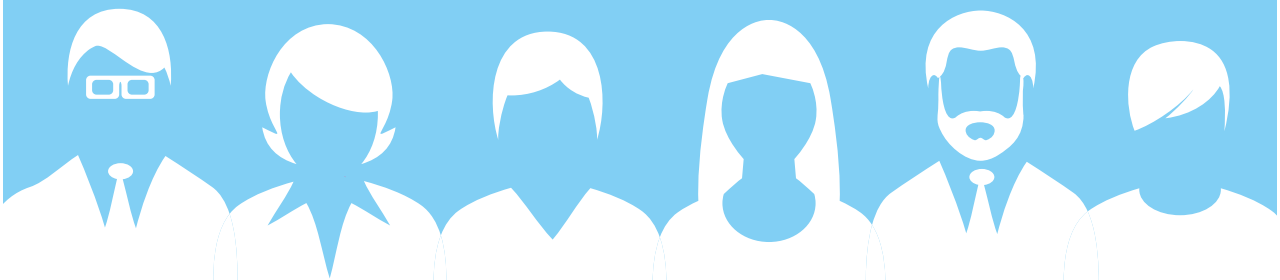


Social Media at LSE





Introduction

Using social media to share news and updates about your project, department, or division at LSE is an exciting way to reach and engage with your audience.

These guidelines have been created to enhance your visibility in a busy social media space, and help the School harmonize its social media presence.

Students are increasingly asking for more information to come to them via social media; the connections between research impact and online models of communication are growing all the time; and our many thousands of our alumni are keen to re-connect with the School and follow updates across multiple platforms.

As of June 2015, there are over 150 social media accounts connected to LSE. Our presence on social media is a strength of the School and shows off our engagement and connections with the world.

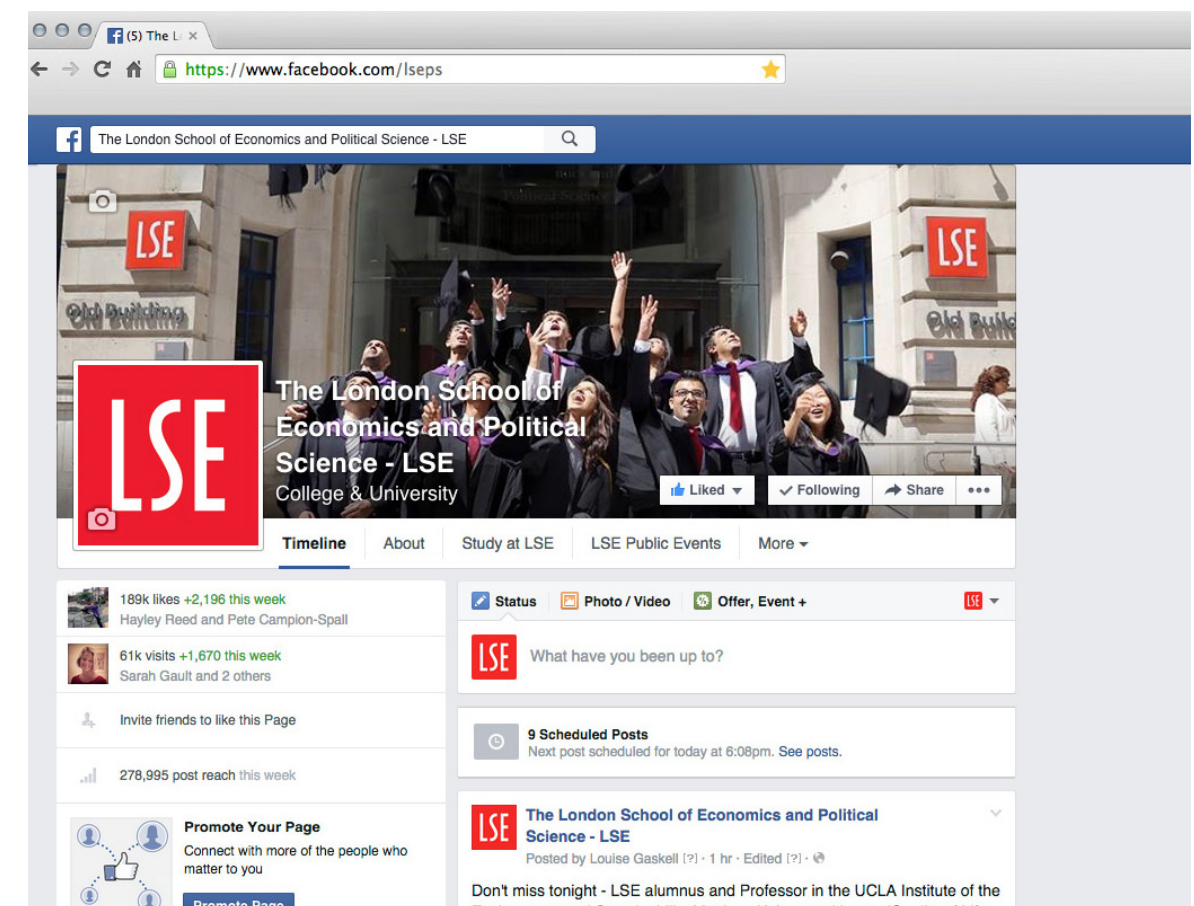
However, users may be following multiple LSE social media feeds and need to distinguish between the main university feed and other feeds, such as departments or blogs.



Central LSE Facebook and Twitter accounts

The LSE logo is reserved for official university accounts run by the Communications Division only, including the primary Twitter and Facebook accounts.

Looking at the header image, central LSE accounts will use images sharing LSE campus life and achievements.



<https://www.facebook.com/lseps>





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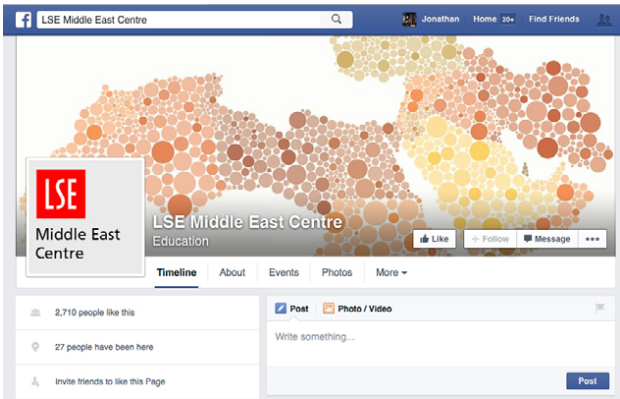
Using Facebook in Departments and Centres

After talking to the Communications Division, LSE departments can set up their own Facebook page in order to share news and strengthen their online community.

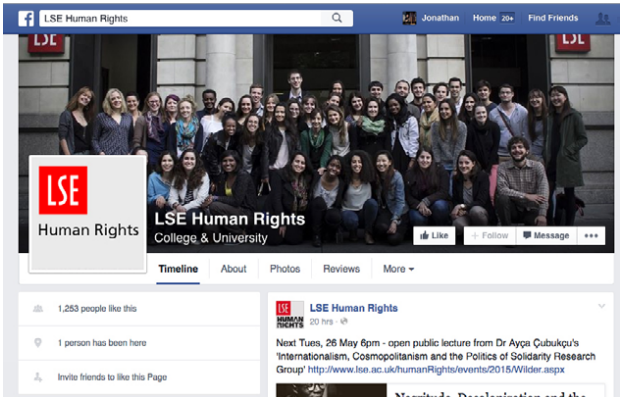
For department accounts, the ready-made image showing the LSE logo along with the name of the department should be used. Use of the LSE logo is reserved for the School's central accounts only. There is free choice about which images to use for the header image, which is a space to reflect the life and personality of the department.

When selecting your header image, consider using a photo from a department event or open day. Alternatively, you could choose a clear and bright photo more connected to the LSE campus, such as one featuring Houghton Street or the New Academic Building. Many accounts update their header images regularly to give a quick and easy refresh. See page 7 for header sizing information.

Header images should not be used to display text due to auto-resizing on mobile and tablet devices.



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Approved Facebook pages





When should I post?

Who are my audiences?

Striking the right style and tone for updates is important. Short and enthusiastic updates about events, photos and blog posts will attract more comments and likes from followers, whereas more formal updates may be more appropriate for research or news.


What should I post?

To share department videos, copy and paste the link from YouTube and add an engaging description, or upload your video file directly to Facebook to take advantage of its autoplay feature for higher engagement rates. Podcasts and videos from LSE public events are also available.

Planning something big?

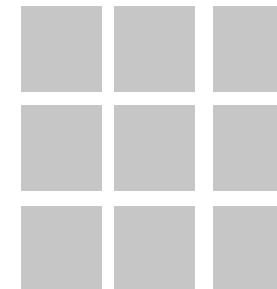
PROFILE IMAGE
180 x 180 px
Photo will appear on
page as 160 x160 px.
Will appear throughout

COVER PHOTO
Recommended
851 x 315 px
Images stretch to fit width
Minimum size 399 x150 px
RGB.jpg, file or .png.
If contains logo best as .png



180 x 180 px
Photo will appear on
page as 160 x160 px.
Will appear throughout
Facebook at 32 x 32 px.

Recommended
851 x 315 px
Images stretch to fit width
Minimum size 399 x150 px
RGB.jpg, file or .png.
If contains logo best as .png



1,200 x 630 px
Appears in feed with max width of 470 pixels (Scales to a max of 1:1).
Appears on page with max width of 504 pixels (Scales to a max of 1:1)

1,200 x 717 px
Will appear on page at 843 x 504 px

Square Photo: Min 154 x 154 px in feed
Square Photo: Min 116 x 116 px on page
Rectangular Photo: Min 470 x 246 px in feed
Rectangular Photo: Min 484 x 252 px on page





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Using Twitter in Departments and Centres

Twitter has over 300 million monthly active users and is a popular platform for finding out about breaking news and trends. Followers can reply to conversations on Twitter and retweet updates that they would like to share with their own followers.

After talking to the Communications Division, LSE departments can set up their own Twitter feeds in order to share news and information with academic communities and the wider world.

For department accounts, the ready-made image showing the LSE logo along with the name of the department should be used. Use of the LSE logo is reserved for the School's central accounts only. There is free choice about which images to use for the header image, which is a space to reflect the life and personality of the department.

When selecting your header image, consider using a photo from a department event or open day. Alternatively, you could choose a photo more connected to the LSE campus, such as one featuring Houghton Street or the New Academic Building. Many accounts update their header images regularly to give a quick and easy refresh. See page 11 for header sizing information.

Header images should not be used to display text due to auto-resizing on mobile and tablet devices.



Approved Twitter pages

comment

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Using Twitter effectively

When should I post?

The fast-paced nature of Twitter means that your tweet may quickly be lost under updates from other users. It's advisable to share a tweet in several different styles through the week to maximise coverage.

Posting at least twice a day is recommended - though around five times a day is ideal. Using free scheduling tools like Tweetdeck or Hootsuite will make planning and publishing content easier and quicker; for example, you could spend fifteen minutes on a Monday scheduling 10 updates for the week ahead. Publishing between 09:00 to 19:00 should reach a large segment of your followers, but consider the early morning commuting slot if you want news to reach your community early in the day.

Who are my audiences?

Your audience will probably be a mix of students, academics, alumni, and higher education organisations and groups. To find out more about your followers use the free Twitter Analytics tools for detailed analytics and reports. Free sites like Topsy will also help track the use of a hashtag.

The use of multiple Twitter feeds for projects is not recommended, as this means more work across multiple accounts, and student confusion about having to follow several feeds. Keeping one Twitter feed alive with many engaging updates for multiple audiences creates a much better impression than several department feeds which look empty and tired with little engagement. If your department has several projects, you can distinguish between these using separate hashtags.

A Twitter feed is now widely considered to be the official voice of an institution or department, so a more formal tone than used on Facebook is recommended. Short and enthusiastic updates about events, photos and blog posts will attract more comments and likes from followers, whereas more formal updates may be more appropriate for research or news.

What should I post?

Each tweet can be a maximum of 140 characters, so being concise, engaging, and eye-catching is essential. Using hashtags relevant to your discipline or theme is recommended, for example #sociology #UKpolitics or #LSE etc.

Photos receive lots of RTs, so consider using photos from events and when live tweeting. Other resources include the LSE Instagram feed and the LSE in Pictures Flickr page, where images can be downloaded for free. Infographics from research also make for great updates.

To share department videos, copy and paste the link from YouTube and add an engaging description. Podcasts and videos from LSE public events are also available.

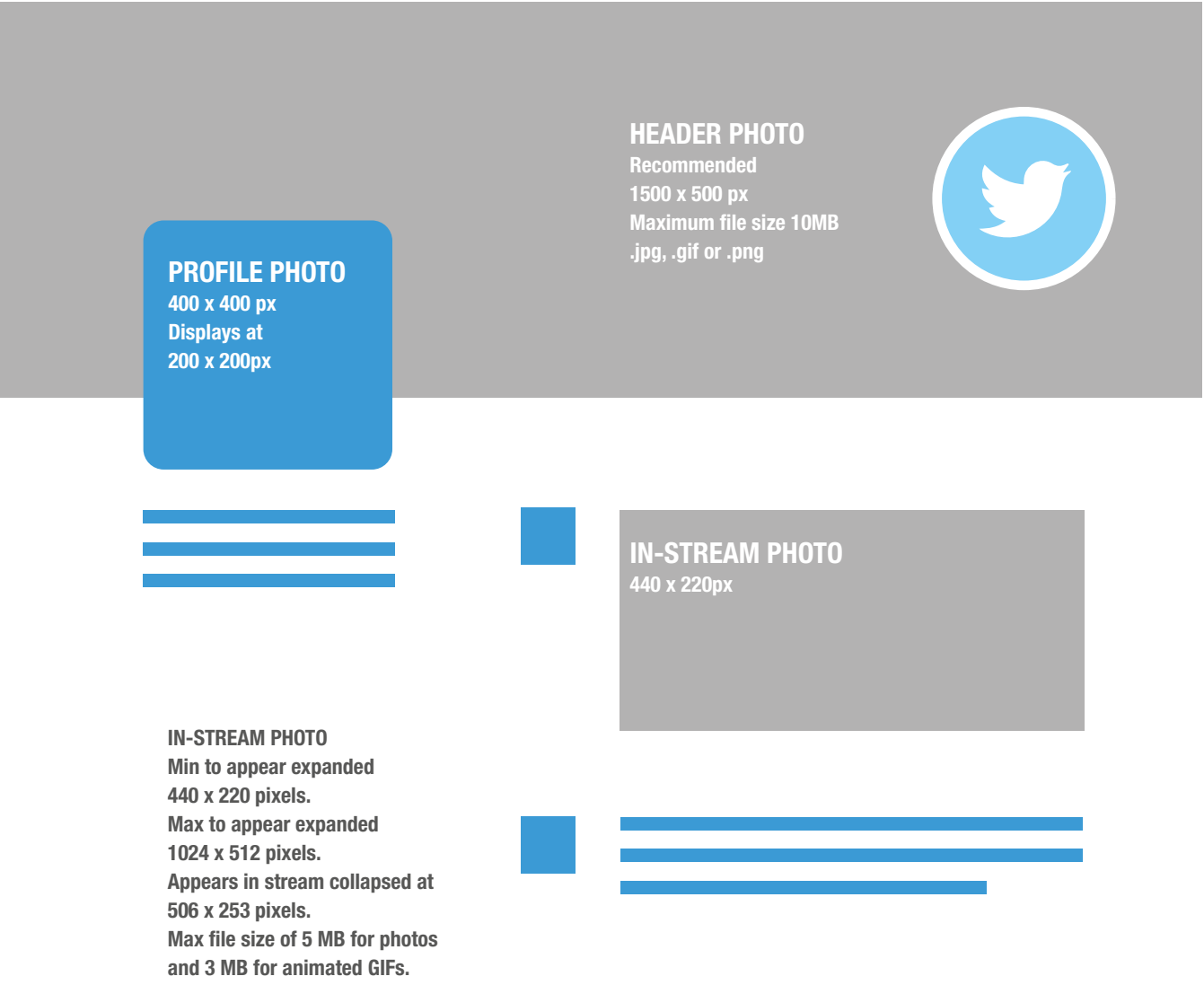
Want to start a conversation? Share blog posts, news updates or newspaper articles related to your discipline. This will show your followers that you're plugged into what's new and will attract new followers from around the world.

Live tweeting from events using the hashtag is a great way to gain new followers. You can also build new followers by searching for keywords related to your discipline.

Following other users is an important reciprocal means of growing your followers. If you follow them, they are likely to follow you. Make a habit of following new users every month and make new connections regularly.

Planning something big?

Planning a big event or campaign that you would also like the central LSE Twitter feed to cover? Contact Amy Mollett for more information and ideas, at least two weeks in advance.





Using Instagram in Departments and Centres

Instagram is an online mobile photo-sharing and video-sharing social network with over 200 million monthly active users. It has emerged as a leading platform for reaching those in the 16-30 age group.

LSE is using Instagram to share images of campus life and student activities, attracting comments, likes, and re-grams from followers. LSE departments should not set up their own account but instead submit content to be used on this central account.

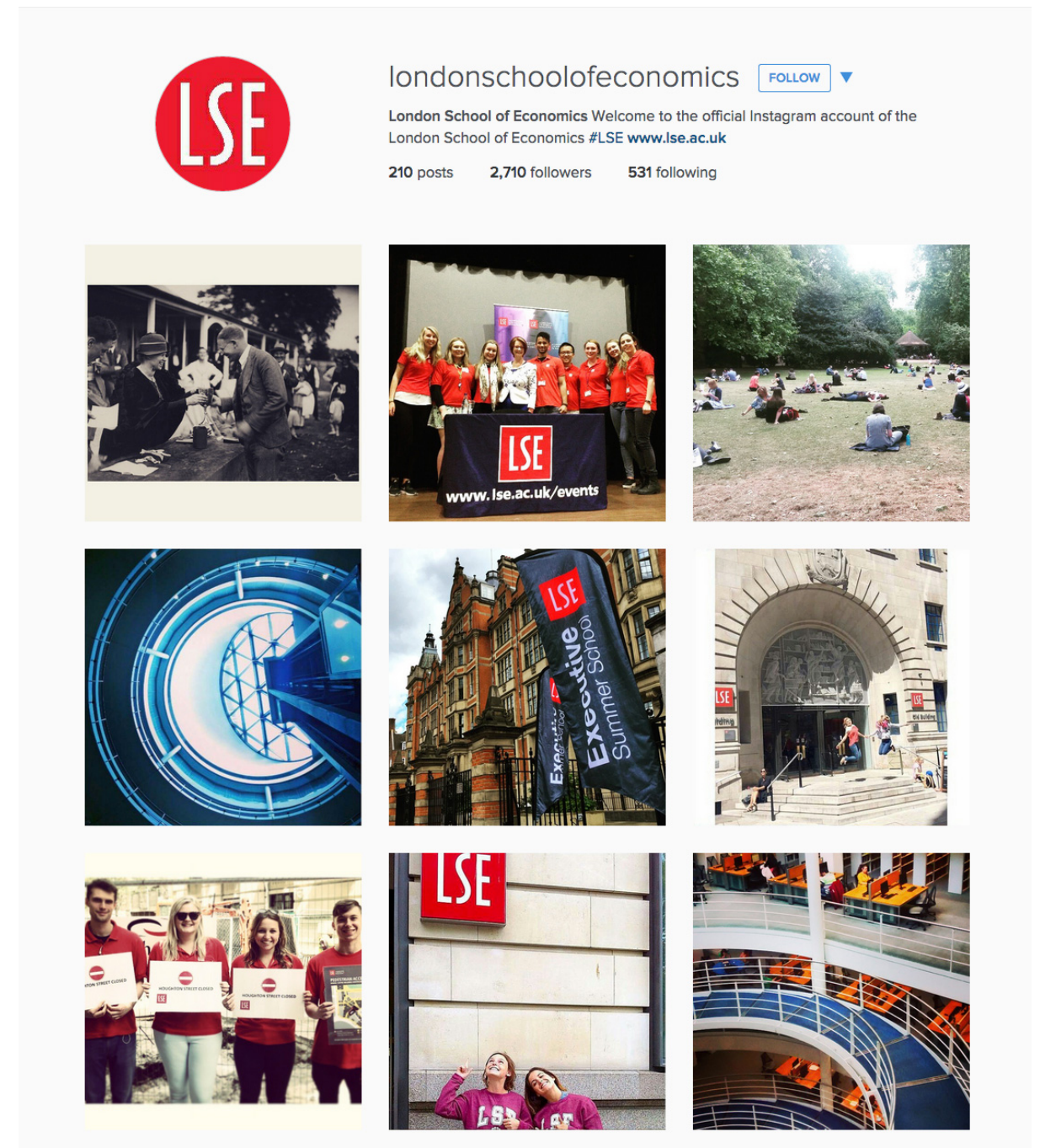
LSE has a central Instagram account, [@londonchoolofeconomics](#), which is growing its follower numbers rapidly. A selection of images are shared on the School's Facebook page every day and often attract the highest number of comments, shares and likes.

LSE Departments and projects should submit content to be used on this central account, rather than set up their own account. This avoids the creation of scores of accounts and instead builds a diverse and strong central account.

Sharing content ahead of an event or open day means it can be promoted to a wide student audience in advance. To submit content, send photos and descriptions to Amy Mollett at a.b.mollett@lse.ac.uk, who will schedule Instagram content using Latergramme.

Photos can also be shared on Instagram after events to highlight impacts, podcasts, or other material.

Planning a big event or campaign that you would also like the central LSE Instagram feed to cover? Contact Amy Mollett for more information and ideas, at least two weeks in advance.





Using YouTube in Departments and Centres

YouTube is a video sharing website a bit like Google for video, and in fact is the world’s second-largest search engine after Google. YouTube is no longer just a place for one-hit viral videos.

LSE has a central YouTube channel. LSE Departments and projects should submit content to be used on this central channel, rather than set up their own account. This avoids the creation of multiple accounts and instead builds a diverse and strong central channel.



There are a few things to consider when submitting your content:

- Consider your audiences, who are they and what will they find valuable and engaging.
- Select which videos you’d like to actively publish to your subscribers rather than submitting all filmed content. Don’t overwhelm your subscribers with too much information.
- Pay attention to lighting, sound quality and shot-framing.
- Use varying camera angles and other visuals to make your videos dynamic. Long, static shots can make a video drag.
- To help ensure that your content easily discoverable be sure use strong titles, descriptions and tags.
- Copyright- you must have written permission from speakers /contributors featured before you make it publicly available on the Internet.

The files you supply must be in the correct format and fully edited and have the correct LSE branding. More information on this can be found at lse.ac.uk/intranet/staff/webSupport/guides/audioVideo

CHANNEL COVER IMAGE

Total Size 2560 x 1440 px
Minimum width is 1546 x 423 px

Lots of devices stream YouTube

Tablet: 1855 x 423
Mobile: 1546 x 423
TV Display: 2560 x 1440
Desktop: 2560 x 423
(1546 x 423 px) always visible





VIDEO UPLOADS

Upload a 16:9 video at its original aspect ratio (1280x720 recommended).



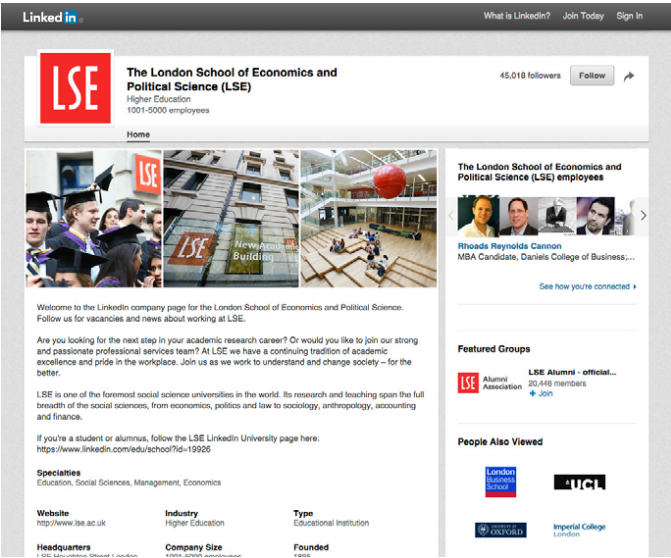


Using LinkedIn in Departments and Centres

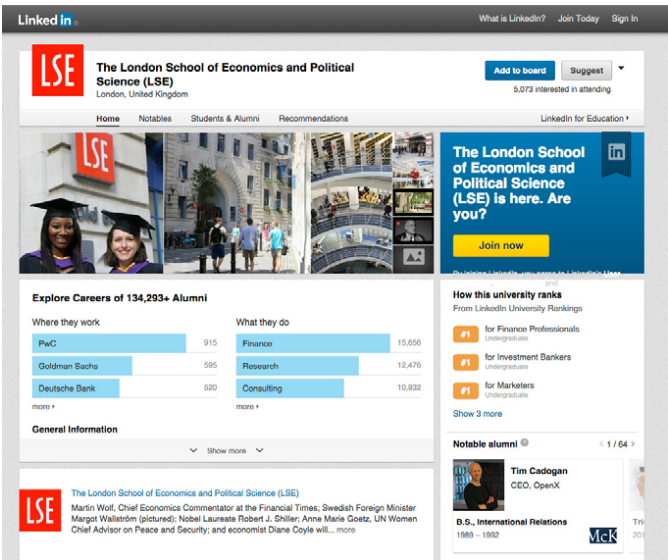
LinkedIn is designed specifically for professional networking: finding a job, discovering sales leads, or making new connections. Users build a profile that looks like an online CV, and follow their alma maters as well as companies they might like to work for. LSE has two central LinkedIn pages: a company page for listing new jobs and a university page for general news.

After talking to the Communications Division, LSE Departments can set up their own LinkedIn groups in order to share news about vacancies, events, or achievements.

For department accounts, the ready-made image showing the LSE logo along with the name of the department should be used. Use of the LSE logo is reserved for the School's central accounts only. inspiration/ articles and videos about workplace culture, confidence, and networking.



LSE Company page



LSE University page

Using LinkedIn effectively

Who are my audiences?

Departments with students who move into careers in business, industry, law and finance will probably find that their students are quite interested in joining a department LinkedIn group, because of the platform's emphasis on professional networking and connections. Other departments may find less interest from their students and may want to consider putting all their energies into Twitter and/or Facebook instead.

Your audience will probably be a mix of students, academics and alumni. They will be looking for opportunities to network, find job leads, and hear about the achievements of the department. If you set up a LinkedIn group you have the option of making it public or private. If you make it public then anybody including recruiters and potential students can join and follow your updates. A private group means inviting members (i.e. just your students and alumni) to join a more exclusive closed group. LinkedIn members can request to join your private group but you have the power to accept or reject them. Some might hesitate to allow headhunters or general followers to join, but the huge number of added connections and job opportunities they might bring to your members can be attractive. Another thing to consider is whether you want to allow all members to post updates to the group or just you. There is no right or wrong answer, but think about which approach would be of most benefit for your followers. You can always experiment with the settings and see what works best.

What should I post?

You'll probably notice that successful LinkedIn groups are well moderated and publish new content regularly. For your group to be an effective place for networking, you should consider posting new questions and news items relating to the department's area of study daily to encourage conversations between members. It's important to ask questions that spark immediate discussion, but don't forget that discussions will live on and can help build a library of useful information on careers, new research, and events.

For some variety and in order to make running your group easier, you might want to consider a theme for each day of the week. For example, Monday's update could be about a new job opportunity; Tuesday's update could be a question posed about the different careers that members have gone into; Wednesday's update could be a news item relevant to students and alumni of your department; Thursday's update could be a new podcast from an LSE event related to your department; and Friday's update could focus on a forthcoming LSE event or networking evening.

Planning something big?

Planning a big event or campaign that you would also like the central LSE LinkedIn pages to cover? Contact Amy Mollett for more information and ideas, at least two weeks in advance.



Amy Mollett
Social Media Manager
Communications Division
a.b.mollett@lse.ac.uk

