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25 June - 29 June 2016

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Tips for making the most of social media during the Festival

Where possible we would like people to engage with us through our social media channels.

Festival social media



@BU Festival
#BUFoL16



BU Festival of Learning

Twitter – what makes a good BU tweet?

Hashtags – hashtags are used on social media to bring together trends and topics, so they can be viewed from one simple place. We tend to use a number of BU hashtags for different reasons – including **#BUproud** to celebrate success and **#BUFoL16** for the Festival of Learning. If your tweet could have one of these tags then please include it.

References to BU

On twitter, Bournemouth University is referred to with the **@bournemouthuni** handle. If space is an issue, we shorten to BU. The university is always singular (i.e. BU is, not BU are). The Festival of Learning social media is being coordinated through the **@BUFestivals** twitter account.

Shortened URLs

We always try to shorten our links as it looks tidier. If you are unsure how to do this then go to www.tinyurl.com and follow the steps. Copy and paste the shortened URL into your tweet.

Spelling and grammar

Where possible we always try to adhere to correct spelling and grammar. This is because we are an education provider so must be seen to practise what we preach. If you are struggling to shorten your tweet then try removing spaces after a comma or replacing the word ‘and’ with an ampersand.

Content

The content we post needs to be interesting, informative or entertaining. Always think about your audience - will they care about what you are saying? Why should they care? What do you want them to do after they have read the tweet? These questions should help you to construct a tweet that will be interesting, informative and entertaining. If your tweet does not fit this bracket then do not post it!

Picture and video content

Tweets that include a picture or video tend to gain higher interaction than tweets without. Is there a picture that will make your point better than 140 characters will? If so, post the picture!