Faculty of Brain Sciences: web and social media guidance

Introduction

This guide aims to explain the purpose and function of the Faculty of Brain Sciences’s different communication channels, both internal and external.

We also provide guidance on how to use these channels yourself, either as an individual or on behalf of a UCL department.

Current communications channels used by the Faculty include external channels:

- Twitter: @uclbrainscience
- Instagram: @uclbrainsciences
- Website: www.ucl.ac.uk/brain-sciences
  - Newsfeed: www.ucl.ac.uk/brain-sciences/news
  - Events feed: www.ucl.ac.uk/brain-sciences/events

And internal channels:

- Newsletter: www.ucl.ac.uk/brain-sciences/faculty-newsletters (but the newsletters are later published online).
- Brain Teaser: fortnightly news round-up
- All-staff emailing list

Contacts

- Faculty of Brain Sciences communications inbox: fbs.news@ucl.ac.uk
- Communications and Marketing Manager: Kate Faxen kate.faxen@ucl.ac.uk
- Communications Officer: Therese Johns therese.johns@ucl.ac.uk
- UCL Media Relations Manager for Brain Sciences: Chris Lane chris.lane@ucl.ac.uk

Other resources

- UCL Communications and Marketing Digital Communications team: digital-comms@ucl.ac.uk
- Central UCL guidance about social media use: www.ucl.ac.uk/social-media/
1. Faculty web and social media channels

**Twitter: @uclbrainscience**

Twitter is used to share original content from the Faculty (via tweets) and to share others’ content (via retweets and likes). This content can include news, links, images, events, and more.

**What do we post?**

We use Twitter to:

- Promote and showcase Faculty research news and staff achievements (prizes, awards and appointments)
- Promote study and research programmes to prospective students, at all levels.
- Promote Faculty and Faculty-related events, and other UCL events as appropriate.
  - This can include live-tweeting events.
    - Live-tweeting means tweeting about an event while it takes place, usually using a hashtag (#) related to the event, to connect with fellow attendees on the same subject who are also on Twitter.
- Engage with a range of audiences including our prospective students, current students, academic staff, research staff, professional services staff, and alumni, as well as the general public.
- Promote student achievements from within the Faculty and across UCL where appropriate.
- Generally increase the Faculty’s online visibility.

**What don’t we post?**

The Faculty usually cannot produce, respond to or share the following content on Twitter:

- Any content with a political bias or commentary on political/current events.
- Hospital or clinical queries (although requests for information might be signposted to the correct contact).
- Admissions queries (although requests for information will usually be signposted to the correct contact).
- Any promotional material that is not UCL-related business e.g. we usually do not endorse other universities’ research unless a UCL academic has been involved.
Get involved with Twitter

- Email fbs.news@ucl.ac.uk if you would like us to feature content on the Faculty Twitter feed.
- Alternatively, if using a Twitter account yourself, please feel free to direct message, tag or mention us in tweets or images (@uclbrainscience) so that we are notified and can share on our own feed.
- If you or your department/division/institute/centre have a twitter feed, make sure to follow us and we will follow you back!
Instagram: @uclbrainsciences

Instagram is a photo and video sharing platform that can be linked to Twitter and Facebook accounts.

For our account, all images posted to Instagram are automatically shared on Twitter via the app ‘If This Then That’ (IFTTT).

What do we post?

- Images relevant to the Faculty that also have a broader visual appeal, in particular to students. NB: It is best practice to seek permission to use others’ images and then to credit them as authors.
- We use hashtags to allow users (apart from followers) who are browsing Instagram to find the site.
- Images to publicise current events or news within the Faculty and related departments/centres.

What don’t we post?

- Anything not directly related to the Faculty, or any content not linked to a UCL initiative that includes the Faculty.
- Any images that do not belong to the Faculty, if permission hasn’t been given by the content owner.

Get involved with Instagram

- If you or your department has an Instagram account, tag us in the picture or caption of any image you would like us to be aware of or to share.
- Submit suggestions of content (e.g. if you have something you would like to promote) at fbs.news@ucl.ac.uk.
Website: ucl.ac.uk/brain-sciences

What do we post?

The website is the primary source and portal for all Faculty information: the latest news, upcoming events, contact details, people, working in the Faculty, and information about research and study.

What don’t we post?

- Outside of the events and news feeds (read below) we do not feature specific, individual projects or departments e.g. achievements of Research Groups or Research Units, on the website. This is to make sure that the website offers a balanced representation of all of the Faculty’s activities.
- The website links out to individual Institutes, Divisions and Research Centres/Units website pages in multiple instances.

→ Newsfeed: ucl.ac.uk/brain-sciences/news

The Faculty website’s newsfeed comprises of stories published both by UCL News and by the Faculty.

Relevant articles published by UCL News will be ‘tagged’ as Brain Sciences so will appear automatically in the newsfeed. These articles are typically public-interest stories that usually gain media attention.

Stories published by UCL Brain Sciences may include:

- Research news that does not meet the threshold for UCL News.
- Individual, research achievements e.g. grants, awards.
- Faculty estates news and significant organisational changes
- Events promotion (particularly events with cross-Faculty appeal).
- Academics/researchers’ appearances in media.
- New staff appointments on promotions.
- Any other current news related directly to the Faculty’s activities.

→ Events: ucl.ac.uk/brain-sciences/events

The events feed displays events that are listed on our Institutes’ and Divisions’ websites. We can also create listings for Faculty-level events.
Get involved with the website

To submit an article or event, or to give website feedback or suggestions, or any other queries, please email fbs.news@ucl.ac.uk.
Faculty newsletter: ucl.ac.uk/brain-sciences/faculty-newsletter

The Faculty newsletter is published termly and goes out to all Faculty staff. It highlights only a selection of the term’s achievements.

What do we write?

- Regular updates on key Faculty activities, events, research activity etc.
- Message from the Dean to comment on the term’s achievements.
- Emphasising Faculty achievements to strengthen Faculty identity.
- ‘Spotlight on…’ staff to promote better communication, knowledge and relationships
- Notices on events, awards and other activities that are open to a large part of the Faculty.

What don’t we write?

- We work to make the newsletter as relevant as possible for our audiences, so all content will have a direct link or interest to Faculty staff.

Get involved with the newsletter

- If you have a story you would like to submit for consideration for the newsletter please email fbs.news@ucl.ac.uk.
Brain Teaser

Brain Teaser is a fortnightly round-up of key news and messages from the Faculty Office, designed to be read in less than 5 minutes.

What do we include?
It will feature highlights from the Faculty’s executive team, as well as showcasing two news stories and events.

What don’t we include?
You cannot submit entries for this bulletin. We pull the information directly from our Faculty news and events feeds (if you would like to appear on the Faculty’s news and events feeds, please submit a request to fbs.news@ucl.ac.uk).

This will not replace the Faculty’s termly newsletter which will still be produced termly.
All staff mailing list

Emails about news and events may be shared with all Faculty staff at the discretion of the Faculty Executive Officer.

- Contact the Faculty Executive Officer
2. Guidance on using communications channels

**Web best practice**

For complete guidance on building great websites, visit the UCL Digital Presence webpages.

- [UCL Digital Presence](#)

**Social media best practice**

The following hints and tips aim to give general guidance on how to use social media productively:

**Drafting posts**

- Use relevant hashtags to label or ‘tag’ your content and to join a wider conversation.
- Tag or mention relevant accounts in your posts.
- Use a link shortener where possible, for example Bit.ly: [www.bitly.com](http://www.bitly.com)

**Images**

- Credit images to their author if you do not own them.
- Include images with your posts as much as possible to make them eye-catching.
- Make your Twitter posts as accessible as possible by including image descriptions. Find out more:
- Avoid using images that may be deemed controversial or offensive.

**Interacting with others**

- If you receive criticism, it is normally best to acknowledge the criticism, contact the commenter and follow it up offline if appropriate. However if the criticism comes from a ‘troll’ it is best to not engage with them.
- If you are tweeting as an individual, not representing your department, make this clear in your social media profile (e.g. the “biography” section in Twitter and Instagram). An example could be: “Views are my own and not of my workplace.” However, be aware that this statement offers you no legal protection.
• If it’s clear that you work at UCL in your social media profile, and you are found to be posting anything offensive from your account, you may be sanctioned.
• Similarly, be wary of tweeting anything with a political undertone if it’s on behalf of a UCL department.
• Remember that the internet lasts forever – assume that everything you post can be accessed by anyone and everyone. This includes not only what you directly share on your own timeline or channel, but also private conversations and likes.

Find out more

Contact the Faculty Communications Team to get more advice on using web and social media.

• fbs.news@ucl.ac.uk