

# 5 things I learned

managing a world-famous university's social channels





facebook.com/IELTSOfficial/videos/1433310463433121

Pete Jones



1. "Why does Cambridge need social media?" 🤔
2. The media is always watching 🎯
3. How to make the stuff 📹✍️📸
4. Who are we making this for again?
5. The bits I love the most 😍



Facebook



Instagram



TikTok



LinkedIn



X



YouTube



Threads

7

CHANNELS

800K

ENGAGEMENTS  
PER MONTH



6 million

FOLLOWERS



10K

COMMENTS AND  
MENTIONS PER MONTH



1. "Why does Cambridge **need** social media?" 🤔

Not everyone knows who we are

We do need to recruit students

We want to share our research

We want to recruit staff

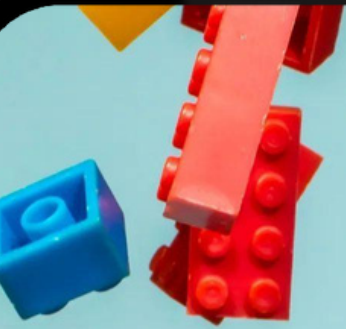
Reputation management



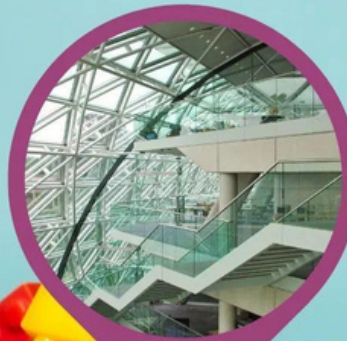
1. "Why does Cambridge need social media?" 🤔
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**Cambridge Libraries**  
are here to help you  
through the exam  
period

**Tap** across to explore  
what's on offer



Immerse yourself in free-  
build **Lego** stations at the  
**Squire Law Library**



[@SQUIRELAWLIBRARY](#)



The **Engineering Library** has  
fruit bowls, hide and seek in  
the library, **study buddies**  
and trolleys of games



[MORE TECH LIBRARIES GOODIES](#)



Relax and feel  
pampered at the  
**Rosemary Murray  
Library** nail bar



[@ROSEMARYMURRAYLIBRARY](#)



EDUCATION

## Lego cure for Cambridge University exam stress



Six students died at Cambridge last year, including two in one day who were suspected to have taken their own lives

ALAMY

The university said the activities had proved popular and there was “good evidence to suggest that activities promote relaxation and mindfulness”. But some students said they felt they were being “mollycoddled” and that the university was performing “infantilising, easy gestures”.

A Cambridge spokesman said: “The university takes the wellbeing of its students very seriously and there is good evidence to suggest that activities that promote relaxation and mindfulness can help reduce anxiety and stress, which can be particularly acute during exam periods. Judging by the takeup of these activities, our students agree.”

Here be the link to that article



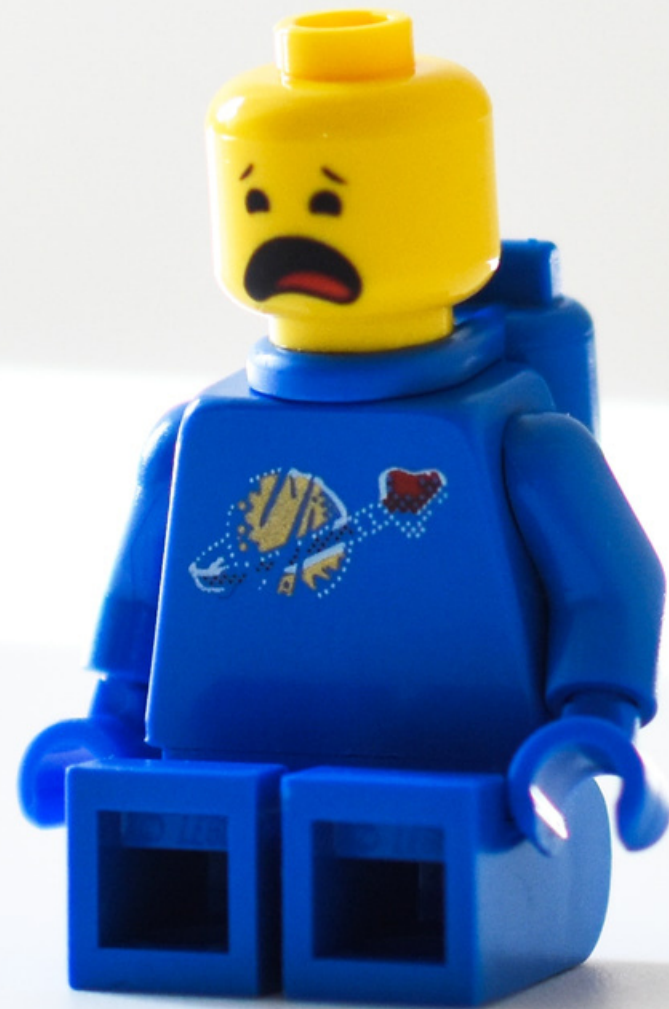
An aerial photograph of a city street grid, tilted at an angle. A white rounded rectangle is centered over the map, containing text. The text is in a black, sans-serif font. The first line is "People love to hate us." and the second line is "But they also love us." in a bold font.

People love to hate us.

**But they also love us.**

1. "Why does Cambridge need social media?" 🤔
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3. How to make the stuff 📹✍️📸

The trailer-maker's challenge:  
**sell a 25 episode  
series in 30 seconds**



The social media manager's  
challenge:  
**catch and hold  
someone's  
attention in  
< 1 second**

Write **clearly** and  
**engagingly** with purpose

## ASK

- **Why** am I posting this?
- What's the most **important** thing **my reader** should and/or would want to know?



## Find the **hook**



What's the most  
**interesting** thing  
about X?

What would I want to  
know **first**?

What will catch my  
eye first?



## CASE STUDY

# Profile of Dr Gita Moghaddam

Reactions: 119

Comments: 3

Shares: 7

Link clicks: 3

Way below the average for our page



**University of Cambridge**  
904,880 followers  
9mo • 🌐

Meet enterprising mind **Gita Khalili Moghaddam**, the young biotech entrepreneur with a plan:

- help diabetes patients manage their condition
- help doctors perform more accurate surgery
- completely reimagine our healthcare system.

<https://bit.ly/3LwI7WE>

#EnterprisingMinds #Healthcare #BioTech #BioTechnology #Entrepreneur #Surgery #NHS #Diabetes #Medicine #CambridgeUniversity

**From sick-care to health-care**  
cam.ac.uk • 6 min read

119 reactions (likes, shares, comments icons)  
3 comments • 7 reposts

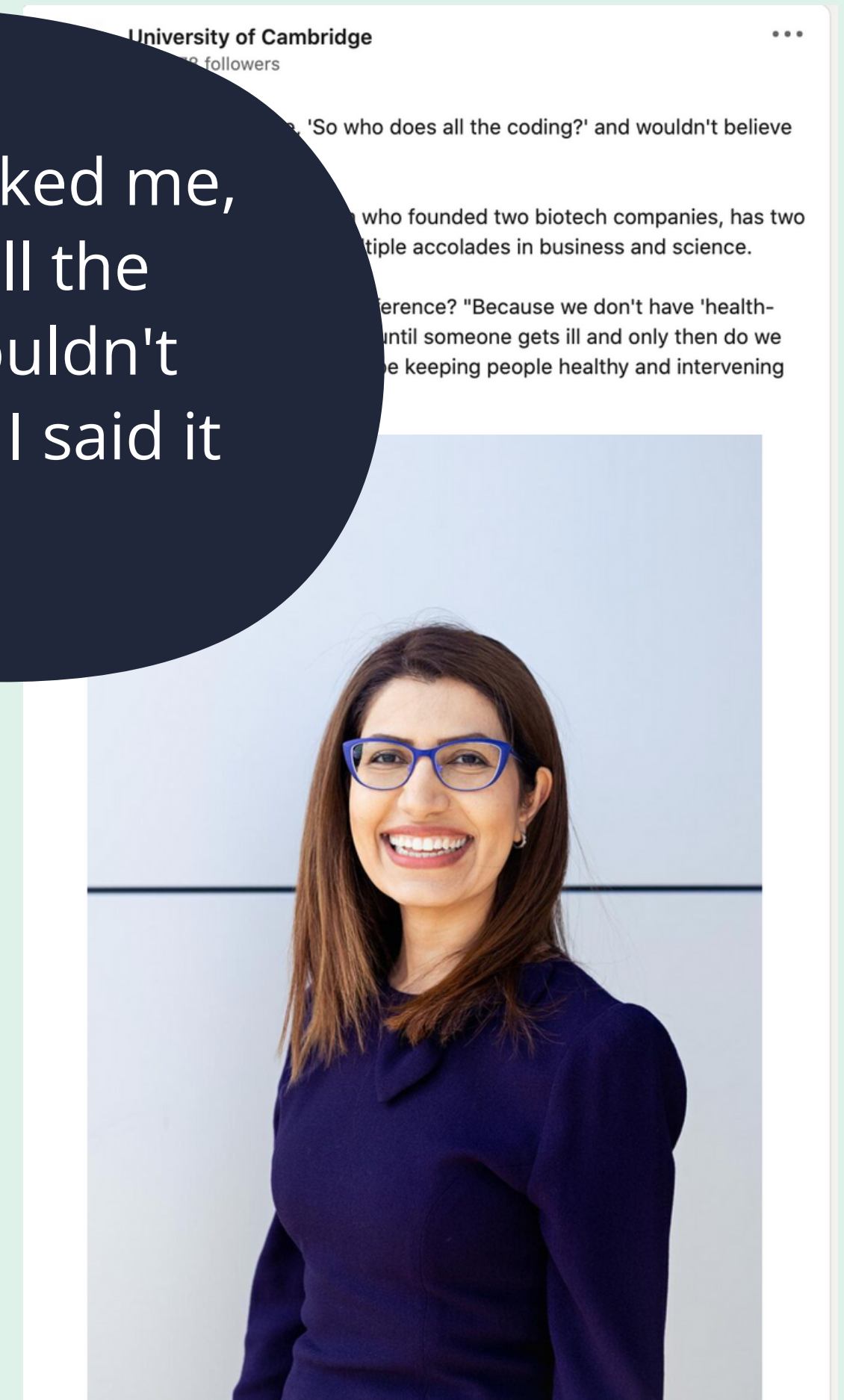
## CASE STUDY

# How to make it sing?

## The process

- Pick an arresting image
- Pull out the most impressive things about her
- Find that "wow" thing she says that would get people nodding along and agreeing
- Look for a cool quote

Someone once asked me, 'So who does all the coding?' and wouldn't believe me when I said it was me."





## CASE STUDY

# The results

Reactions: 4,258 (119)

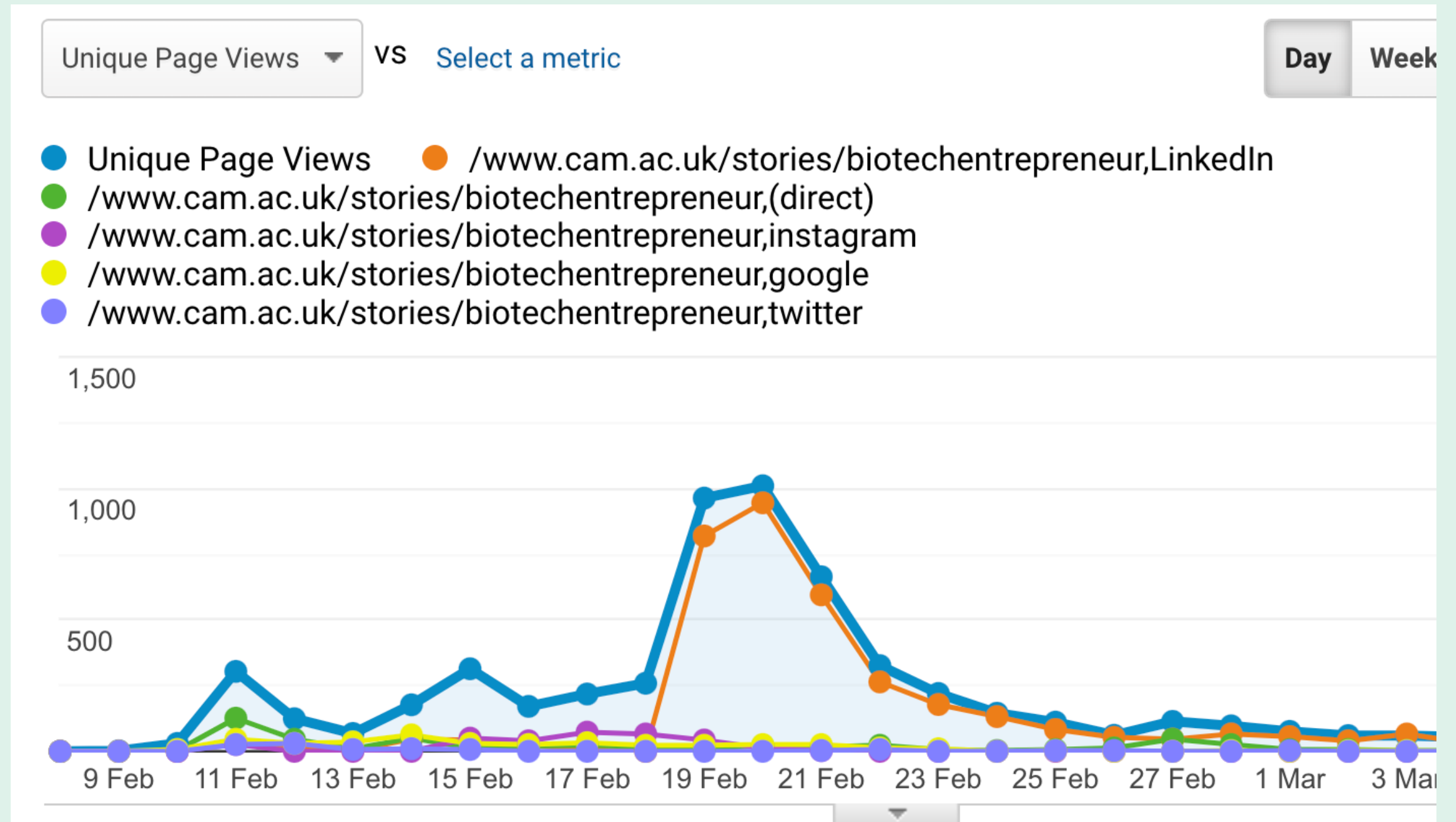
Comments: 113 (3)

Shares: 68 (7)

Unique page views

Day 1: 819

Day 2: 945

**Day 5: 2,801**

Snapshot of the GA comparing traffic sources

# Write to **engage**

Start a conversation:  
ask a question



People love to  
**share** what they  
know and love!

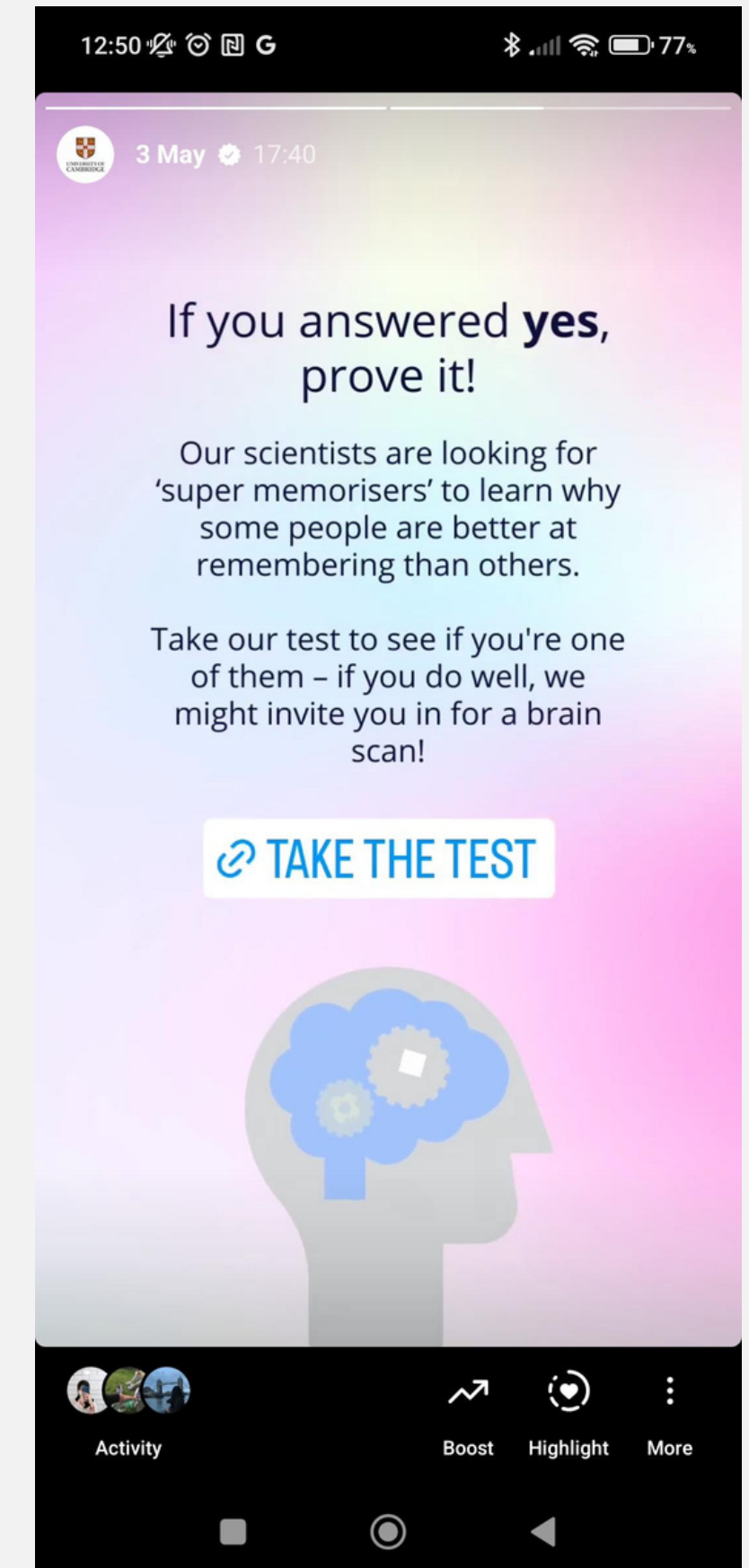
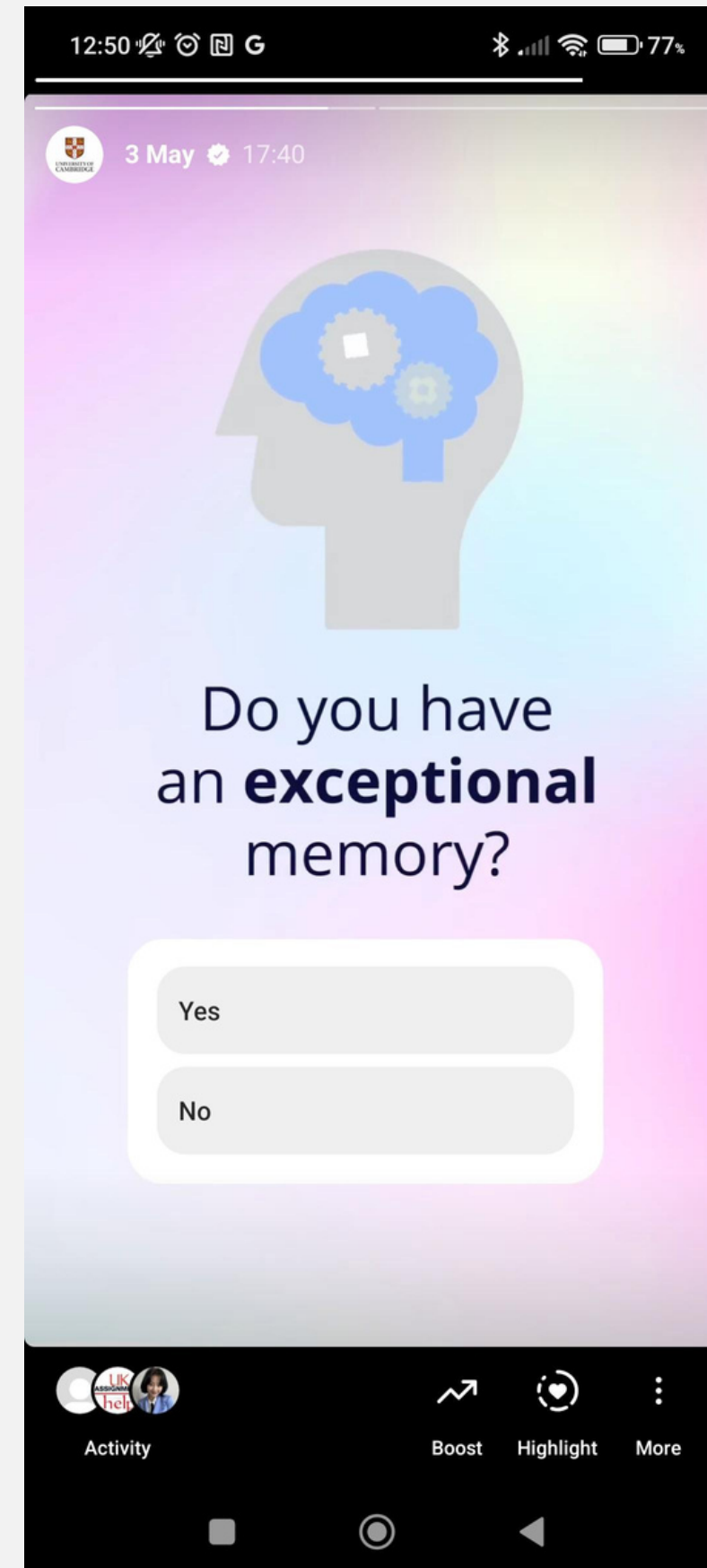
Ask **relevant**  
questions

Ask for **quick**  
**answers**

**Quiz** them!  
People like testing  
themselves

## Ask for **quick** answers

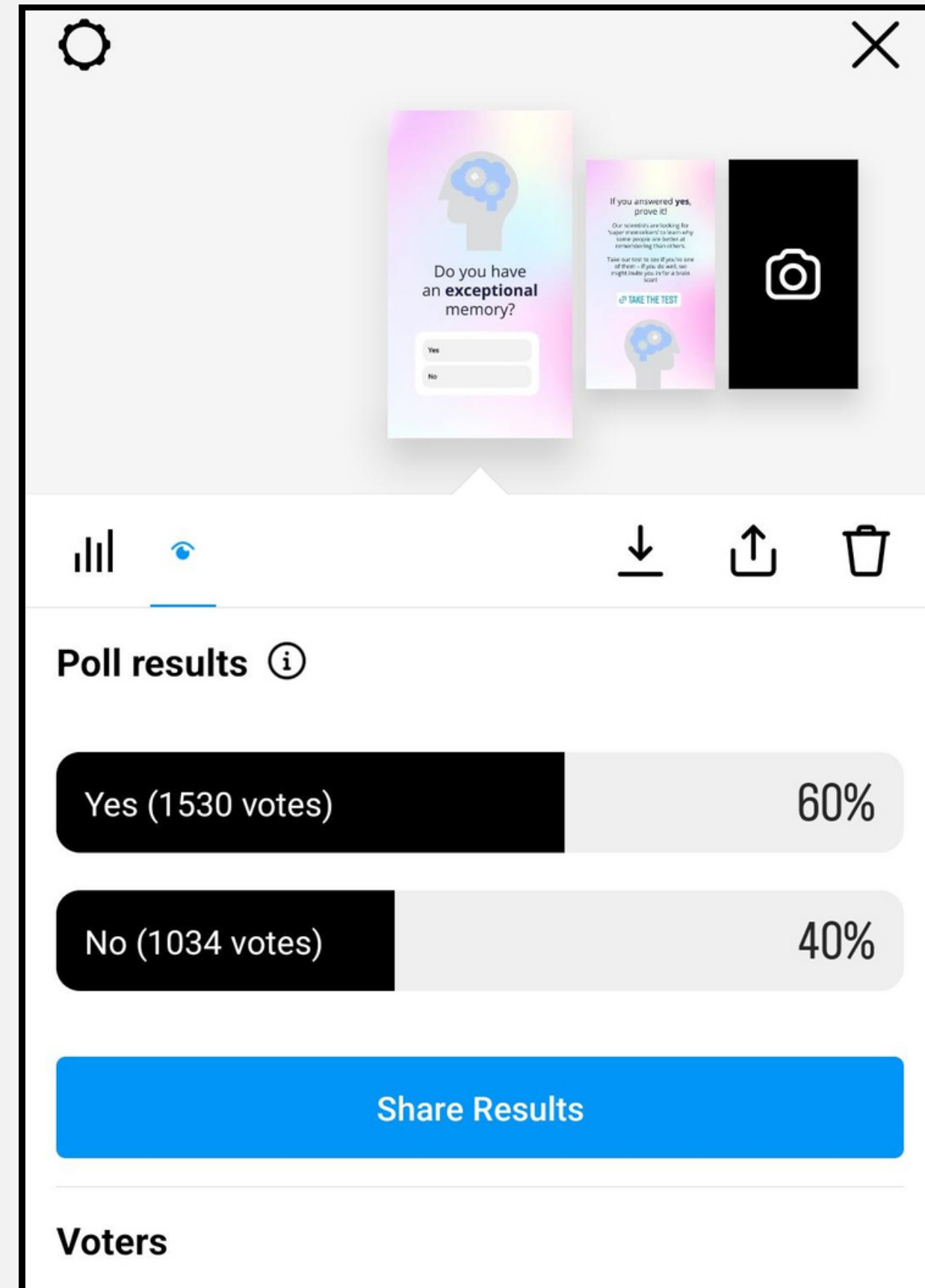
- Polls are 1-click
- Combine with a challenge (relevance)
- Use it as a way to entice into a more complex ask



# Results

Over **2,000** people replied  
and almost as many clicked-  
through to the full test

More than **double** average  
click-throughs

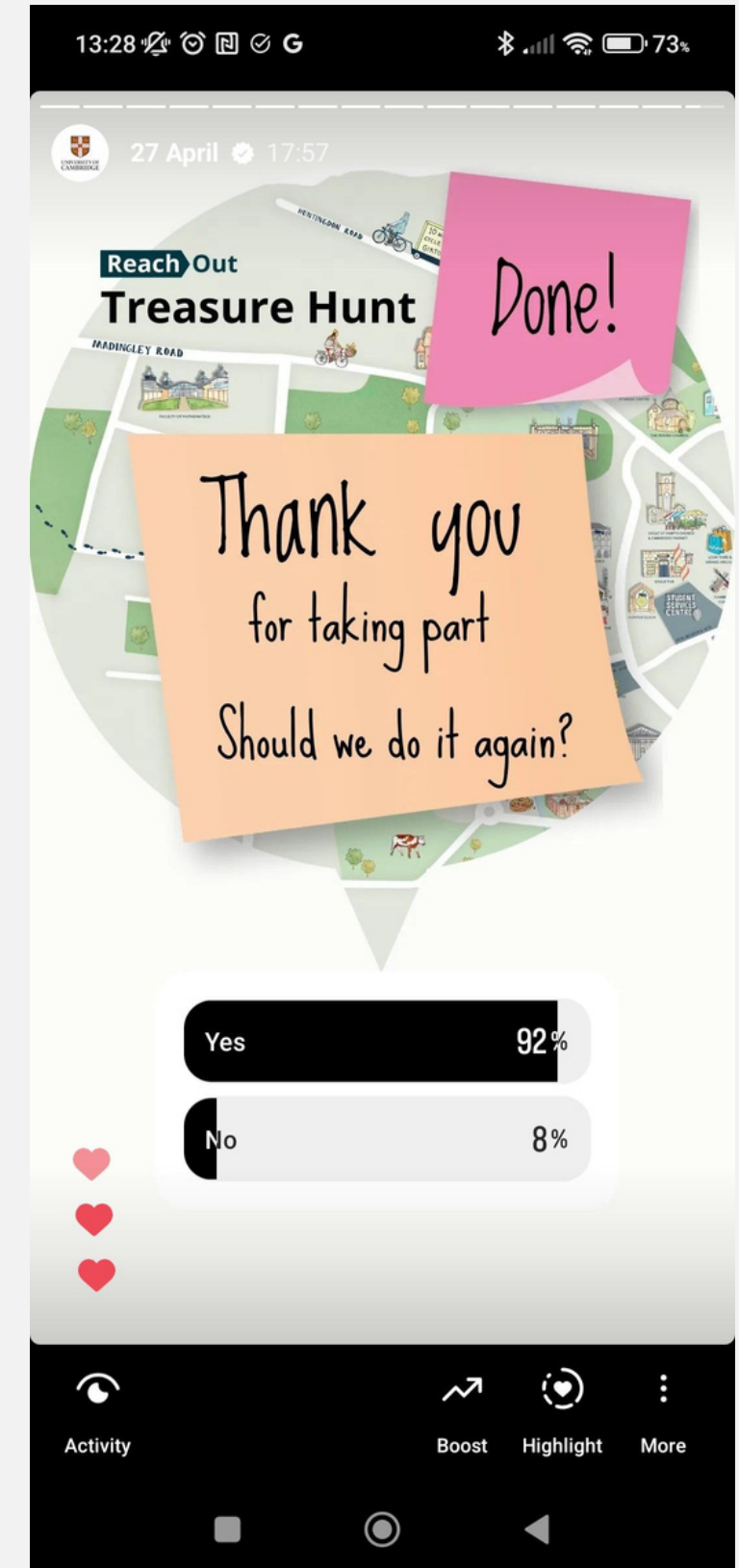


# Examples

This or that

What kind of [relevant subject] person are you?

Should we do this again?

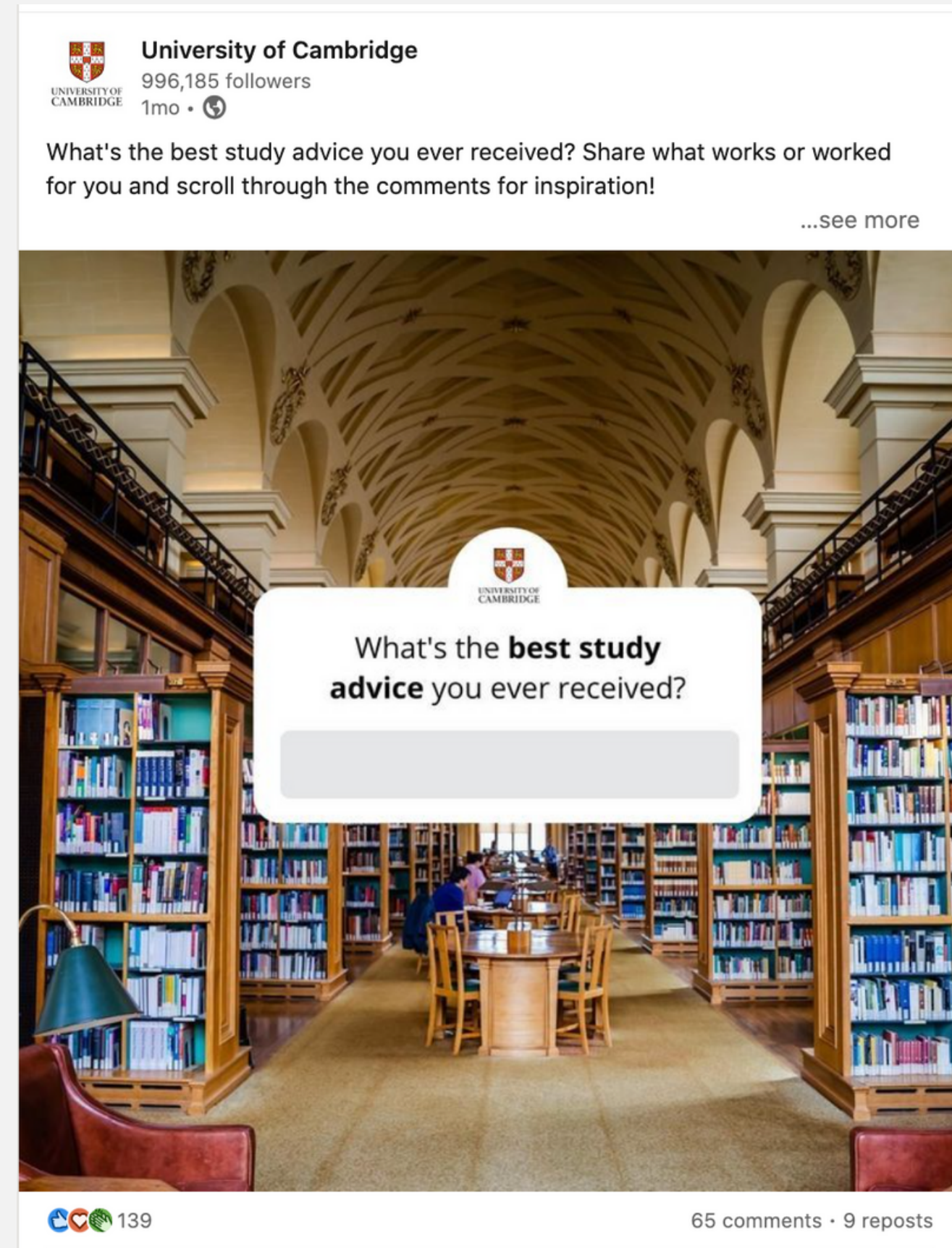




# Cross platform

Poll functions available on X and LinkedIn too

Don't have to use them to get results


It's the question and the timing...



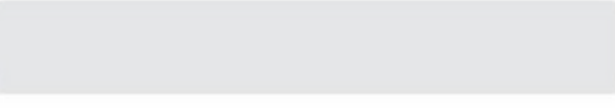
 **University of Cambridge**  
996,185 followers  
1mo • 




What's the best study advice you ever received? Share what works or worked for you and scroll through the comments for inspiration!

...see more

 UNIVERSITY OF CAMBRIDGE

What's the **best study advice** you ever received?



   139

65 comments · 9 reposts

# Let's take a minute

Shout out the brands you  
love on social – doesn't  
matter what platform







# Strong social media personalities that are not actual persons



The Cambridge University  
social media

## **tone of voice**

- authoritative, but not alienating
- friendly, but not over-familiar
- informative, but not boring
- enthusiastic, but not over the top
- empathetic, but not creepy
- modern, but not down with the kids
- intelligent, but not snobby
- accessible, but not patronising
- geeky, but not stuffy
- serious, but not rigid

# Platform personality

- Work out what your audience expects from you on a particular platform
- Adjust your tone of voice on it



# Please stand up

How many social media accounts do you have?

Most people have at least 2!  
The point is: there is plenty of  
**audience overlap**



**No need to be on all social media platforms**



**Fewer channels, more focus, better content**



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4. Who are we making this for again?

**Put your  
audience first in  
everything you  
write.**

[Link to 'How to write for the University of Cambridge on social media'](#)



**Every piece of content should be created with a specific audience in mind**

You have fractions of seconds to get their attention

Work out what content resonates with who

Ask **3 key questions** to shape your content

# 1. Think

What should your audience think when they see your content?

# 2. Feel



What **emotional response** do you want to invoke?

# 3. Do

What **specific action** do you want your audience to take?

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 **Sarah-Jean (SJ) Ng** (She/Her) • You  
Social Media Manager | University of Cambridge  
6mo • 

Have I said lately how much I love my job? 🥰  
It's not just the work but the place – I am so proud to be part of an institution that does this 📌



**University of Cambridge**

1,041,672 followers  
6mo • 

 Did you know? We contribute nearly £30 billion to the economy and support more than 86,000 jobs across the UK.

Discover our economic impact in a new report launched today, with

[Cambridge Enterprise](#) 📌

[#Cambridge](#) [#UniversityOfCambridge](#) [#CambridgeUniversity](#)

# Cambridge University's economic impact

The University contributes nearly **£30 billion** to the UK economy and supports more than **86,000** jobs across the UK.



Scientists develop test to identify people at risk of developing acute myeloid leukaemia and related cancers



The new 'MN-predict' platform will allow doctors and scientists to identify those at risk and to design new treatments to prevent them from developing these potentially lethal cancers.

Oxygen 'holes' could hold the key to higher performing EV batteries



Scientists have made a breakthrough in understanding and overcoming the challenges associated with nickel-rich materials used in lithium-ion batteries.

Witchcraft accusations were an 'occupational hazard' for female workers in early modern England

**Methane and carbon dioxide found in atmosphere of habitable-zone exoplanet**


By Sarah Collins  
Published 11 September 2023

**Being on the cutting edge of discovery...**

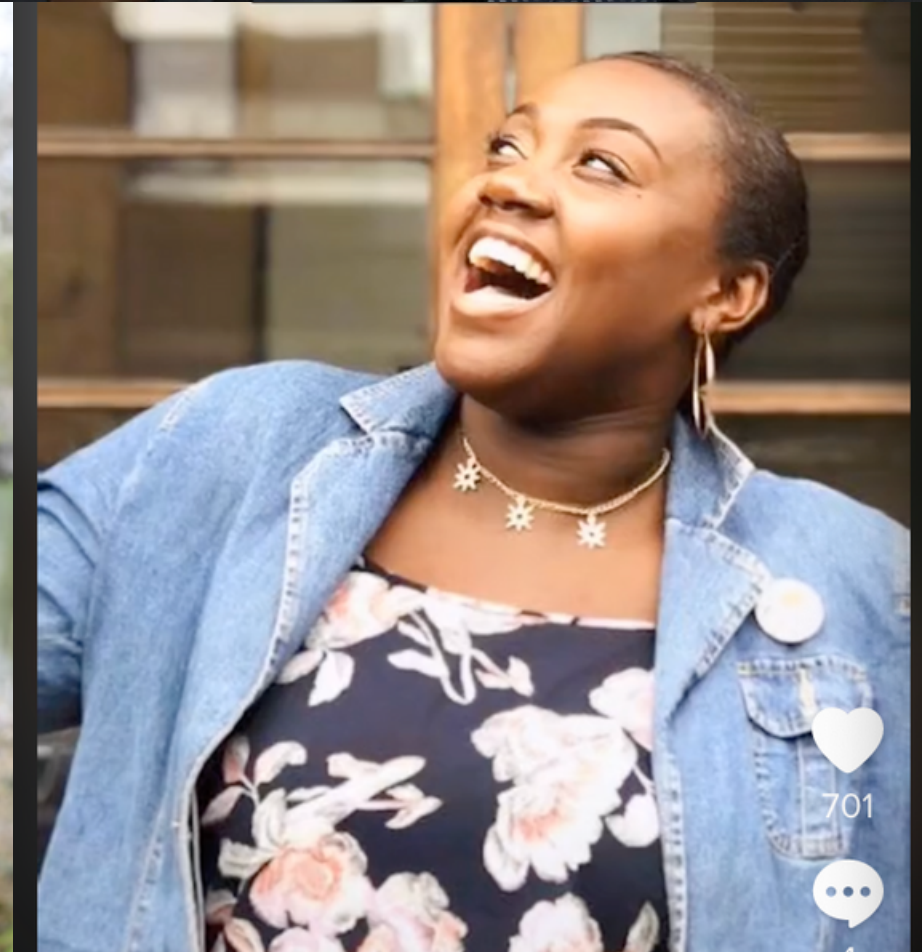


UNIVERSITY OF  
CAMBRIDGE

Working with the extraordinary  
people here



The day I won a Nobel  
Prize – and what  
happened next





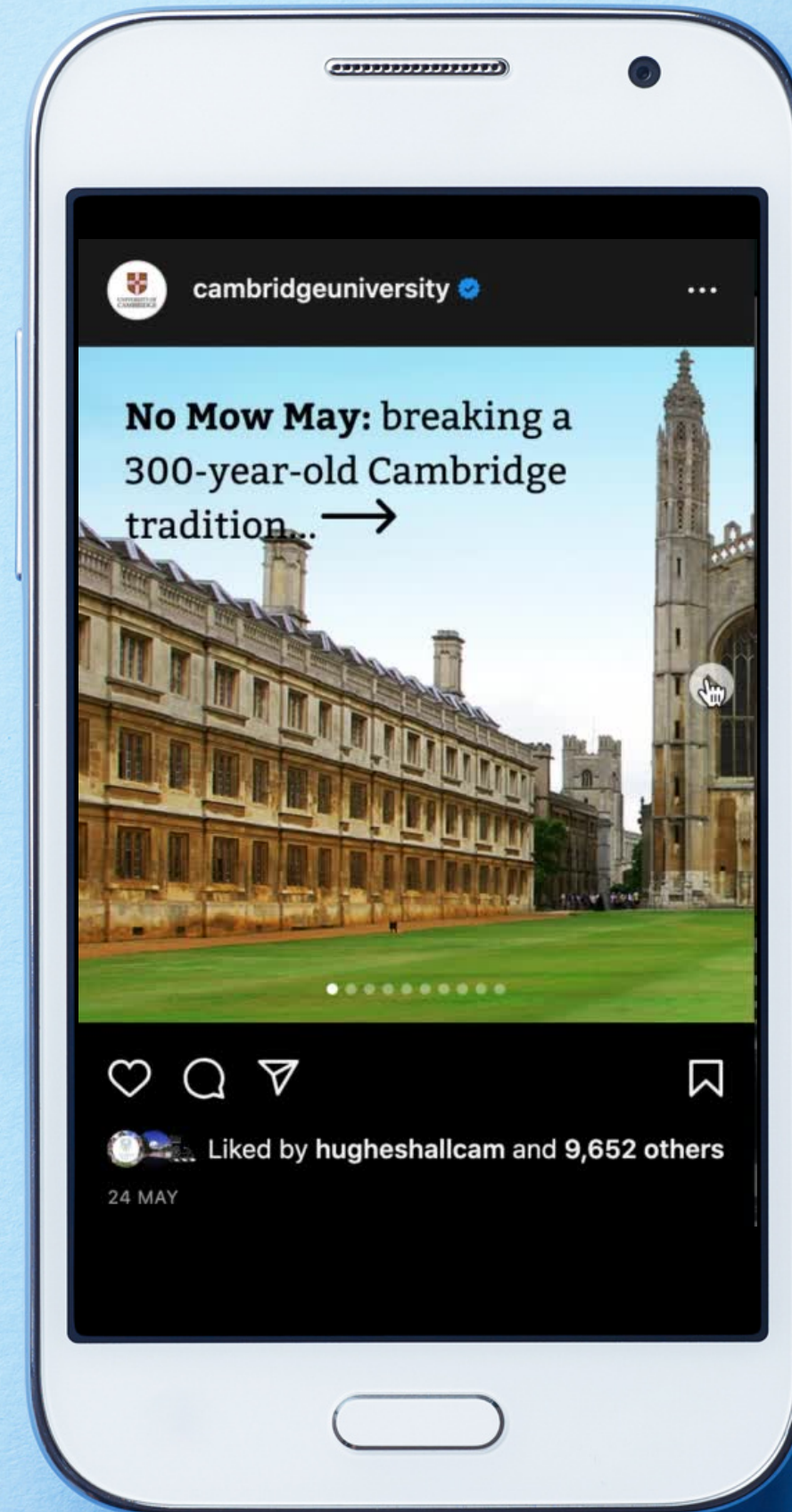
**Engaging** with our audiences on special days like graduation and A Level results days!

Sending out positive comments on their posts!

My most favourite  
thing of all:

**creating meaningful  
content that gets  
waves of love**

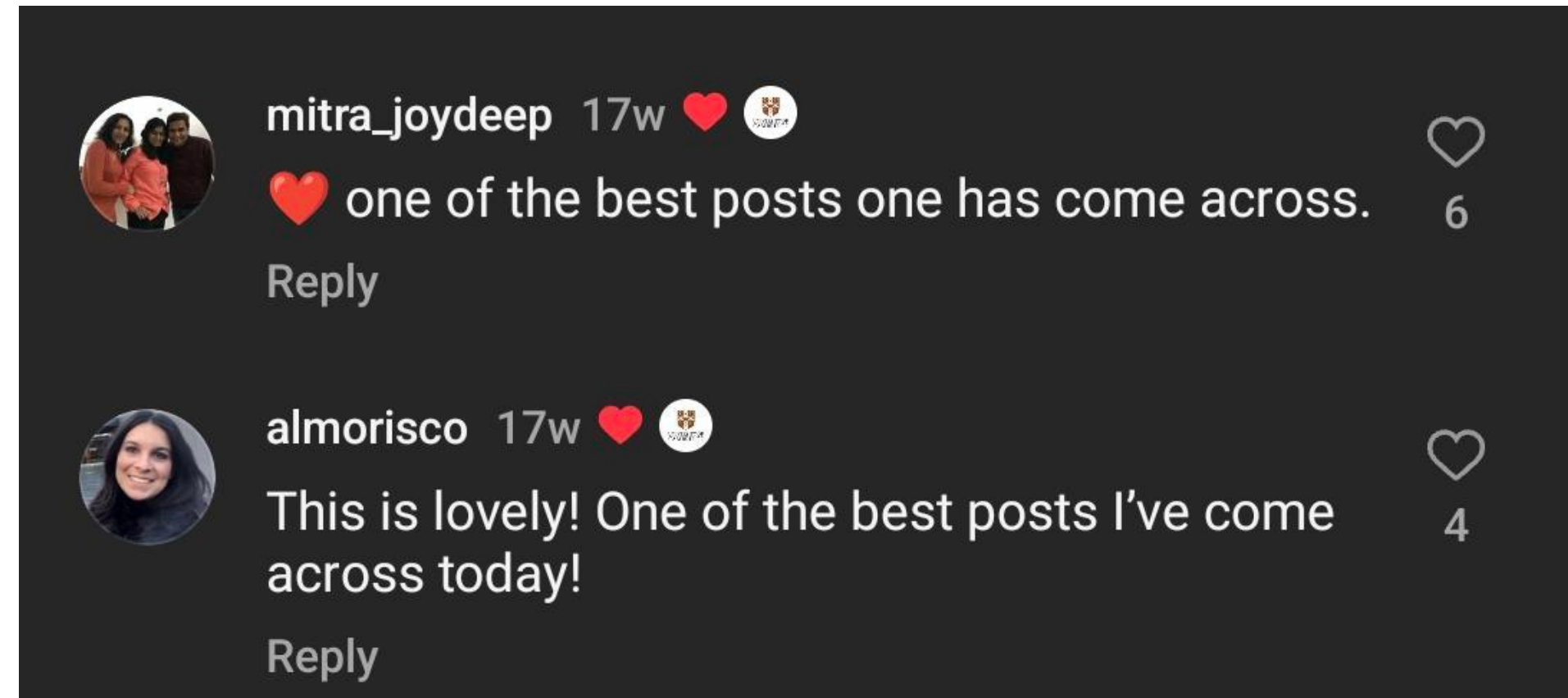
[Link to 'No Mow May' post](#)





The carousel post achieved 8,200 likes (versus 5,500 average) and 480 saves (versus 150 average). Of the 60 comments (versus 40 average), we saw 100% positive sentiment.

Remember 'Think, feel and do'?



"I'm of a generation that grew up believing manicured lawns everywhere was the ideal. I'm **now completely sold** on re-wilding our green spaces. bravo Cambridge for your bold decision, it cant have been easy to convince your stakeholders, but the results speak for themselves"



[Link to me](#)

 **Sarah-Jean (SJ) Ng** (She/Her)

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Ely, England, United Kingdom · [Contact info](#)

[500+ connections](#)

THANK  
YOU