campaigns done and pending before the end of the UNITE.H2020 project.

Expected result: To get an overview of the work done and figure out solutions to the challenges that we have had to overcome.

Retrospective: Dissemination of the UNITE.H2020 and Unite! E+.

Aim of the session: To share and discuss the Contact Persons' achievements and challenges for the dissemination of Unite!'s main projects.

Expected result: To learn from the best practices of our team and be better prepared to solve the future problems that may arise.

Presentation of the week & update on the new website developments

Tuesday 21st

Contact Persons' session: Unite!'s social media strategies best practices from social media teams at each partner university *¹

Aim of the session:

1. Inspiration from the best practices and strategy for the creation of contents on social media channels in order to create a Unite! Social Media strategy.
2. A map of the partner's social media channels to collaborate with Unite!'s social media channels

Expected result: To learn from the pre-existing best practices within our universities and be able to reach our audiences at the partners social media channels.

Online session with an external expert on Social Media (Sara Martín): New trends for social media in HEIs

Aim of the session: To get a common understanding of the key trends for contents on each social media channel and tips and tricks in order to create engaging contents.

Expected result: To get the basic knowledge in order to come up with the Unite! Strategy for social media channels.

¹ Read the information under "What do Contact Person need to do before the Staff Training Week?" which you will find in page 2.

Online session with an external expert on Social Media (Sara Martín): How to plan and schedule contents on Metricool & How to work collaboratively with this tool

Aim of the session: To get a better understanding on how the tool works and its main features.

Expected result: That everyone feels comfortable enough using the tool.

Practical training: What the Contact Person would actually have to do when creating the content.

Aim of the session: To apply and test the things learned in the previous session.

Expected result: That everyone feels comfortable enough using Metricool.

Definition of the three groups for Wednesday

Aim of the session: The following day will be full of working sessions so the team must be divided in smaller groups according to their preferences and experience on each social media channel.

Expected result: To organise ourselves so that we can start working on Wednesday first thing in the morning.

Wednesday 22nd

Working session: Sprints for the definition of the strategy for each Unite! social media channel (3 groups: 1 x channel)

Aim of the session: Each working group will work on the definition of the different procedure and methodologies for each social media channel².

Expected result: To start writing the *"Beyond the Post: Social Media Strategy Handbook"*.

Feedback session: Presentation of the results from the three working groups

Aim of the session: To gather feedback from the rest of the SCT.

Expected result: That the procedures and methodologies within the Handbook are understood and agreed within the whole team.

² For more information read the *"What do we want to accomplish during this Staff Training Week?"* section on page 3.

Working session: Writing of the Social media strategy document

Aim of the session: To integrate the feedback of the team and finalise writing the Handbook.

Expected result: Have the first version of the *“Beyond the Post: Social Media Strategy Handbook”*.

Brainstorming session: How to organize ourselves as a team to work collaboratively.

Aim of the session: To discuss the upcoming main campaigns, calendarization of contents and internal organisation of the team to apply the defined strategies.

Expected result: That everyone has a clear idea of their role and responsibilities.