

## Social Media Society Guidelines

Oxford University Press is committed to disseminating scholarship and furthering education around the world. It is core to our mission to ensure that our authors' work reaches as wide and diverse an audience as possible.

One of the ways we support this is by actively engaging with social media across a range of platforms and channels. We have put together the following guidelines to help you make the most of our existing social web presence and think about developing or expanding your own.

We will be happy to work with you to develop a social media strategy in line with your objectives, preferred tools, and desired commitment level. Please don't hesitate to get in touch with your marketing manager or publisher to discuss specific tools and map out your approach.



**Blog:**  
[blog.oup.com](http://blog.oup.com)

A **blog** is a website in the form of a diary that allows people or businesses to write regularly about topics or events that interest them. Blogs usually include photos, videos, and links, and allow readers to comment on and discuss entries.

### How we use it:

Since July 2005, the talented authors, editors, staff, and friends of Oxford University Press have provided daily commentary on the [OUPblog](http://OUPblog), now the most highly trafficked academic publishing blog in the world, with an average of 45,000 visits a month. Over 9,500 readers subscribe to our site, in order to receive email alerts when relevant content is posted.

The blog features approximately three articles each day from OUP authors across the full range of our academic content, from books to journals to online products. With blog editors based in the US and UK, we aim to offer a fully global view across our core academic publishing areas and promote the thought leadership of our authors.

### How you can use it:

Our blog editors work with marketing managers, editors, and authors from early on in the product lifecycle to identify potential contributions and optimal timing for publication. We have put together a comprehensive set of editorial guidelines for the OUPblog. Please contact your publisher or marketer if you are interested in contributing.

Journal editors can also flag up newsworthy articles for consideration for the blog. Our blog editors will then work with article authors to adapt their work to the blog platform. Journal editors can further consider contributing articles or regular columns on their areas of expertise. Bear in mind that users are reading on the web, so you may have to adapt your article to be concise and scannable. Use images or rich media (videos, podcasts, etc.) to boost engagement and interest.

If you would like to create a blog for your journal or society, we recommend focusing on subjects you are passionate about and where you can demonstrate your expertise. Blogging takes ongoing commitment—we advise posting about three times per week minimum—so think about whether you have the time to devote to this in the long term before jumping in. Our blog can be a great testing ground to see if you'd like to set up your own platform. If you do, aim to create blog content that offers a point of view and can spark dialogue with your readers.



**Twitter:**  
[twitter.com/oupacademic](https://twitter.com/oupacademic)

[Twitter](#) is a social networking and micro-blogging service that enables people to send and read short messages called “tweets”. It can be an effective way to connect with readers around the world. Messages are limited to 140 characters, so each post must be very succinct (use URL shorteners to maximize space). Twitter has an extremely high signal-to-noise ratio, so you have to compete to be heard. A good rule of thumb is 3-5 tweets per day.

**How we use it:**

We use Twitter to connect with academic researchers, students, authors, etc. around the world and share:

- Content from our blogs, websites, and video channel
- Useful and relevant external articles, tools, and resources
- Information regarding our latest products, events, and updates
- Discussion of research trends and topics

In addition to our central [@OUPAcademic](#) Twitter feed, we have created dedicated feeds for specific communities, including word lovers ([@OxfordWords](#), [@OEDOnline](#)) and the journals community ([@OxfordJournals](#)).

**How you can use it:**

Twitter is a great way to share interesting links to the work of your journal or society or to relevant work by others, or to pass along (i.e. “retweet”) messages from people you follow. Setting up a Twitter account is quick and easy. We advise that you use your journal or society’s real name in the field marked “real name” and a highly intuitive and discoverable version of this for your username (your handle will be @username). Here is a guide to [getting started with the Twitter](#).

Once you’ve signed up, the first step is to find followers, using Twitter’s “find people” search function. As a rule of thumb, about half of the people you follow will follow you back. You can also find people interested in your subject area by searching for specific keywords.

Twitter can be an effective broadcasting and promotional tool to showcase content you are already creating. For example, if you write a blog post for OUPblog, share a new article or invite submissions for a journal prize on your own website, you can tell your Twitter followers about it by sharing a link. You can also tell your followers about important society or journal milestones, conferences, research, and more. Adding hashtags (#) to your posts will categorize them and integrate them into relevant conversation streams so that people can find them more easily (best practices recommend using no more than three hashtags per tweet).



**Facebook:**  
[facebook.com/oupacademic](https://facebook.com/oupacademic)

[Facebook](#) is a great place to connect with readers. This leading social networking site enables users to create profiles or pages with photos, lists of personal interests, contact information, and other personal details to communicate with their network of friends.

**How we use it:**

We created a [business page](#) for our academic publishing that allows us to:

- Link to our blog posts, videos, and website content
- Spark and contribute to discussions around our products and publishing areas
- Read and respond directly to comments and questions from people all over the world

We use Facebook to promote the work of our authors and journals, either by showcasing their blog posts, 'liking' pages they have developed, or featuring videos they have created for our YouTube channel. We also post links to external reviews, high-profile news coverage, and articles that demonstrate our authors' thought leadership.

**How you can use it:**

Facebook is a great platform for promoting your society or journal and building your community. Setting up a page on Facebook allows you to create a professional presence. A public page enables you to establish a two-way conversation with your readers via wall posts, discussions, polls, and more.

You can set up a page for your journal or society. Facebook can serve as a landing page for your journal title or society brand, linking to or streaming in content from other platforms where you may be present, such as Twitter, YouTube, a blog or website, or LinkedIn.

Focus each post on a single subject and include a question, link, or call to action to boost engagement. Don't post too frequently; 3-5 posts per week is a good rule of thumb. Bear in mind that your posts will appear among news from fans' friends and family, so stick to a conversational tone and avoid being overly promotional. Posts should include links, questions, and clear calls to action.

**Advertising on Facebook**

Once you have set up your page, you can create Facebook ads to promote it and attract new fans. We advise that you set up your page first and link directly to this, rather than to an external site, as it will be easier to track click-throughs and sustain user engagement. After you attract fans to your page, you can promote specific research, events, etc. via wall posts and other page features.

You can target your ad based on potential customer profiles and promote individual titles. These can lead back to your general page, or to a tab or landing page dedicated to a specific item of interest. You should monitor your ad constantly to determine whether it is generating click-throughs. If not, you may need to refresh the copy, image, or targeting. Bear in mind that ads on Facebook tend to burn out quickly and will need to be refreshed often.

Be sure to let your publisher and marketer know that you have set up a page, so that we can help promote it by "liking" it from our OUPAcademic page. If you wish to develop a Facebook ad, we will be happy to work with you to select appropriate keywords, images, and profiles to target.



**YouTube:**  
[youtube.com/oupacademic](https://youtube.com/oupacademic)

[YouTube](#) is a video-sharing site where users can view, share, and upload videos. It displays a wide variety of user-generated video content, including movie and TV clips, music videos, video blogs, short films, and amateur home videos.

**How we use it:**

YouTube is a dynamic way for academic researchers, students, and authors to connect with Oxford to discover new products and the people who make them. For example, we have posted a [series of videos](#) that reveal the thought process and work that goes into selecting words for inclusion in the Oxford English Dictionary. This is the type of content that works particularly well in social media: behind-the-scenes, personal interviews and insights that offer a new and interesting perspective.

Our [YouTube](#) channel provides:

- Playlists dedicated to core subject areas (Science, Dictionaries, etc.)
- Interviews with authors, lexicographers, thought leaders, etc.
- Space for subscribers to comment on videos

**How you can use it:**

Videos you produce for your title or society can be hosted on our YouTube channel. Once videos are posted to our channel, they can also be promoted via the OUPblog, our Twitter feeds, or our Facebook page, or streamed via RSS feed to other websites. Videos should be approximately 1-3 minutes long and incorporate music or images whenever possible to boost interest.

All content posted to our channel must have the proper permissions and clearance for use across all social media channels. When we post your content, we focus on making it as discoverable as possible through titles, descriptions, and metadata that capture what users would need to know about this content.

Setting up your own YouTube channel and [uploading videos](#) is simple and free-of-charge. You can automatically share your uploads on Facebook, Twitter, and other social networks, or set them up to stream into your personal blog or website.

Be sure to let your marketer or publisher know if you set up your own YouTube channel. We can then subscribe or 'favorite' your videos, which will appear as links on our channel but will not be included as featured videos or added to playlists or feeds.



**Tumblr:**

<http://oupacademic.tumblr.com/>

[Tumblr](#) is a highly customizable, free micro-blogging platform that lets you share text, links, quotes, music, and video content. It has a strong social element and can help boost visibility for your posts through “reblogging” (similar to “retweeting” on Twitter). You can also post by mobile device or email.

**How we use it:**

We use Tumblr to share short-form and usually visual content from across our academic publishing. We post both original content made specifically for this channel as well as sharing content from our blogs, videos from the YouTube channel, and reviews and news articles. Posts are longer than that found on Twitter but shorter than a usual blog format and can combine image, video, or audio with text. Our dictionaries content works well on this medium, as well as short extracts of text and images from our online products.

There is a very strong sense of community on Tumblr and the audience is very engaged with culture and the arts, including books, literature, and libraries. There are also strong [interests](#) in history, education, and science.

**How you can use it:**

Tumblr is a high output platform and demands real engagement with the community there as well as regular posting of interesting content. We would highly recommend utilizing the Oxford Academic Tumblr profile for content that you might like to trial for this channel before thinking about launching your own. Potential content that might work could include audio or video interviews with authors, visuals and snippets of text from journal articles, and other short-form, easily-digestible and shareable content.

All content posted to our channel must have the proper permissions and clearance for use across all social media channels. When we post your content, we focus on making it as discoverable as possible through use of relevant hashtags, similar to Twitter, and by pushing on our other social media channels.

Be sure to let your marketer or publisher know if you have content you would be interested in sharing on our Tumblr channel, or if you do set up your own Tumblr. We can then follow your profile and reblog or like your content.



**Google Plus**

<https://plus.google.com/u/0/108195705822764052414/>

**Google+** aims to “make sharing on the web more like sharing in real life”, with circles allowing the user to group different sets of people (friends, colleagues, etc) to share specifically to those circles, and hangouts, which allow multiple face-to-face video calls. Google has been using Google+ to influence its search returns and page ranking.

**How we use it:**

We recently created a page for our academic publishing that allows us to:

- Link to our blog posts, videos, and website content
- Share content directly with people all over the world
- Experiment with Google+ influence over Google search engine

We use Google+ in a very similar way to Facebook, to promote the work of our authors and journals, either by showcasing their blog posts, adding the profiles they have developed to our circles, or featuring videos they have created for our YouTube channel. We also post links to external reviews, high-profile news coverage, and articles that demonstrate our authors’ thought leadership.

**How you can use it:**

Google+ is a useful platform for promoting your society or journal particularly also because the content you post on Google+ is actually given greater value by Google. When someone in your circle is logged into their Google account and conducts a search in Google, the search engine will pull up any relevant content you have posted in your Google+ account and profile that in search returns.

Setting up a page on Google+ allows you to create a professional presence. A public page enables you to establish a two-way conversation with your readers via wall posts, Google hang outs, and more. You can set up a page for your journal or society. Google+ can serve as a landing page for your journal title or society brand, linking to or streaming in content from other platforms where you may be present, such as Twitter, YouTube, a blog or website, or LinkedIn.

The platform is less-orientated around personal social sharing than Facebook, which means that more frequent posting is acceptable; 3-5 posts per day is a good rule of thumb. Focus each post on a single subject and include a question, link, or call to action to boost engagement. Posts should include links, questions, and clear calls to action.

### Expanding your community

Below, we've provided a brief overview of some additional social networks you might want to experiment with to build your community and increase visibility for your work.

#### LinkedIn

[LinkedIn](#) is a professional networking site. The first step to using LinkedIn is to set up a profile or group around. Once you have completed this, you can begin connecting with members who share an interest in this your title, society, or research area. LinkedIn further offers profile-based, pay-per-click (PPC) advertising similar to Facebook, so you can run targeted ad campaigns to promote your title or society.

#### Flickr

[Flickr](#) is a social photo-sharing site that you can use to share images with your current and potential readers. This approach can be particularly effective if your work involves a strong visual element. You can embed Flickr photo albums in your blog, or link to these via your profiles on other social networks.

#### Pinterest

[Pinterest](#) is a pinboard-style image sharing service that allows members to "pin" visual content (pictures, video) to their pinboard from sites across the internet. Pinboards are theme-based around interests, hobbies, events, etc, and users can "re-pin" and "like" content from people they follow. It is an aesthetically-orientated social media, and its user base is growing rapidly.

### Social media best practices:

Here are a few things to bear in mind as you develop your presence on the social web.

DOs	DON'Ts
<ul style="list-style-type: none"> <li>• Showcase thought leadership</li> <li>• Post frequent updates: a good rule of thumb is weekly+ for blogs/YouTube, and daily+ for Facebook/Twitter</li> <li>• Be friendly and casual: social posts will appear among posts from users' friends and family</li> <li>• Be human: have a perspective and a voice</li> <li>• Be concise: get to the point before losing readers' interest</li> <li>• Be timely: respond to comments and queries asap</li> <li>• Use social etiquette: acknowledge sources and give credit where it's due via attributions, retweets, etc.; follow others and they may follow you!</li> <li>• Stick to what you know: when writing a blog article, stick to your areas of expertise</li> </ul>	<ul style="list-style-type: none"> <li>• Use overly familiar or potentially offensive language</li> <li>• Use industry or social media/tech jargon</li> <li>• Sound like a different person on different channels</li> <li>• Be overly promotional</li> <li>• Post too frequently (this can be seen as "spamming")</li> <li>• Write about topics outside your area of expertise</li> <li>• Misrepresent your journal/society</li> <li>• Post copyrighted material without proper clearance and attribution</li> <li>• Underestimate the resources—in terms of content and time—required to launch and maintain a social presence over the long term</li> </ul>