

Introduction

This document is designed to support LIFT OFF team to post and create social media content with confidence. Moving forward, LIFT OFF intend to better utilise social media platforms to engage our core pupils on their preferred platforms in order to achieve the aims:

- Increasing awareness of Higher Education opportunities
- Raise aspirations to Higher Education study in young people.

Working Policy

Who:

The primary audience is LIFT OFF Core Pupils, their parents & carers, LIFT OFF engaged schools and partner organisations.

What:

The aim of social media posting is to document LIFT OFF activities, successes & opportunities.

Where:

LIFT OFF will use Facebook & Instagram for primarily pupil orientated content and Twitter for partner/strategic content. For example, engagement reminders should be posted on Facebook & Instagram while Pupil testimonials should be posted on twitter.

When:

LIFT OFF aim to post approximately 3 times per week. Content can be scheduled in advance to coincide with school engagements and Development Workers are encouraged to post spontaneously when out-and-about.

Why:

To raise the public profile of LIFT OFF to pupils, parent & carers, and partners by utilising preferred platforms.

Sense check

When sharing or posting content by other organisations, consider the following questions. If the answers match, the content is likely appropriate to share.

Is the content useful & relevant to LIFT OFF core pupils?	Yes
Is the organisation/account a partner of LIFT OFF or SHEP?	Yes
Is the organisation/account a Scottish HEI? (YES)	Yes
Is this content moderated?	Yes
Would a careers advisor be more appropriate to share this content?	No
Is this advertising a paid for service?	No
Does this content have a political affiliation?	No
Does this content rank institutions/organisations?	No

If you are still unsure about the content after completing the sense check, ask for LIFT OFF Team input before posting.

Platforms and Tools

The Content Scheduling spreadsheet (located as tab on visual communication channel) should be used to timetable pre-planned content, including:

- Engagement reminders
- Engagement documentation
- General information posts
- Partner content

Scheduled content should include text, link to image & alt text, links, and hashtags. Media to be included in scheduled content should be uploaded to Visual Communication channel > Files> Content> Select month.

Development Workers & volunteers are encouraged to regularly document engagements when in schools or partner campuses. This content can be posted directly to social media platforms:

- For ephemeral content create 'story'
- For larger events, achievements etc create 'post'.
- Ensure cross posting is turned on for Facebook and Instagram
- Where possible tag school or use location

LIFT OFF Partners

LIFT OFF partners with local HEI's, Local Authorities & SDS*

Angus Council	Abertay University
Dundee City Council	Dundee & Angus College
Fife Council	Fife College

Skills Development Scotland	The Open University
	SRUC
	University of Dundee
	University of St Andrews

*LIFT OFF also partner with HEI's outside of the immediate regions for residential programme activities, including:

- Edinburgh University
- Edinburgh Napier University
- Heriot Watt University
- Queen Margaret University
- Stirling University