General guidelines for UQ Facebook page

Below is a set of general guidelines that should be taken into account when developing or determining appropriate content and how you interact with the fan base.

- **Be authentic**
  One of the main objectives of a brand Facebook page is to build a community and encourage engagement between the brand, its fans and between fans. It is important to always be authentic to encourage interaction.

- **Be relevant**
  UQ generates an abundance of potential content. The key to a successful Facebook page is posting content that is relevant and adds value to our fan base. Careful selection of content is extremely important. Posts should be more than just a direct promotion of UQ and its achievements. All posts should be in a casual and friendly tone but always keeping in mind UQ’s brand values.

- **Know your audience**
  Review the Page Insights to determine the current demographic breakdown of the page audience and keep this in mind when posting content. What content do you think will be most relevant to this audience?

  For example, prospective students are interested in what life would be like at UQ so posting news articles about scholarship winners, students who have experienced study abroad would be of interest to this group.

  **If post only relevant to people from a certain country**
  If you are posting content that is only relevant to people in a certain country, use the geo-targeting feature. To geo-target your post, click on Public at the bottom right of the status box and choose Target by Location/Language, enter the relevant country and/or language and click OK. The post will then only be displayed to fans from the specified location.

- **Be engaging**
  The key to social media is the ability to engage with your fan base. Don’t just post web URLs, add some text to explain the link and draw the attention of the audience. Encourage casual conversation or engagement with posts. Don’t just post news articles or information, throw in some photos, video or polls to give some variety in posts and encourage general engagement with community.

- **Be timely**
  Audiences will be more likely to engage with posts if you are talking about current topics. Make sure that you are in touch with your audience – what interests them? What is going on in their lives at a certain point in time (current students – exams, prospective students – QTAC preferences etc.)?

- **Be succinct**
  Content should be kept as short as possible. Facebook recommends posts between 100 and 250 characters (less than 3 lines of text) and research has shown that after 80 words people are more likely to stop reading. Posts of this size generate about 60% more likes, comments and shares than greater than 250 characters.
• **Post a variety of content**
  This will bring variety to the page. Different content generates varied levels of engagement so it useful to have a variety on the page and monitor what is most successful (of interest) to your audience.

  - *Post photos and videos* – tend to draw more attention than a regular text post. Facebook states that posts including photo albums, pictures or video generate a much higher engagement level than average posts (and they’ll show your posts to more people if you include them). Consider using related pictures or videos to make text posts stand out or try to mix up the content with a photo album. If Facebook was used to promote a certain event or activity, upload some photos afterwards.

  - *Ask for your fans opinion* – Facebook is a great place to communicate with your fans. It can also be a great way to gather market research and learn more about what your fans want to see on the page. You can either ask questions through a post to generate comments or ask questions using the poll feature. This type of post is a simple way to increase engagement with your page.

  - *Try filling in the blank posts* – This is another simple way to engage with your audience post by asking them to complete a sentence. Particularly useful if you want to get people to talk about specific topics (eg. attributes of your products such as explaining why they like it or how they use it).

  - *Give fans access to exclusive info* – Reward your fans for contributing to the community. If possible provide them with exclusive access to information, announce new events, provide early access to photos or video, offer exclusive competitions or develop content just for them.

• **Decide on the right amount of content to post**
  The number of posts may vary depending on the time of year. For example, users on the UQ Facebook page are more likely to be engaged on the page during semester or peak student recruitment times than other times of the year such as exam periods or university holidays.

  Decide the right amount of contact for your audience that ensures that you remain top of mind. During peak times as a guide, administrators should **post 2-3 times a day** posting a variety of content. You will be able to determine how active your audience is by gauging their interaction with your posts.

• **Possible sources of content**
  - Join other UQ Facebook pages or websites relevant to students and share some of their content rather than re-creating such as UQ Union, Health@UQ, UQ International, UQ Sport and UQ Gatton
  - Speak to colleagues and ask them to send through anything that could be appropriate
  - UQ News articles – choose topics that are of interest to your target audience
  - UQ News TV episodes
  - Upcoming events
  - Activities happening on campus supported by your faculty/department
  - Reminders for regular campus activities – O Week, Market Day, Graduations
  - Campus information – road closures, important dates etc.
  - Info from other social media channels - Flickr galleries, Twitter feeds, Vimeo
- Information relating to the student experience: internships, study abroad, research, student groups, sporting teams/facilities
Instructions for uploading content to Facebook

How to set up a poll in Facebook

1. In the Status Box, click on Offer, Event + and select Question as pictured below:

2. Add the question text in the open field text box, click on Add ‘Poll Options’ and add in the voting options.

3. Add as many options as you like. For best display, choose 3-4 options.

4. If you want to restrict the audience to vote for specified options, make sure you uncheck the box ‘Allow anyone to add options’ (as below). Leaving this box will allow users to add additional options and this could require additional monitoring.

Uploading photos

You can upload individual photos or create a photo album. Click on ‘Photo’ in the status box and then choose the relevant option from the box indicated below. You may need to resize the images before uploading so that they display on the web.

Choose photos from your drive and click on upload. If creating an album you will be asked to name the album and also choose which photo will be the album cover.
Managing the Facebook community

One of the most labour intensive activities relating to managing a Facebook page is monitoring the page for inappropriate comments and responding to questions in a timely manner. The following information will help you to better manage your Facebook community.

All administrators should consult UQ’s Facebook Response Plan when responding to positive and negative comments. This document steps you through the correct process to deal with a range of content that can be posted to your page.

Responding to enquiries

UQ’s Facebook page provides an opportunity to build stronger connections with current students and help prospective students to find out about UQ. Below is a list of general enquiries that some UQ pages will receive. Other UQ pages (such as UQ Sport) will receive different regular enquiries – it’s a good idea to come up with some standardised responses so that other staff within your area are also across how to do this.

When responding to enquiries thank them for their post and refer to the person by their first name.

General enquiries

Program enquiries from a prospective student – domestic or international
(eg. question about program, courses, fees, pre-requisites etc.)

Provide a direct link to program on UQ’s Courses and Programs website and contact details if they have further questions. Program profiles include details of fees, entry requirements, an overview of the program and courses available

- All international student enquiries should be directed to UQ International. If they require further information refer them to UQ International’s online enquiry form at www.uq.edu.au/international/enquire-online.

- Ask domestic students to contact the relevant Faculty/School for further information. Undergraduate enquiries are normally managed by the Faculty and Postgraduate by the schools. Contact details will be listed on the program profile on the Courses and Programs website. Undergraduate enquiries are normally managed by the Faculty and Postgraduate by the schools.

Example UQ response:

Thank you for your post asking about our Master of Laws program. To find out more about the program and entry requirements, please visit the following web page http://www.uq.edu.au/study/program.html?acad_prog=5191.

If you have any other questions, a UQ International Advisor will be able to assist. Just complete the following online enquiry form –http://www.uq.edu.au/international/enquire-online (int students)

If you have any other questions, please contact the Law School by emailing law@uq.edu.au. (Dom students)
Scholarships
UQ offers a range of scholarships for students. Details can be found at www.uq.edu.au/scholarships.

Example UQ response
Hi Avidea, thanks for your post. UQ has a range of scholarships available, check out our website for details. http://www.uq.edu.au/study/scholarships/

High school students looking for information about UQ or how to meet entry requirements
If students are asking about entry requirements or details about specific programs, just direct them to the courses and programs website. There is also a range of student recruitment activities held throughout the year (eg. Open Day, TSXPO) so provide details if relevant. Student Liaison also has a New to UQ newsletter for high school students which you can link to.

Original post
I’m in grade 8 and want to go to UQ for veterinary science how can i make that happen?

UQ Response:
Hi Caitlin, thanks for your post! Make sure you complete the required prerequisite subjects in Year 11 & 12 and keep your grades up. The prerequisite subjects’ can be found on our programs website http://www.uq.edu.au/study/p...

Students looking for accommodation
New UQ students may post on the page looking for share accommodation or apartments to rent. You can direct students to UQ’s Accommodation Services, who provide a range of advice on rental agreements along with a rental database that students can search. These are normally approved units and/or share houses that have been approved by Accommodation Services staff.

Example UQ response:
Hi Palwasha Sherin Khan you can also check out UQ’s Accommodation Services website - http://www.accommodation.uq.edu.au/ - to find a place to rent including share accommodation. This website also gives some great advice about renting in Queensland. Hope this helps!

Student Clubs and Societies
There are over 150 student clubs and societies at UQ. If students are asking how they can meet other students from a certain country or with a certain interests, check out the list of student clubs and societies on the UQ Union website - http://www.uqu.com.au/#clubs-and-societies.

When responding to posts, just provide an email address or link to the club on Facebook. If linking to Facebook page use the @ symbol to provide a direct link eg. @UQLASA.
Enquiries from international students

Interest from international students on UQ programs

Sometimes, international students may add general posts about their interest in studying at UQ. The UQ International website is a great resource for prospective international students.

**Example UQ response:**

Hi Momunil, there is a wide range of postgraduate courses offered at UQ so it really depends what you were interested in studying. I would suggest that you visit the UQ International website [http://www.uq.edu.au/international](http://www.uq.edu.au/international) to find out.

How do I meet other international students studying at UQ

Students may post on the page to meet or talk to other students. Students may not respond on our page but you can encourage the student to post on the UQ International website or relevant student associations. Provide a direct link in your response by using @UQ International in the post itself.

**Post from student**

Hi! I'm Andrea and I'm Chilean. I'm going to study a master degree at UQ (that begins on July 2012). I would like have some information about Chilean students at UQ. Thanks.

**UQ Response**

Hi Andrea, the UQ Latin American Student Association is a great place to speak to other Chilean students at UQ. Check them out on Facebook at [http://www.facebook.com/groups/34113750666/](http://www.facebook.com/groups/34113750666/).

You could also post a comment on the UQ International page as a number for future international students use this page. I hope this helps! We look forward to welcoming you to UQ next year.
Responding to complaints or negative comments

Follow the UQ Facebook Post Response Plan. Consider taking individual problems offline using Facebook messages or email to resolve complaints or more personal enquiries.

Step by step guide to removing inappropriate comments

Inappropriate posts include external company’s trying to sell materials, anything with inappropriate language or comments that are completely off-topic and irrelevant to UQ. Refer to UQ’s Comment Policy if you are unsure.

After referring to the UQ Facebook Response Plan, if a comment needs to be removed from the page you have a number of options:

1. Delete the comment from the page
2. Delete the comment and ban the user from the page

These functions are all completed by clicking on the ‘x’ next to the post. Hover over the top right hand side of the message and the ‘x’ will appear.

Click on the icon and the following options will show.

1. **Delete a post**
   
   When deleting a post, you will always be given an ‘Are you sure’ prompt before the post is deleted permanently.

   This prompt will also provide you with the option to delete the post or delete the post and ban the user (prompt pictured below). If a user is continuously posting inappropriate or off-topic posts, you may wish to ban the user from the page.

   ![Delete Post Prompt]

   If you choose to **ban the user from the page**, copy the posts and paste them into a file to keep a record of the posts and user.
Facebook Reporting

Facebook provides some great reporting tools to help you monitor the effectiveness of your posts and manage your Facebook community including detailed information on the demographics of your community. Insights can be viewed for specific periods of time which can be useful to monitor effectiveness of certain activities, promotions or campaigns.

Below is a quick overview of some of the tools used to help report on Facebook pages. Full details of the tools offered by Facebook Insights can be found here: [http://www.facebook.com/help/336893449723054/](http://www.facebook.com/help/336893449723054/)

Below are simple explanations for these terms.

- **Likes**
  Unlike individual Facebook accounts where you have a certain number of fans, brand pages build a community by people ‘liking their page’. You can not personally identify all of your members – only the ones who engage with your posts.

  The more likes you can generate for your brand page the wider your reach will be. When your fans interact with a post in some way, this will be fed through to their friends news feeds which extend the reach of your page. This is one of the benefits of having engaging content on your page.

  The Page Insights section provides you with a breakdown of likes by demographics and location. The page also shows the referring sites for new likes and also breakdown of likes by date which can be useful when monitoring the effectiveness of campaigns. Eg. If you run a promotion to attract new users to your page you can determine if it was effective within a specific campaign period.

- **Reach**
  Reach is a common term used in marketing. Facebook Insights provide details of how many people saw content on the brand page within a specified period. It will also provide:

  - Breakdown of the demographic of the users you reached
  - How you reached people (reach & frequency) including whether you reached them through organic, paid or viral channels
  - Visits to the page (both page views and unique visitors)

- **People talking about this**
  This metric is explained by the number of unique people who have created a story about the Page within a certain period. These stories include liking the page, posting to the wall, liking, commenting on or sharing one a page post, answering a question, RSVP to an event, mentioning the page, phototagging the page, checking in at a place or recommending a place.

  The Page Insights provide a breakdown of the people talking about the page in a specified period and also shows line graphs of talking about this and viral reach (no ppl who saw a story published by a friend about your page). Both of these insights can be broken down by the type of story (ie. Like, mentions, responding to questions etc.)
The University of Queensland - Facebook Post Response Plan

<table>
<thead>
<tr>
<th>Type of post</th>
<th>Who wrote it?</th>
<th>Respond</th>
<th>Refer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Compliment</td>
<td>Anyone</td>
<td>Thank you Thank the person and add more information about the topic if appropriate</td>
<td>Share feedback If appropriate, share with mentioned area and other areas of OMC (eg. Comms)</td>
</tr>
<tr>
<td>Complaint</td>
<td>Unhappy stakeholder</td>
<td>Did they have a negative experience? ie. poor customer service, no response to program enquiries</td>
<td>Provide assistance as a comment to their post or ask them to email you privately if more appropriate</td>
</tr>
<tr>
<td></td>
<td>Misguided stakeholder</td>
<td>Do they have the facts wrong? eg. student complaining about no careers support at UQ when Stud Serv offer support</td>
<td>Ask them to email you privately, listen to their complaint and refer to appropriate person.</td>
</tr>
<tr>
<td></td>
<td>Rager</td>
<td>Are they chronically unhappy or posting inappropriate jokes?</td>
<td>Refer for follow-up as required</td>
</tr>
<tr>
<td></td>
<td>Troll</td>
<td>Do they enjoy being mean or causing trouble?</td>
<td>Correct the facts Correct information in a follow-up comment to the post, link to info on the UQ website if possible</td>
</tr>
<tr>
<td>Question</td>
<td>Anyone</td>
<td>Can you help?</td>
<td>Refer for follow-up as required</td>
</tr>
</tbody>
</table>

When responding to comments, always:
- Respond in a timely manner (comment policy states within 24 hours)
- Take the time to create a good response (hide the comment if necessary and respond later)
- Respond in a tone that reflects UQ’s values
- Direct people to the most relevant sections of the UQ website

* refer to FAQs and template responses doc

When responding to a question:
1. Respond to the post to that you are looking into the request
2. Search for info from relevant area
3. Respond to post providing relevant contact for further advice

Another type of post eg. promoting an event or workshop, photos, requesting volunteers for research projects, posts by student groups

Is it relevant to UQ? | Is it relevant to our FB page? | Positive?
---|---|---
No Delete, refer commenter to UQ comment policy if required | No Delete, refer commenter to appropriate site if possible | No Delete post consider engaging privately |
Yes | Yes | Yes Allow discussion on the site, engage as needed |

Adapted in part from DePaul’s University Post Response Flowchart