
MetFilm School
Social Media Usage
Policy and Guidelines
October 2019



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Introduction

This document is designed for those who use, or wish to use, social media within their role at MetFilm School. The document provides guidance on the School's social media policy and usage; how, why and when to use social media; and advice on branding, etiquette and best practice.

The purpose of this policy and set of guidelines is to:

- Provide support and best practice guidance for employees using or wishing to adopt social media on behalf of MetFilm School
- Encourage effective and beneficial use of social media
- Protect MetFilm School and its community
- Create consistency and coherence across MetFilm School social media activities
- Protect and enhance the MetFilm School brand

Contact details

If you have any questions about the content of the policy or guidelines, or would like assistance with setting up an effective social media presence or have questions about any aspect of social media, please contact:

Marketing Team:

E: marketingteam@metfilmschool.ac.uk

T: +44 (0)20 8321 1937

Section 1

MetFilm School Social Media Presences

Defining social media

Broadly, social media refers to any form of media that encourages online social interaction between users and content creators. Current leading examples of social media are Facebook, Twitter, Instagram, LinkedIn and YouTube, and tools such as wikis and blogs. However, the social media landscape can and does change rapidly: what is popular today may drop significantly in popularity the following year, and new tools may arise just as quickly.

With this in mind, your use of social media should be responsive, open to adaptation and prepared for the potential need to adopt new social media presences or cease involvement in underused social media sites.

The Marketing Team will maintain a list of all known social media presences, log-in details and names/contact details of all staff with administrative rights.

MetFilm School official feeds

Facebook:

-  **London:** <https://www.facebook.com/groups/1063678637146096/>
-  **Berlin:**
https://business.facebook.com/MetFilmSchoolBerlin/?business_id=1676695975915653
-  **ScreenSpace:**
https://business.facebook.com/ScreenSpaceUK/?business_id=1676695975915653
-  **Production:** <https://www.facebook.com/Met-Film-Production-171770129519879/>
-  **Sales:** <https://www.facebook.com/metfilmsales/>
-  **Alumni Group (Closed):**
<https://www.facebook.com/groups/1063678637146096/>

Twitter:

-  **London:** <https://twitter.com/MetFilmSchool?lang=en>
-  **ScreenSpace:** https://twitter.com/ScreenSpace_UK?lang=en
-  **Production:** <https://twitter.com/metfilmprod>
-  **Sales:** https://twitter.com/MetFilm_Sales

Linked-In

-  **London:** <https://www.linkedin.com/school/2494046/>
-  **Sales:** <https://www.linkedin.com/company/metfilm-sales/>

Instagram:

-  **London:** <https://www.instagram.com/explore/tags/metfilmschoollondon/>
-  **Berlin:** <https://www.instagram.com/metfilmschoolberlin/>
-  **ScreenSpace:** https://www.instagram.com/screenspace_uk/

YouTube

-  **MetFilm School:** <https://www.youtube.com/user/MetFilmSchool>

Wikipedia

- **MetFilm School:** http://en.wikipedia.org/wiki/Met_Film_School

Section 2

Social Media Guidelines

Should you use social media?

The growth of social media has created many new and powerful opportunities for companies to communicate with their audiences, and for their audiences to communicate more easily with each other.

But before you decide whether to set up a presence on social media, or if you have recently established your social media presence, you need to carefully consider your purpose and resource, and develop an appropriate strategy to match your goals. The following covers the key points you should consider.

1. **Know social media:** First, get to know how social media works, and works well. Familiarise yourself with, for example, how Twitter works and how organisations promote themselves on Facebook, before considering how and why you should start using it.
2. **Administration:** Who will manage your presence, and how much time can they devote to it? Will your team have time to respond to queries, and who will take responsibility in case of administrator absences? Administrators should also be enthusiastic about social media and have a broad understanding of how it functions and what it offers (or be keen to learn), and be able to respond to queries within a reasonable timeframe (approx 24 hours).
3. **Your goals:** Do you want to improve Marketing, promote your area, or increase attendance at your events? Define what your main goal(s) are and how social media will help you achieve this.
4. **Your audience:** Spending time thinking about your primary audiences will help you choose the right social media channel(s) for your goals and maximise your success.
5. **Which channels?:** Consider carefully which channels will be most effective for you – not all channels work for all purposes. Bear in mind your audience demographic and how your content will suit each channel's medium.
6. **What is success?:** Define how you will measure the success of your channel(s) – better communication? Increased web traffic? Increased event attendance? Decide how and when to evaluate your activity to ensure that your time is being spent effectively.
7. **Content:** Identify the type and frequency of content you want to post and consider whether there will be enough content to maintain a healthy level of activity on your site. Also consider what your audience is likely to want to hear from you and how you can meet this demand.
8. **Evaluation:** As well as setting aside time for full evaluation of your site/group, on-going evaluation should be part of your daily social media activity. Consider what content is most valuable to your audience and what garners the biggest response and adjust your approach accordingly.

Best practice and etiquette

Be respectful

Anything you post on your site/group reflects directly on both the institution and on your particular area. Be professional and respectful at all times and don't think of it as 'Them' and 'Us' – always act as one of the community.

Never engage in arguments or extensive debates with anyone who is critical of the institution. While it can be appropriate to put right any incorrect assertions made by commenters, or provide extra detail to counteract any criticism, try to do so in a way that will be construed as friendly, rather than combative or oversensitive.

Negative posts/comments

Don't bury negative posts/comments as this will most likely lead to more posts and follow up action which will be more detrimental than the original comment. Reply at once, acknowledging receipt, apologise (if appropriate), give them the option of continuing the conversation off SM and in a more private platform and end by stating that you will find out more and get back to them, giving them a time of return. Remember the motto 'the customer is always right.'

Before you comment back - e.g. if it is an accusation regarding money or a course – find out as much information about the situation as possible from relevant staff before posting. Such comments rarely come out of the blue. Depending on the content of the post try and respond in an honest and professional manner and where appropriate invite comments from others.

If a post/comment is discriminatory in any form and likely to cause offence, make note of the user's name, delete the post and ban the user. Some comments/posts can have legal ramifications even if they are not made by us.

If you encounter any negative posts/comments and are unsure how to deal with them please contact the Marketing Team immediately.

Your content will live forever

Think before you post and remember that anything you share on social media is not private. It can and will be shared, stored and spread globally. Although your posts may be directed at a certain geographical audience, they can be read by anyone interested in your company or connected to someone interested or connected to your company, anywhere in the world. Make sure there is nothing on your site (content/graphics/images) that can be deemed discriminatory in any form.

Do not post anything online that could reflect negatively on MetFilm School or that you wouldn't feel comfortable seeing on the front page of a newspaper or the BBC website.

Ask yourself: 'what do I want to be known for?' and 'are there others who might find this useful?'

It might be useful to also read the MetFilm Privacy Policies:

<https://www.metfilmschool.ac.uk/privacy-policy/>

Remember your audience

The age range of the main group who will be using social media is 14-25yrs. Make sure none of your content can be deemed inappropriate or contain words or references that they would not understand.

Also remember that they are extremely savvy when it comes to anything digital in particular social media- so treat them with respect.

Timeliness is everything

Because social media allows us to share information almost instantly, audiences often expect information to appear straightaway. While that's not always going to be feasible, you should be prepared to provide relevant information in response to new developments, announcements or emergencies, and to do so in a timely manner. A short amount of accurate information delivered at the time of need can often be more valuable than a lengthy report the day after.

However, if you think answering a question might take a while, making the commenter aware that you have seen and are dealing with their question is better than silence.

Manage expectations

Where possible, make it clear when the people interacting on your social media platforms can expect a response. If you reply to one person at 1am in the morning then they will all expect it. Notices such as: *"It is a long-weekend here in the UK so MetFilm School Facebook will be offline until Monday – see you then"* are completely acceptable.

Messaging

-  Facebook has an email facility that also appears on business accounts. It appears as Messages on the top right of the Admin screen – this allows users to email a business account. It is a good idea to **turn this off** on your account. This way instead of users emailing you questions – which are private - they will post on your wall which will be public and it may be a question that other users also have. It also keeps all activity and engagement public and allows us to divert potential leads to the website where we are able to capture their data.
-  Messages can also become quite hard to manage and keep on top of as people may use it as a general point of contact and something important may be missed. If users have something they need to ask in private they will use the School's main contact details.

To take off page go to: Edit Page – Manage Permissions – un-tick 'Show messages button MetFilm'.

Content

Plan

It may help to plan content in advance of your launch for at least the first three months. Not only is this a crucial time when your followers will be assessing whether or not to keep you in their regular feed, it will also give you an idea about how much content you are likely to need throughout the year to keep your account 'live'.

E.g. set reminders of events coming up etc. Although as a rule SM content should always be current it may be a good idea to have a list of post options that you can fall back on should you have a quiet week.

Tone of voice

Developing a tone of voice that is friendly and relatively informal is essential – you are engaging in a social forum, so behaving in a social manner is going to be far more effective than talking in a dry, verbose or overly formal way. You should also adopt a consistent voice across sites, if you are using more than one channel to represent your area. Although using 'I' is friendlier, as we are acting as business and not a person it is best to always use 'we' rather than 'MetFilm School'.

Content

Using slang, 'text speak', or using sentence fragments is generally not appropriate. Poor spelling, punctuation and grammar reflect poorly on you and the company, so take time to write and check your posts – for both clarity of message and for errors – before publishing them. Type your content in Word first to avoid spelling mistakes. Ask a colleague to read your post (if it is long), to make sure it makes sense.

Although **punctuation and formatting** are important they are not as important on social media. Punctuation is the most flexible on Twitter due to the 280 character limit – however your tweets still need to make complete sense. If unsure check tweets from BBC or *The Guardian* to see how it's done.

It is not really appropriate to make exaggerated claims or excessively use of CAPITALS or '!' or the emotion facility on FB ('feeling amused/sad/etc...'), to draw the reader's attention. These can be overbearing and irritating if used too often. Sometimes it works:



[innocent](#)

Quick, everyone. IT'S SUMMER OUTSIDE. IT'S SUMMER OUTSIDE RIGHT THIS SECOND.

However, everything in moderation. Generally, stay away from anything other than words and images for your posts – if it's not interesting enough on its own, it may not be worth posting. If you need to convey an emotion – do it through your content – **show don't tell.**

-  Posts should be as short as possible (max 5 lines). Avoid titles, paragraph or line breaks unless absolutely necessary. Any post that requests the reader to click on the 'more...' link is more likely to remain unread. Also remember that many users will be using their phones and the screens have less capacity for longer posts and they will take longer to download.

Getting your audience's attention

Your posts are potentially competing for attention alongside hundreds of other posts, so you need to put some thought into what you post if you want to get the reader's attention.

Consider the **words** you use and the order you use them. For example, if you just repeat a headline from a news story you want to link to you will most likely find that few of your followers will bother to click through to the actual story. Instead, pull out an interesting detail from the story to entice them to click on your link, front-load your post with the most important/interesting information, or draw out whatever is likely to be of most interest to your audience.

Timing

Think about when your users are likely to be using social media. During term-time pupils will be at school – post 5mins before they are on break/lunch break so your post appears as close to the top as possible. Avoid posting anything past 10pm or before 7am.

Humour is also acceptable and encouraged, but avoid saying anything that might be construed as sarcastic or risks offence. Get a colleague or two to check a post if you're unsure.



[innocent](#)
17 May at 18:59 ·

ATTENTION PEOPLE OF THE UK: if you have an ark lying around, now is the time to use it.

Comments:



[innocent](#) If it's not raining where you are, we're very sorry in advance. We get all of our information to write our weather-based Facebook posts from looking out of the window. That's how the Met Office do it too, apparently.

Posing a question is often an effective way of piquing a reader's interest. If you do, you must be ready to respond to all comments.

-  If there are a lot of comments one after another, define who you are replying to by inserting their name (which will then be highlighted in your answer – they will get a notification that you have answered). When answering multiple questions on one post use a new comment box for each answer.

Add value

If responding to a comment/post from someone else use it as an opportunity to promote engagement e.g. by asking open questions.

Student: *"Thanks MetFilm for an amazing open day!"*

Reply: *"Glad you had a good time. Which part of it did you enjoy the most?"*

Photos and video are a very effective means of capturing attention and generating conversation, as well as encouraging people to share your content. This type of content should either be relevant to your audience's interests, visually interesting or

convey something important about your area. Check that are no rights affecting these before you post – e.g. a clip from a BBC Radio show is rights protected.

Posting a Link

Posting links to relevant information from other **non-MetFilm School sources** can also be very effective at raising engagement. As long as it is relevant and useful to your audience then the post is likely to get multiple comments, click-throughs, shares and likes, which are great for your profile. E.g. if there is a strike which effect schools/education/film industry; or an interesting (positive) fact or discovery about the age-group.

Remember every comment made on your page can be seen by every one of the friends of the person who commented. However, remember to keep it relevant: linking to videos of cute kittens or funny stories is most likely not going to be appropriate.

When using links make sure you add your own comment to it before posting it so users understand why you have posted it and its reference your organisation and audience.

Don't spam your followers

Keep an eye on the frequency of your posts. Too few and your site/group won't be effective, but post too many and you risk annoying your followers. As a broad rule of thumb, you should make fewer posts on Facebook (we suggest two to three a day, maximum) than on Twitter (which can handle tens of posts a day – if the content is interesting enough). Also, ensure that all content you post or share is likely to be relevant to a large section of your audience.

Share, share, share

Follow other relevant MetFilm School social media sites and repost/share/retweet any messages that are relevant to your own audiences. This is a great way of joining up the various MetFilm School social media sites and strengthening the sense of community (again, beware of reposting/tweeting irrelevant content – see '*Getting your audience's attention*').

Crediting photographers

If you are posting photos which come from a source other than the MetFilm School team, please ensure that you have the appropriate rights to do so, and credit people appropriately where necessary. If you are in any doubt about whether you have the correct permissions, please contact the Marketing Team.

Followers: it's about quality, not quantity

Rather than focus on getting as many followers as possible onto your social media sites, it is better to first focus on increased engagement with the followers you do have. Fifty students who are constantly engaged with your page and asking questions are better than 500 who click the like/follow button and never come back.

-  On Twitter don't follow all who follow you – only follow those whose content is relevant to your audience.

Listen

Being a *consumer* of social media content is essential to your ability to be a successful *producer* of social media content. 'Listen' to online conversations on your preferred tools – such as blogs, Twitter or Facebook – to maintain a clear and current understanding of what is relevant and of interest to the community, as well as to pick up tips and ideas for content from other people on social media.

Don't let social media absorb all of your time

A lot of time can be spent on social media without any gain. Limit the amount of time you spend attending to your site/group to just what is needed to post and respond to content, evaluate traffic data, review related sites, and monitor comments. You may find it effective to schedule points during the day to post on and monitor your accounts.

Social Media Tools

-  Hootsuite can be used to 'schedule' posts and updates throughout a time period, which can be useful if you have limited time to make updates. It will also allow you to keep track of all your social media accounts in one space (designed like Tweetdeck but has capacity for all SM sites).
<http://hootsuite.com/>
-  Tweetdeck allows you to see all your Twitter activity in one glance – Home Tweets, Tweets, messages, followers, mentions etc.
<https://tweetdeck.com/>
-  Hyper Alerts send an email every time there is any significant activity on your Facebook account – comments on posts, wall posts - but not Likes. It is a useful way to keep track on spam/questions or for times when you are away from the site or a post is particularly popular. It also allows you to access the post directly via a link on the email rather than scrolling around the page to find it.
<http://www.hyperalerts.no/>
-  Bitly is a service that allows you to shorten long links that would otherwise take upvaluable space. If you sign up for this service, you can also use the shortened urls to track how many people clicked on your links in the first place – a valuable way of measuring the success of your content.
<http://bitly.com>

And finally... Specific Tips

General (All Platforms)

- **Tagging** - Always tag the accounts of people, companies and venues in your posts. This is achieved by entering '@' followed by the name of the account you're looking to mention. For lesser known profiles, you may need to find their handle in advance or, in the case of Facebook, 'like' their page from your business's account.
- **Emojis** – A fun and light-hearted way to add personality to your posts. Using the same ones frequently in the same way will help your channels build up a consistent style. However, best not to overdo your usage, and avoid when dealing with sensitive subject matter. <https://getemoji.com/> offers a decent sized library if posting from desktop.
- **Pinned Posts** – Relevant to Facebook, Twitter and LinkedIn, you can 'Pin' your most important and popular posts to the top of your pages so that visitors see them first. Very useful when driving event sign-ups/pushing a product during campaign.
- **Hashtags** – The amount of hashtags you should use should be different depending on the platform. For Instagram, it is advisable to use lots to help your content get seen by a wider audience. You can even post these as a comment to your own post to keep the caption clean. For other platforms, you will want to keep word count down so # usage should be kept to a minimum – especially on Facebook.

Popular [weekly hashtags](#) inc #MondayMotivation, #ThrowbackThursday. Think about these when building your weekly content calendar.

- **Link Imagery** – Links to your own website or others may not always show with a full and attractive image when being shared. As a rule, try to only post links that look enticing. If the link image is small or blurry, think of a work around such as posting an image + text, accompanied by a shortened link to your desired destination. Twitter does not offer a preview function, so be prepared to check your Tweets, deleting and reposting where necessary.

Facebook

- **Location** – Remember to 'check-in' when posting. This is a good way of letting audiences know where you are based (i.e Ealing Studios/London), or to showcase partnerships/industry events (e.g Vue Westfield).
- **Preview** – Once you have drafted your post, click 'Preview' to see how it will appear on desktop and mobile. If your text extends into a new line by only 1-2 words, perhaps consider editing. The more concise you are, the better.
- **Events** – Add your upcoming events to your Facebook page via the 'Events' section. Potential customers will often check this section rather than the website, plus, your events will be discoverable to people using Facebook to find things happening in the city. Note: Don't set-up to let people book open event tickets on Facebook as you will not be able to capture sufficient lead information.

Twitter

- **Lists** – Building lists of other profiles is a good way on keeping up to date with what is going on within certain parts of the industry. You could, for example, build lists for competitors, cinemas, magazines, film festivals, and then choose to view feeds made up exclusively of the accounts you have added. Great for research.
- **Photos** – Horizontal images tend to work better for Twitter as more of the image is visible by default. You can also often tag accounts to a photo and they will receive a notification. This is useful if you want to use a hashtag in the body of the post instead of a profile tag (i.e #BAFTA instead of @BAFTA), or if you want to tag multiple accounts (max 9).
- **Liking/Retweeting** – Twitter is primed for interaction. Liking and retweeting is not only a good way of connecting with your field, but it also increases what your profile offers your followers. Create a list of 10-20 other accounts whose content you feel fits your audience and monitor them for 'slow news day' content. Good ones for MetFilm School include BFI, Empire, Little White Lies, Guardian Film, Time Out London, Film4.

Instagram

- **Following Students** – Instagram is extremely popular with young creatives, making it very good for keeping up to date with what enrolled students are working on. Try your best to check the #metfilmschool hashtag and posts which have tagged you, and generally keep your eye out for current student accounts. This will help you monitor specific projects and success which you can celebrate.
- **Driving traffic off Instagram** – Unfortunately the platform does not allow you to add UWL links to your posts or comments. **Do not** add long ones regardless, as this looks unattractive and will not be followed by users. To combat this issue, we are now using our URL in bio to link to a page on our website which connects the visitor to recent specific blogs, events pages etc
- **Stories** - Instagram stories are an effective way of giving your audience closer insight into what you do – often through video. These can be time/labour-intensive to create, but worth prioritising for occasions such as induction days and special events (e.g Grad Screenings, SSCA). Making use of the Question functionality is also great for fun engagement with your followers – we have previously done 'Friday Questions' related to film/TV which work well.
- **Use mobile** – Instagram does not have its own desktop posting feature so it's best to work from your phone. Use AirDrop (or similar) to transfer photos to and from your phone.
- **Formatting** – Paragraph breaks don't work in the same way as other platforms. Best practice is to post all your text, then go back in and edit. To separate paragraphs, simply dropping a line after a paragraph, enter a full-stop, then

drop another line.

- **Photo Editing** - Adding a generic filter can be a tempting way to quickly improve a photo, but it's much better to get to grips with the app's 'Edit' capabilities. Here you can make more subtle and adjustable tweaks to things such as brightness, contrast, saturation and fade.
- **Instagram -> Facebook** – When posting on IG, you have the option of posting to an additional Instagram account and to your connected Facebook account. This can save you the time of creating another post from scratch, but make sure you check the extra post that is created. For example, the newly created Facebook post may not have accurate tagging, or the caption might be too long.

Linkedin

- **Overview** – LinkedIn operates in a very similar way to Facebook – same post layout with tagging options.
- **Appropriate content** – Your audience here will be older/further into their careers, so consider this in your use of language and the deciding which content to share. LinkedIn is good for company news, success affiliated with other companies, and pushing postgraduate/short course events. Not the best platform for campaign or student takeovers or other organisations' light content.

Blogging

- **Overview** – When you request or are invited to blog on Met Film School's official blog hosted on the School's website, you are agreeing to the Terms and Conditions of Use (Terms of Use) set out below. Please note that Met Film School reserves the right to amend these Terms of Use at any given future date. For the avoidance of doubt nothing in these Terms of Use shall restrict the freedom of Met Film School's staff or students to question and test received wisdom and put forward new ideas and controversial opinions.
- You agree not to use the Met Film School Blog to post any content that is unlawful, harmful, threatening, abusive, harassing, defamatory, obscene, invasive of another person's privacy, fraudulent, discriminatory or provokes or encourages violence or is racially, ethnically or otherwise objectionable.
- You agree not to use the Met Film School Blog to impersonate any person or entity or misrepresent your relationship with any person or entity.
- You agree not to use the Met Film School Blog to post any content that infringes any patent, trademark, trade secret, copyright or other proprietary rights of any person or entity.
- You agree not to use the Met Film School Blog to post any content that would infringe any UK laws.
- You agree not to use the Met Film School Blog to harass others.

- You agree not to use the Met Film School Blog to post or otherwise transmit any unsolicited or unauthorised commercial advertising or promotional materials.
- You agree not to use the Met Film School Blog to post any material that contains software viruses or any other computer code, files or programs designed to interrupt, damage, destroy or limit the functionality of any computer software or hardware or telecommunications equipment.
- Violation of any of the above terms is likely to lead to the immediate removal of all material posted on Met Film School Blog by you, without notice, warning or explanation to you.
- Met Film School reserves all copyright in all content (both text and graphics) created on Met Film School's website blog. You may not re-purpose, re-publish, or re-present this content in any medium or format without the prior written consent of the School.
- Met Film School invites users of the Blog to notify the School of any content (both text and graphic) on the Blog that does not, in the user's opinion, comply with the Terms of Use. The School undertakes to address any complaints promptly.
- The Blog may provide links to other sites or resources. Because the School has no control over such sites and resources, it is not responsible for the availability of such external sites or resources, does not endorse and is not responsible for any content available on these sites.