



Checklist

February 2020

Opening a New Social Media Account for a UZH Unit

Faculties, departments/institutes, research groups and other UZH units can open their own accounts on social media. Since they are close to their target group, they can communicate in a very targeted manner. This way, they can bolster the UZH network with relevant content and add to the University of Zurich's main channels.

The following checklist will help you decide whether it makes sense to open a new social media account for a UZH unit, and if so, what it takes to successfully run an account.

Preparation

- Goals: Define clear goals. The most important question is: Why do we want to have a social media account? What do we want to achieve?
- Target group: Who do we want to reach? The more specific, the better.
- Content:
 - What content do we have in order to reach our goals and target group?
 - Do we regularly have content that we can post? How regularly?
- Choice of platform:
 - Which platform is our target group using?
 - Do we have the knowledge needed to professionally run an account on the relevant platform?
 - How will we build up a network on the platform?
- Monitoring: Daily. Who is going to check how the community reacts to our posts? Were we mentioned in other posts? Are there comments that we need to respond to?
- Community management:
 - How can we actively engage with our target group?
 - Who responds to questions, comments and posts by others that mention us?
- Reporting: Monthly (at least). What worked well? What didn't? Regular reporting is crucial if you want to improve your social media presence on an ongoing basis.
- Administration and responsibilities:
 - Do we have at least two admins for our account?
 - What does our workflow look like? Who defines the goals, who provides the content, who prepares the content, who responds to questions, etc.? Are there other team members that we can actively involve?
 - Some advice when getting started: Define the account settings together at the start (allow/disallow private messages, frequency of push notifications, etc.)



Resources

Do we have the time and staff to do the following:

- Planning content (editorial calendar, coordination with team members). Reference: At least 30 minutes every week.
- Preparing and posting content (images, videos, texts; possibly with translations; research hashtags and other accounts that you want to link to/tag). At least two to four posts per week, depending on the platform. Reference: 20 minutes for a straightforward post if content is available. Significantly more time is needed if you have to find, create and prepare an image, if you're posting on-site directly from an event, if you're holding an interview or making a video.
- Managing the community: Answering questions, reacting to relevant posts made by others. Reference: 10 minutes per day per platform. It takes more time if experts need to be involved to answer questions and if responses need to be coordinated.
- Monitoring: Daily. Reference: 15 minutes.
- Monthly reporting: Reference: One hour.

Reference: A workload of at least 10% for one platform. This number is based on the most straightforward type of managing an account: Two to four posts using existing texts and visuals; monitoring, community management and reporting tasks. Without producing content such as interviews, videos, live reporting or the like.

In addition to time, you also need basic equipment: A newer smartphone to take pictures, and a microphone and tripod to film simple short videos. If required, you can borrow video cameras, microphones and tripods from the Information Technology office.

Opening an Account

Guidelines on opening an account on social media, incl. naming rules, are available online:

<https://www.kommunikation.uzh.ch/en/web/socialmedia.html>

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