



UNIVERSITY OF  
GLOUCESTERSHIRE

How to ace social in  
2023...

**HELOA 2023**

# HOW TO ACE 'SOCIAL' IN 2023...

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2023...

# HELLO



**LEWIS FORD**



**HESHAM  
ABDELHAMID**



**Social Media  
Officers at the  
University of  
Gloucestershire,  
based in Cheltenham  
& Gloucester**

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# **TRENDS & INSIGHTS CONTENT & TAKING RISKS SOCIAL MEDIA 'ICKS' GOALS & QUESTIONS**

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# ACTIVITY: GOALS FOR 2023


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# WHAT ARE YOUR GOALS?

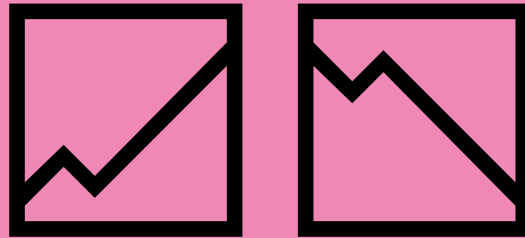
- Increase community size?
- Increase engagement across the portfolio?
- Recruit content creators?
- More website traffic?
- Encourage students to post more using your hashtags?
- Gain more connections with guardians?

Make a note of your goals for the year...



RECRUIT  
MORE  
STUDENTS,  
DUH?!

# INSIGHTS & TRENDS



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# WHAT DOES GEN Z REALLY THINK?

A new survey  
commissioned by Channel  
4 has tapped into the true  
mood of young people in  
the UK.

**3 out of 5** 13-24s see their parents  
as role models.

Only **28% of Gen Z** believe there are  
just two genders, compared to **68%**  
**of over-25s.**

Only **35% of Gen Z** said social media  
was a source of stress.

**82% of Gen Z** received their news  
from social media

**51% of Gen Z** agree the positives of  
social media outweigh the negatives.



# **MONEY, COST OF LIVING CRISIS AND HOW GEN Z FEELS ABOUT IT.**

SIMPLY PUT, THEY FEEL EXTREMELY  
ANXIOUS AND WORRIED ABOUT IT. CAN  
YOU BLAME THEM?

- They are worried about how they can fund their lifestyle.
- 43% of students are considering apprenticeships.

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# HOW TO BUILD LASTING CONNECTIONS WITH GEN Z

## 1- Help Gen Z navigate a changing world

Gen Z are turning to YouTube, TikTok and other platforms to educate themselves on the rising cost of living, to find answers to general questions or to experience a potential pathway.

## 2- Get involved in causes

Gen Z are acutely aware of performative activism. Actively supporting the causes they care about builds trust and connection.

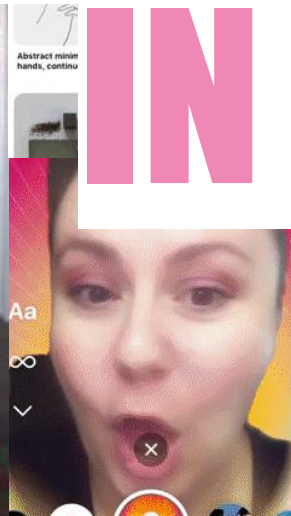
## 3- Embrace micro communities and new channels

Platforms like Discord and Roblox give Gen Zers space to come together and share their experiences. Be early adopters.

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# THE KEY TO SUCCESS IN 2023





A person wearing a purple hoodie and an orange jacket with a fringed collar. A black Canon camera is hanging from their neck. The background is a solid purple color.

**IS COMMUNITY  
MARKETING**



When starting communities, a lot of marketers start with the question:

“Where do I build?”

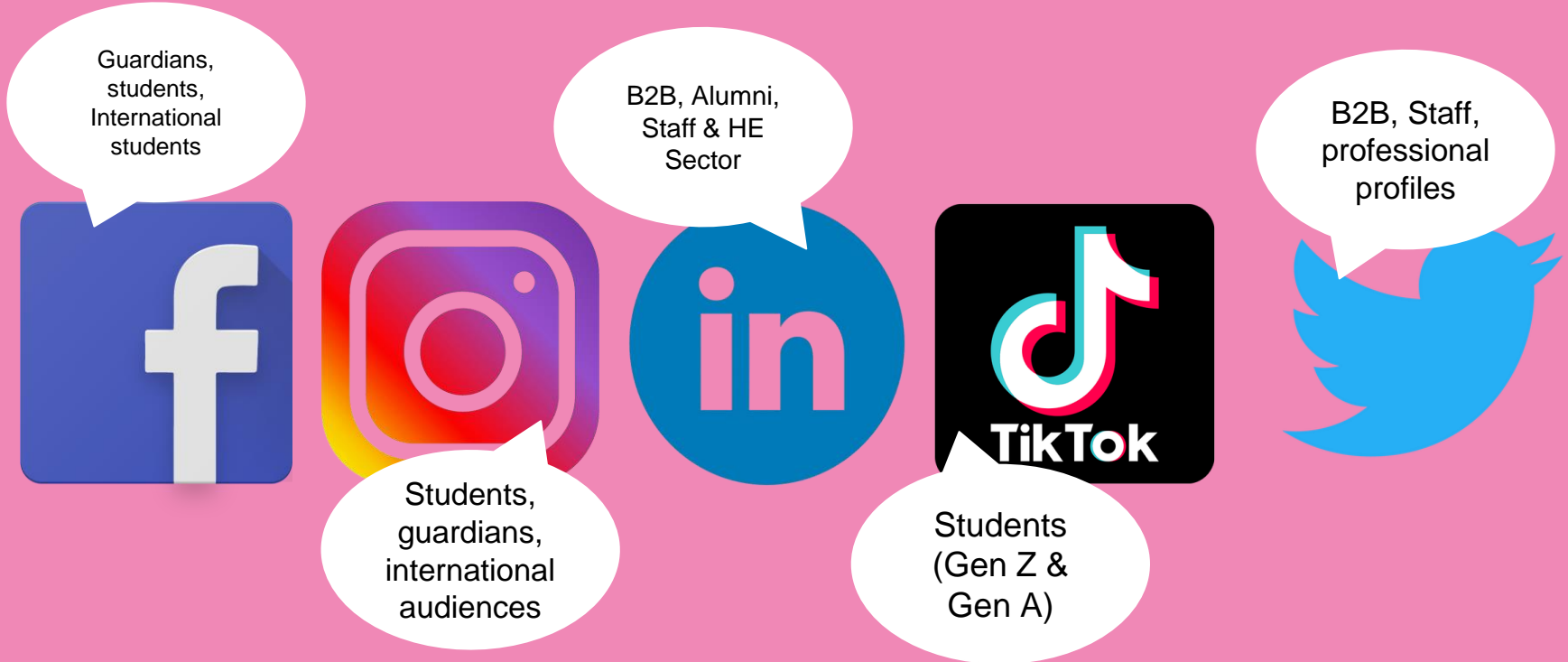
But they should start with:

“**WHO** am I building for?”



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# CHANNELS AND COMMUNITIES



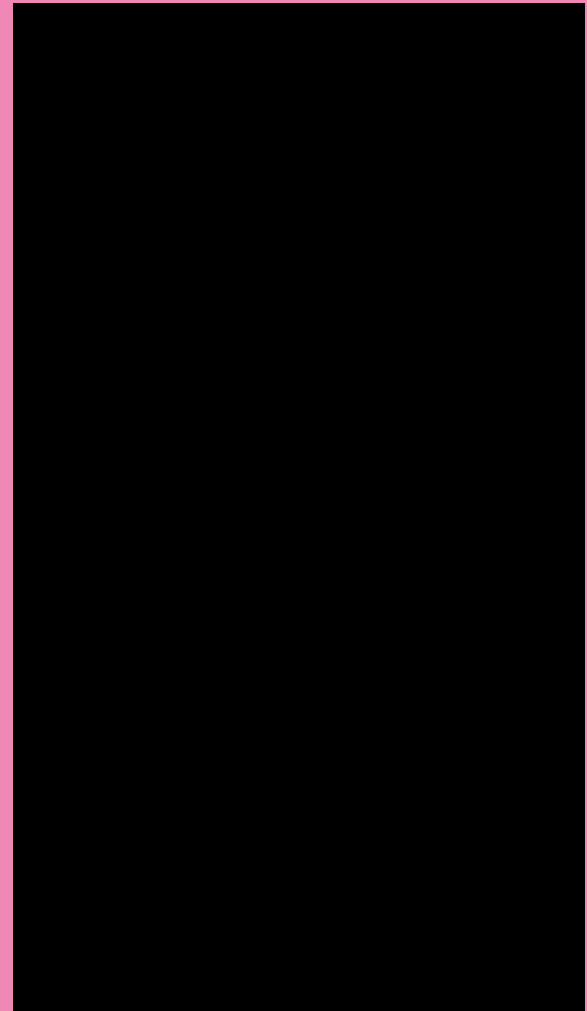
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# 'TRUE AUTHENTIC CULTURE' IS THE NEW THING

LET STUDENTS TELL THEIR STORY, ALLOW THEM TO BE THEIR TRUE TRANSPARENT THEMSELVES.

- Ask students to document their daily lives on and off campus. It's the perfect way to showcase the added value of university life
- It's even better when videos are funny, cheeky or wholesome

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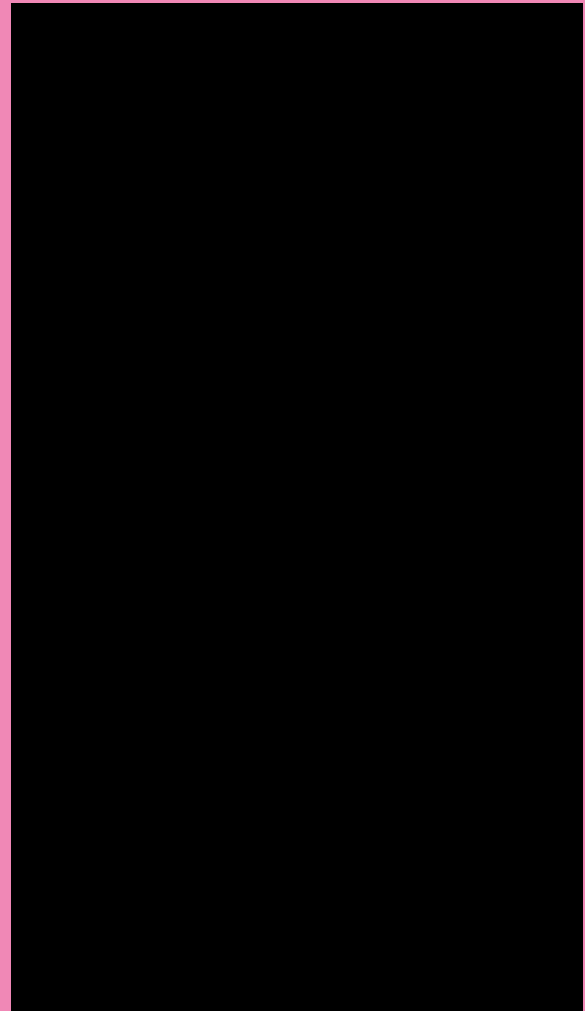


# EMBRACE THE UNHINGED

USE ORGANIC SOCIAL TO SHOWCASE YOUR  
INSTITUTION IN A NEW LIGHT.

- Creating a playful persona on TikTok that straddles poking fun at yourself and offer real, valuable advice
- Easy way to jump on trending sounds.
- Don't be afraid to embed it within other digital activities, e.g CRM

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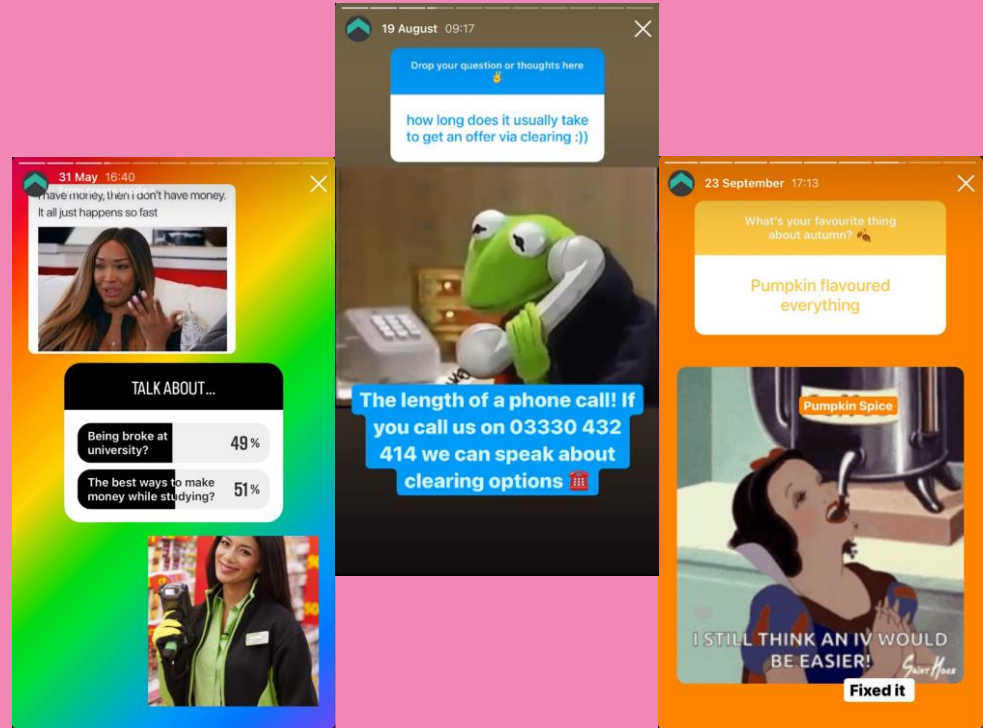




# YOUR IG STORIES = DIRECT CONNECTION

Using memes to respond to people in stories and question boxes can help to strengthen social relationships and humanise our brand.

Low effort content with high reach.



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**“GEN ZERS SAY YOUTUBE IS THE NO. 1 PLATFORM THEY TURN TO WHEN THEY WANT TO RELAX OR CHEER UP.”**

(Ipsos)

**HE'S BEST KEPT SECRET. IT'S SUPER POWERFUL FOR INTERNATIONAL RECRUITMENT.**

In 2022, India had:

- The most YouTube users in the world
- YouTube Shorts as no.1 for short-form video
- Seen a 12% increase YOY in YouTube watch time

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Asking Yale Students If They Ever Sleep



Colby Martel  
253K subscribers

Subscribe

2.1K



Share



Download



- Video podcasts
- Vox pops (asking students random questions)
- Honest campus and room tours
- Or you can simply ask your students what they want to see



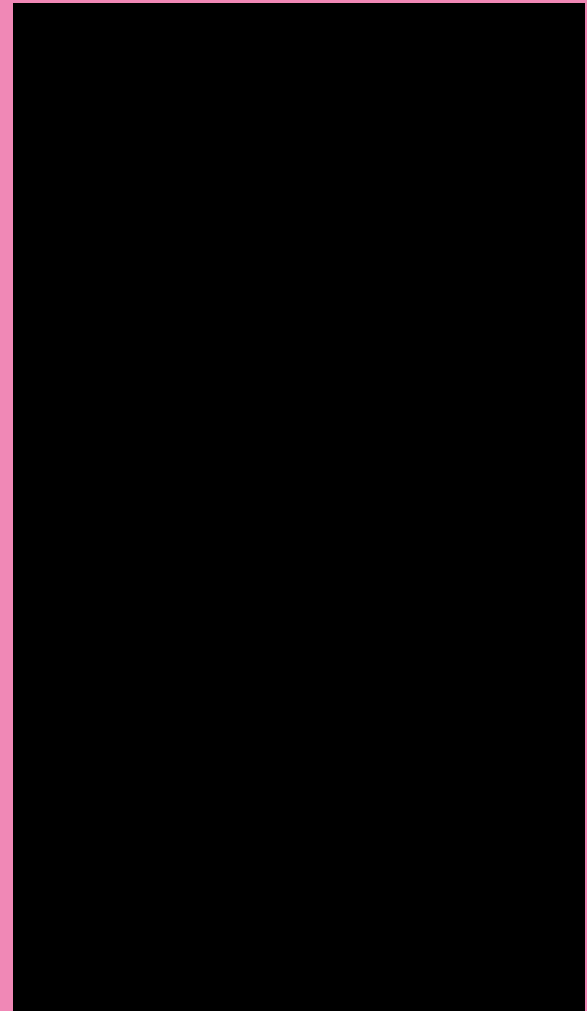
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# INFLUENCER MARKETING TO SELL 'OUTSIDE OF LECTURES' LIFE

USING LOCAL INFLUENCERS AND  
CONTENT CREATORS TO BOOST YOUR  
HASHTAGS WITH POSITIVE CONTENT  
AROUND YOUR LOCATION.

- Shoutout 📣 to University of Derby for their Clearing location TikTok campaign in Collaboration with Rise At Seven (marketing agency)
- Another great way to reinforce community marketing

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## STRATEGIC QUESTIONS TO ASK:

- What does the audience want?
- How can you add value?
- What's your POV?

## TACTICAL QUESTIONS TO ASK:

- Which channel?
- What format?
- How often?

## IN-FLIGHT CHECKS:

- What's resonating?
- Is it evergreen?
- Does it scale?



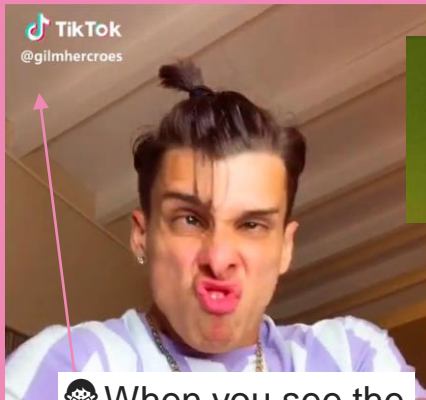
# GEN Z SOCIAL MEDIA



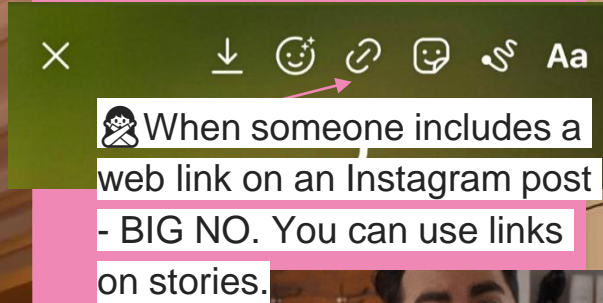
**'ICKS'**



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When you see the TikTok logo on a video on Instagram reels or another social channel



When someone includes a web link on an Instagram post - BIG NO. You can use links on stories.

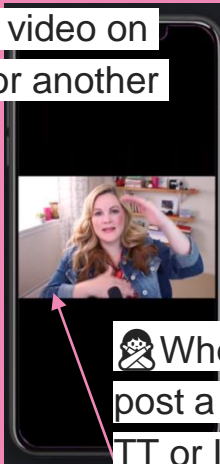


Bad spelling & grammar. Slang is okay with Gen Z.



Trying to be cool and 'down with the kids'.

Overusing creative graphics on platforms. War & Peace-esque length captions.



When someone doesn't post a video in vertical on TT or IG Reels.



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# QUESTIONS 🤔