UL Global Operating Procedure – Social Media

Company Name: UL Global Marketing

Department: UL Global

September 2024

Purpose

This document outlines the procedures for managing UL Global's social media channels. It ensures that all activities are aligned with the university's objectives, maintain brand consistency, and adhere to legal and ethical guidelines.

Scope

This procedure applies to all employees and contractors responsible for managing UL Global's social media accounts, including but not limited to: TikTok, Facebook, Instagram, Twitter (X), LinkedIn, WordPress, and YouTube.

Roles:	Responsibilities:
Manager	Oversees entire UL Global marketing department and activities including but not limited to social media strategy and ensures consistent brand voice. Approves all planned content and implements long term plans for social media content. Pulls reports for social media analytics to inform future social media content creation and planning.
Senior Administrator	Develops planned content with the team and wider UL Global department staff and approves any content created by the coop student or student Ambassadors for posting. Engages with followers by responding to comments and messages and monitors mentions of the brand across social media. Pulls reports for social media analytics to inform future social media content creation and planning.
Coop student	Develops all content – images, videos, and blogs and creates captions for scheduling content up to 2 weeks in advance. Engages with followers by responding to comments and messages. Pulls reports for social media analytics to inform future social media content creation and planning.
Global Student Ambassadors	Develops content – images, videos, and blogs for posting across UL Global social media pages. Attends trips, events, and does 'Takeovers' on our social media pages for the purpose of creating more content for social media.

Social Media Account Management:

UL Global Marketing team is responsible for the management of UL Global social media accounts (YouTube, TikTok, LinkedIn, Instagram, X, WordPress) via monitoring new and aging platforms and managing content within.

Key steps are:

Account Creation/Migration /Retirement	• Creation/migration/retirement of social media platforms must be approved by Global Marketing and Communications Manager. • Use official UL email addresses e.g. ulglobal@ul.ie for any social media account. No coop email accounts to be used.
Login Credentials	• Use SharePoint to store and share social media account login securely in each team member's User Guide by Senior Marketing Administrator. • All passwords must be updated by changing the password on each platform and each team member updates their own User Guide every time a new coop student starts or after any 'Takeover' by a student Ambassador.
Account Security	• Only authorised personnel are allowed to access UL Global's social media accounts. • In case of a suspected breach, immediately report to the IT department and Global Marketing and Communications Manager.

Content Creation and Approval Process:

Content Types:
1. **Photos/Videos:** Campus tours, student events, travelling, academic highlights/tips, and student/Limerick/UL life. 2. **Blogs/Articles:** Written content about student experiences, student tips, or university updates. Uploaded to https://studyireland.ie/ 3. **Event Coverage/Instagram Takeovers:** Live coverage of university events, webinars, and student activities.
Content Guidelines
1. Content should be aligned with the University of Limerick's **brand guidelines.** 2. Follow the tone and style guide provided by the Marketing Department. 3. Respect copyright laws and obtain permissions for music, videos, or images used. 4. Avoid content that could be deemed offensive, divisive, or inappropriate. 5. No mention or depiction of sexual content, politics, alcohol/drugs, profanity, or bigotry of any kind.
Content Brainstorm Workflow
4. Team meets once a month to brainstorm content for creation based on current trends and wider department's needs. 5. Brainstormed content is logged on the Content Brainstorm file in the Coop folder on SharePoint for noting the original idea, ideas on how to create the content, and whether it can be marked as a series or a once-off piece of content. 6. Coop student alternates each week with a 3-hour filming or editing window, utilising the Ambassadors and Senior Administrator for content they need assistance creating.

7. Global Marketing and Communications Manager and Senior Administrator contact relevant supplier and Ambassadors for any professional videos or photos that we need created.

Note: At this stage, UL Global student Ambassador programme content is reviewed and put into Posting Plan where appropriate.

Content Calendar Workflow

6. All planned content is marked on a SharePoint Marketing Calendar (which wider UL Global department has access to) as soon as Manager approves it for posting.
7. Senior Administrator fills the Posting Plan excel file at least two weeks in advance with each tab being for a specific week. Each column represents a social media platform, and each row represents the day of the week. The plan is filled based on the marketing calendar and any 'blank' days are then filled using brainstormed, coop student, or Ambassador content. At least one blog a week is posted so that takes priority for the first 'blank' day.
8. The coop student uses the Posting Plan to create captions for the caption plan template designed to also mark the day of posting, a link to the content, the platforms it is to be posted to, any alt text needed, and whether it has been scheduled yet.
9. The Senior Administrator approves or edits all captions as soon as the coop student has filled any given week of captions.
10. Once approved/edited the coop student schedules the content on the social media pages marked in the Posting Plan.
11. Posting Plan file is archived and regenerated on an annual basis.

Posting Guidelines

- Posts should align with UL brand's guidelines available on MC Brand Resources SharePoint.
- Follow the 80/20 rule: 80% informative/engaging content, 20% promotional.
- Use approved hashtags and tag relevant partners/stakeholders where applicable.
- Adhere to platform-specific character limits and formatting guidelines.
- No alcohol, drugs, sexual, or discriminatory references.
- All comments and DMs need to be engaged with within 24 hours of posting (within working hours). Inappropriate comments are to be screened past the Senior Administrator or Manager for actions.

Brand Voice and Tone

Voice: Professional and engaging across all channels.

Tone: Adaptable based on the nuances between certain apps e.g. conversational for Instagram, fun/casual for TikTok, and formal for LinkedIn.

Graphic Standards

- Use approved UL logos, colours, and fonts for all graphics.
- All images and videos should be high resolution and edited according to brand guidelines.
- There is an exception for video resolution for student Ambassadors as they use personal phones for their content creation.

Posting Procedure:

In order to keep our profiles active and maintain our reach, the following guidelines have been developed for target posts per week:

Platform	Frequency	Scheduling Tools
TikTok	At least 3-5 posts per week	In-App up to 10 days in advance.
Instagram	5-7 posts per week. Mix of photos and reels with at least one poll posted per week. At least 2 Story posts a day Mon-Fri.	Through META Business Suite – can schedule at least 2 weeks in advance. *Polls cannot be scheduled and need to be posted through phone app.
Facebook	At least 3-5 posts per week.	Through META Business Suite – can schedule at least 2 weeks in advance.
YouTube	1 video per week.	In-App.
LinkedIn	3-5 Posts per week.	In-App.
Twitter (X)	Currently Inactive.	In-App.
WordPress	At least once per week.	In-App.

Social Media Competitions:

Distribution	• A postcard with details of the competition is distributed during Orientation week each semester. • Social media competition reminders are posted to UL Global and The Globe's pages and stories.
Collection	Entries are sent to GlobalMarketing@ul.ie and stored in a folder with the student's name in the relevant SharePoint folder.
Review	Content is reviewed by the team and posted on a weekly to bi-weekly basis depending on space in the Posting Plan. The winner is named along with their content submission across relevant platforms after the competition deadline.

Content Creation, Storage, and Distribution:

Source	Creation, Storage, and Distribution
Coop Student	• Coop students create content to fulfil team requests, fill any gaps in the posting plan, and participate in trends quickly. They have an iPhone, ring light, microphones, and a tripod available to them for content creation. • Their content is stored initially in their own coop folder but later sorted into the relevant folder within our 'Social Media' folder on SharePoint. • Specific requests are posted on the agreed upon date to relevant platforms. Any 'filler' content is posted as it is needed to fill any gaps in the posting plan.
Global Student Ambassadors	• Global Student Ambassadors are tasked with sending us 2 pieces of content each semester. They may create their content on their own or employ the help of the coop student. They also may receive specific requests for attending trips, testimonials, or covering events. • Ambassador content is stored in their own folder within their programme semester folder on SharePoint. It is tracked on a separate excel for the review we hold at the end of each content deadline.

	• Ambassador content is put into the Marketing calendar where the content will be most relevant for posting e.g. fun/casual content only goes on Facebook, TikTok, Instagram, and Twitter.
Events	• Events hosted by UL Global, UL Student Life, or UL that are relevant to international students are often covered by our coop student, Senior Administrator, and/or student ambassadors. • Conferences the team or wider UL Global staff may be posted to LinkedIn. Visitors and partner visits are also posted to LinkedIn. • This content is stored in relevant Event or Faculty/Group Content folders on SharePoint. • Events are posted to Stories while they are on, and an edited video is posted after the event usually within 1 working day.

Community Management:

Engagement Guidelines:

- Monitor comments, messages, and mentions across social media platforms.
- Where response is required, use friendly and professional language and always address the user's name where possible e.g. 'Hi, Aileen...'
- If addressing negative feedback, acknowledge the concern and offer a solution (e.g., directing to relevant student services).
- Hide any bullying, harassment, or discriminatory comments.
- Comments/DMs related specifically to services we or the wider university provides are noted in the IED Customer Feedback Log.

Monitoring and Reporting:

Performance Metrics

Track key performance indicators (KPIs) monthly:

- **Engagement rate:** Likes, shares, comments
- **Follower growth:** New followers on each platform
- **Impressions:** Total reach of posts
- **Click-through rate (CTR):** For links shared in posts
- **Conversion rate:** For paid campaigns or promotions

Reporting:

- Coop student creates a monthly report for the Marketing Working Group meeting.
- Senior Administrator creates the annual report each January.
- Include insights, top-performing content, and recommendations for future strategies.

Compliance and Legal Considerations:

Copyright and Licensing

- Ensure all content (images, videos, and music) is properly licensed or owned by UL or UL Global.
- Avoid sharing content without permission or a signed media release form.

Privacy Regulations

- Adhere to GDPR data protection laws when collecting or handling student data.
- Avoid sharing confidential or personal information in social media posts.

Sponsored and Paid Content

- Clearly disclose sponsored content or partnerships as per FTC guidelines.
- For paid advertisements, use proper targeting to ensure compliance with legal standards.

Review and Updates

This operating procedure will be reviewed for update annually by the Global Marketing and Communications Manager and Marketing and Communications team.

All changes must be communicated to relevant stakeholders.

Revision No.	Date	Approved by:	Details of Change	Process Owner
1	24/02/2025	Denise Flannery	Initial release	Alli McNamara