

LECTURER OF THE YEAR ELECTION

# Social Media Plan

University of Groningen



“

The good teacher  
explains. The superior  
teacher demonstrates.  
The great teacher  
inspires.

---

WILLIAM ARTHUR WARD

# Table of Contents

## Main Topics

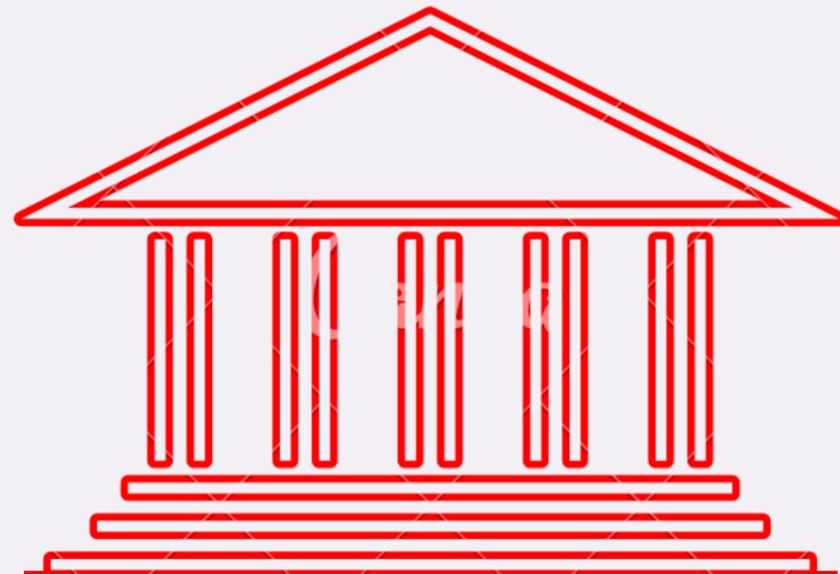
Overview

The Media

Timeline

Weekly overview

Example posts



# Overview

## *What?*

This plan contains multiple suggestions for and examples of posts that can be used to promote the event.

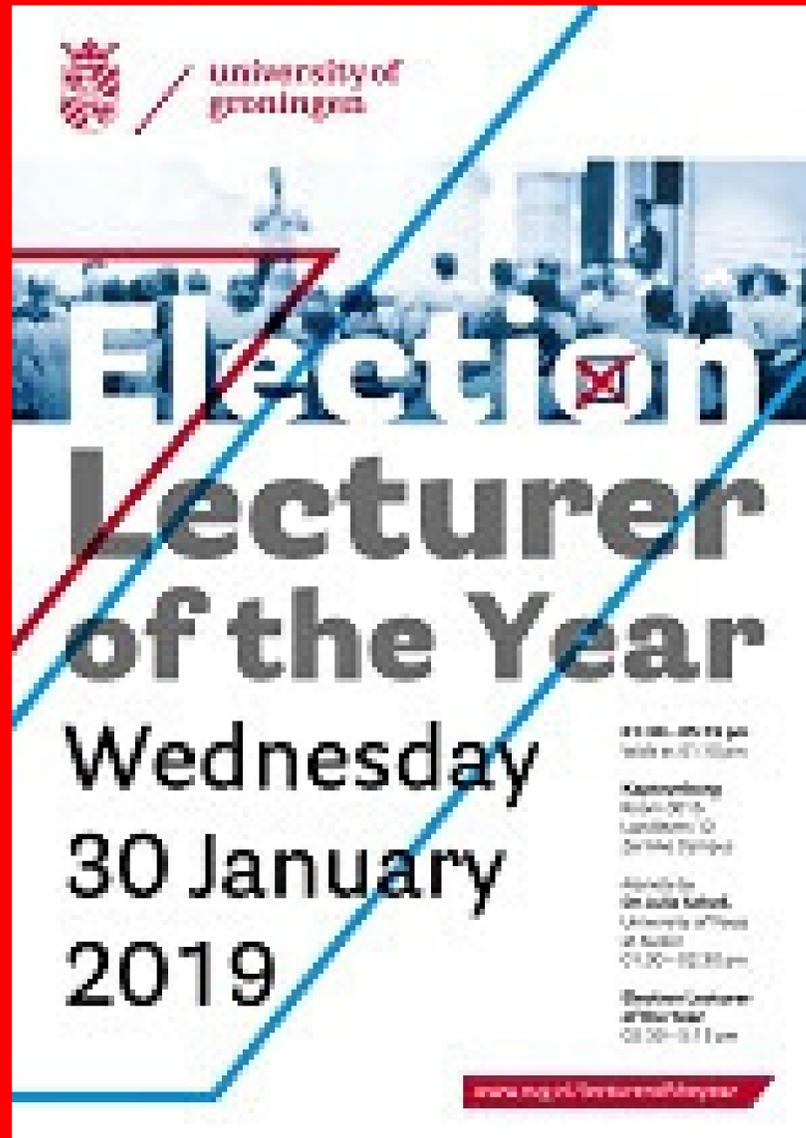
## *Where?*

This plan specifies which social medium (Facebook, Twitter or Instagram) is suited for every post. Each medium will be briefly explained on a following page.

## *When?*

This plan gives a chronological overview of the two months prior to the actual event and gives an indication of when each post should be put online.

# HOW?



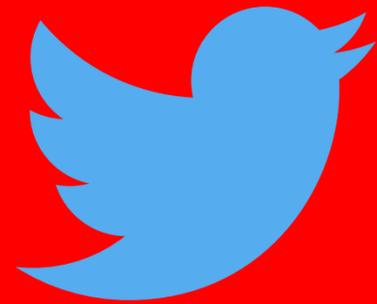
Old Style

**Informal style**  
To reach the target audience (students), an informal style for PR is vital. Posters and posts should be light, simple and not filled with text.



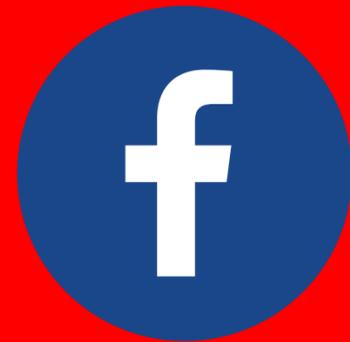
Our Style

# THE MEDIA



## *Twitter*

Using the account of the university (@univgroningen), Twitter can serve as a useful medium for informative posts (posters, nominee overview etc.)



## *Facebook*

A Facebook Event, created by the university account, allows users to click Attend and to then be continuously updated by a variety of posts. Facebook itself will also send multiple notifications as reminders of the event.



## *Instagram (Post)*

University's Instagram account (@universityofgroningen) can be used for informative posts. No more than 1 per month, to prevent the audience from getting "PR-exhausted", as Instagram is more used for its social function.

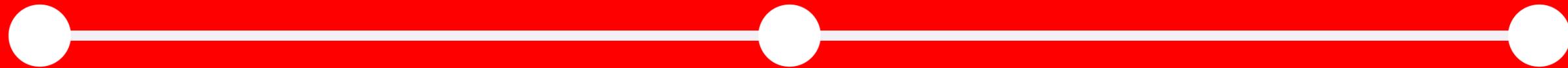


## *Instagram (Story)*

Instagram Stories on the university's account can have a more informal style. They can also be posted more frequent, as they only appear when the audience wants to see them (i.e. click on them).

# Election Lecturer of the Year

## Timeline



### *Kick-off*

Social media promotion for the event starts at the end of November (+- Week 48)

### *9 weeks*

The PR will take place during a period of approximately 9 weeks.

### *Election Day*

The election takes place on the last Wednesday of semester 1B (+- Week 5)

# Week 48

## Kick-off

This week will mark the beginning of the PR on social media. In this week, the following things should be worked on:

- Facebook Event to be put online
- First tweet with poster
- First Informal Instagram Story

The screenshot shows a mobile application interface for an event. At the top, there is a red header with the text 'Lecturer of the Year Awards 2019' and a blue circular icon with 'NOA' and a left-pointing arrow. Below the header are four portrait photos of individuals. The main content area has a white background with the date 'nov. 28' in red and black, followed by the event title 'Lecturer of the Year 2019 | Docent van het jaar 2019' in black. Below the title, it says 'Openbaar · Georganiseerd door Faculty of Arts - University of Groningen en 1 andere personen'. There are two buttons: a white one with 'CHATBERICHT STUREN' and a blue one with 'Inchecken'. At the bottom, there are four icons: a star for 'Geïnteresseerd', a checkmark for 'Gaaf', a bookmark for 'Opslaan', and a three-dot menu for 'Meer'. The event details section shows a clock icon for 'do 28 nov. om 17:00 - 19:00 CET' and a location pin for 'Van Swinderen Huys' with the address 'Oude Boteringestraat 19, 9712GC Groningen · 2,8 km'.

NOA

# Lecturer of the Year Awards 2019

nov. 28

## Lecturer of the Year 2019 | Docent van het jaar 2019

Openbaar · Georganiseerd door Faculty of Arts - University of Groningen en 1 andere personen

CHATBERICHT STUREN

Inchecken

Geïnteresseerd Gaaf Opslaan Meer

do 28 nov. om 17:00 - 19:00 CET  
Evenement is 2 weken geleden begonnen

Van Swinderen Huys  
Oude Boteringestraat 19, 9712GC Groningen · 2,8 km

# Week 49-51

## Nominations

Most faculties will hold their elections and choose their nominee for the faculty wide election. Posts in this period should focus on the different nominees.

- Multiple updates in Facebook Event
- Retweets of Faculty Announcements
- Weekly Instagram Story (each Friday) of the chosen nominees in that week



NOMINEE  
FACULTY OF ECONOMICS  
AND BUSINESS

**MARC KRAMER**

ELECTION LECTURER OF THE YEAR  
JANUARY 29TH, 16PM  
ACADEMY BUILDING

university of  
 groningen

# End of the

# Year

*Wrap it up*



Right before Christmas, all faculties will have announced their winner. This is the perfect timing for a post showing all winners. This can be used as a tweet, update in the Facebook Event and Instagram Post.



University Groningen

@univgroningen



Get ready for an exciting afternoon filled with interesting TED Talks by our very own lecturers!



## ELECTION LECTURER OF THE YEAR

Join us for an exciting afternoon full with inspiring talks!

JANUARY 29TH, 2020  
4 PM  
ACADEMY BUILDING  
AULA

4:17 PM. Jan 8, 2020 [Twitter for iPhone](#)

18 Retweets 43 Likes



# Week 2

## Reminding

After the Christmas Holiday, it is important to remind the audience of the event. This week is therefore useful for:

- Sending out a mass e-mail about the event
- Tweet with poster
- Informal Instagram Story and Facebook Event Update

# Week 3 and 4

## Spamming

This two weeks for a large part decide whether someone will attend the event or not. To convince them, give more info about the content of the election:

- Daily update in Facebook Event + daily Instagram Story + daily tweet discussing each nominee, Keynote speaker and the topics of the TED Talks.



**TED TALK ON MONEY, MARSHMALLOWS, NUDGING  
AND SAVING FOR YOUR PENSION**

MARC KRAMER  
FACULTY OF ECONOMICS  
AND BUSINESS

**INTERESTED?  
JOIN THE ELECTION!  
29TH JANUARY, 16 PM, ACADEMY BUILDING**

**JAN**  
**29**  
**2019**



ELECTION  
LECTURER  
OF THE  
YEAR

GUEST SPEAKER  
DR. ANIQUE DE BRUIJN

AULA  
ACADEMY BUILDING  
16 - 19 PM

# Week 5

## Repeating

In the week of the election itself, PR is about repeating, rather than convincing. The last days should be used for:

- Instagram Post with poster
- Last reminder on Twitter and in Facebook Event on Election Day (e.g. picture of the Aula being set up)

# Example Posts

Informal  
Instagram Stories

*Instagram Stories allow users to be directed to a certain website if they swipe upwards.*

*The left post uses this function: you will be sent to the website of the election when you swipe up.*

*The right post does not use this function: it already gives the information on the picture itself (see bottom right).*

*The next few pages also show these two different options for each post: with or without the information already visible.*

“

The good teacher explains. The superior teacher demonstrates. The great teacher inspires.

---

WILLIAM ARTHUR WARD

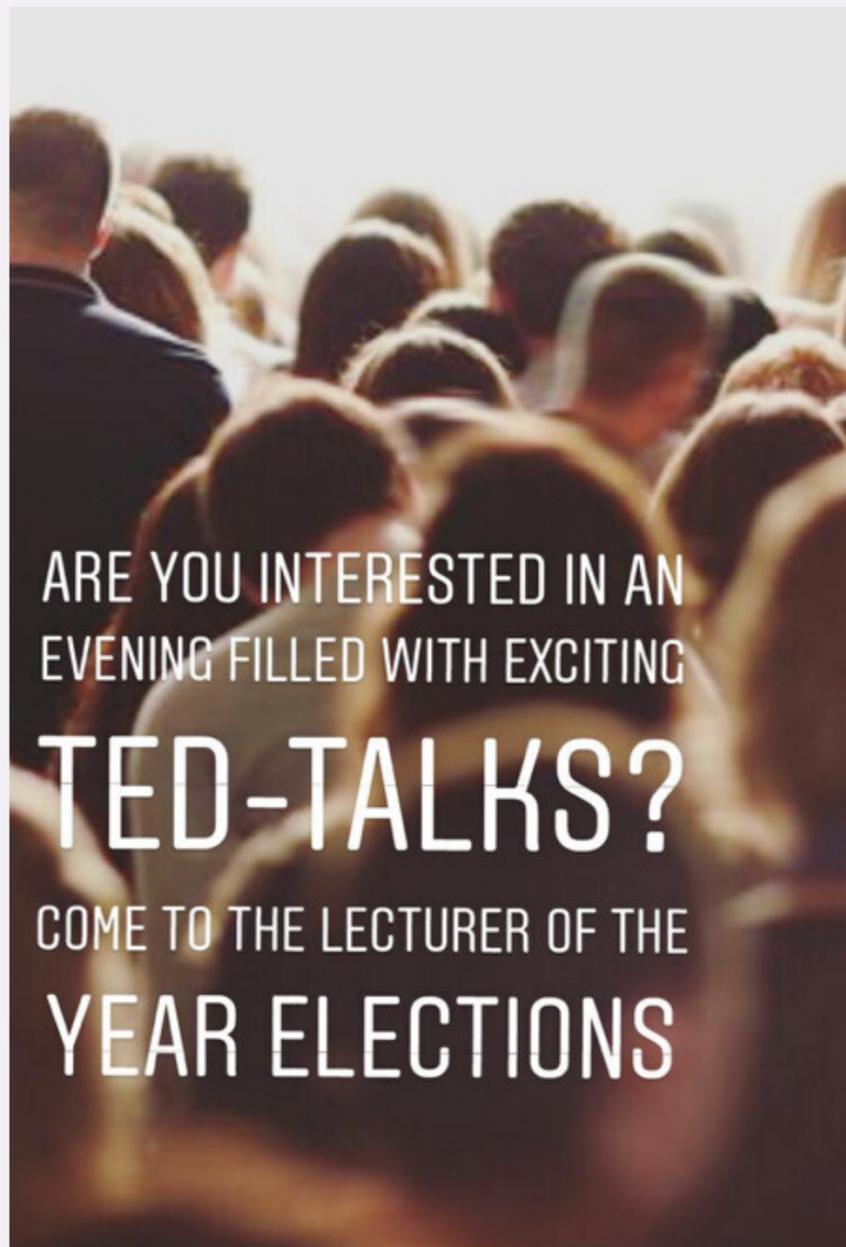
THE GOOD TEACHER  
EXPLAINS. THE SUPERIOR  
TEACHER DEMONSTRATES.  
THE GREAT TEACHER  
INSPIRES.

William Arthur Ward

*Election Lecturer of the Year*  
JANUARY 29TH, 2020  
16PM - 19PM  
AULA, ACADEMY BUILDING

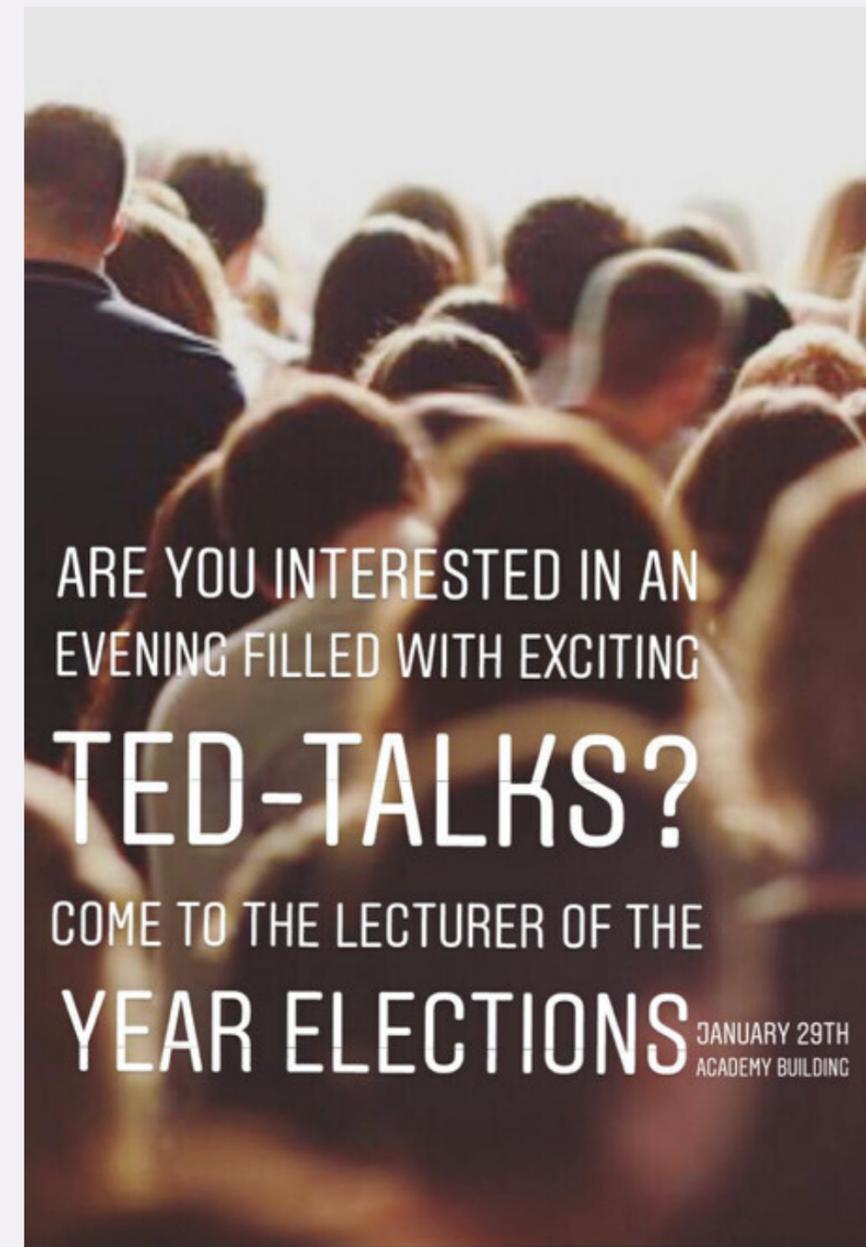
# Example Posts

Informal  
Instagram Stories



<--- Without information visible,  
with option to swipe up

With information visible,  
without option to swipe up -->



# Example Posts

Informal  
Instagram Stories



<--- Without information visible,  
with option to swipe up

With information visible,  
without option to swipe up -->



# Example Posts

Posters



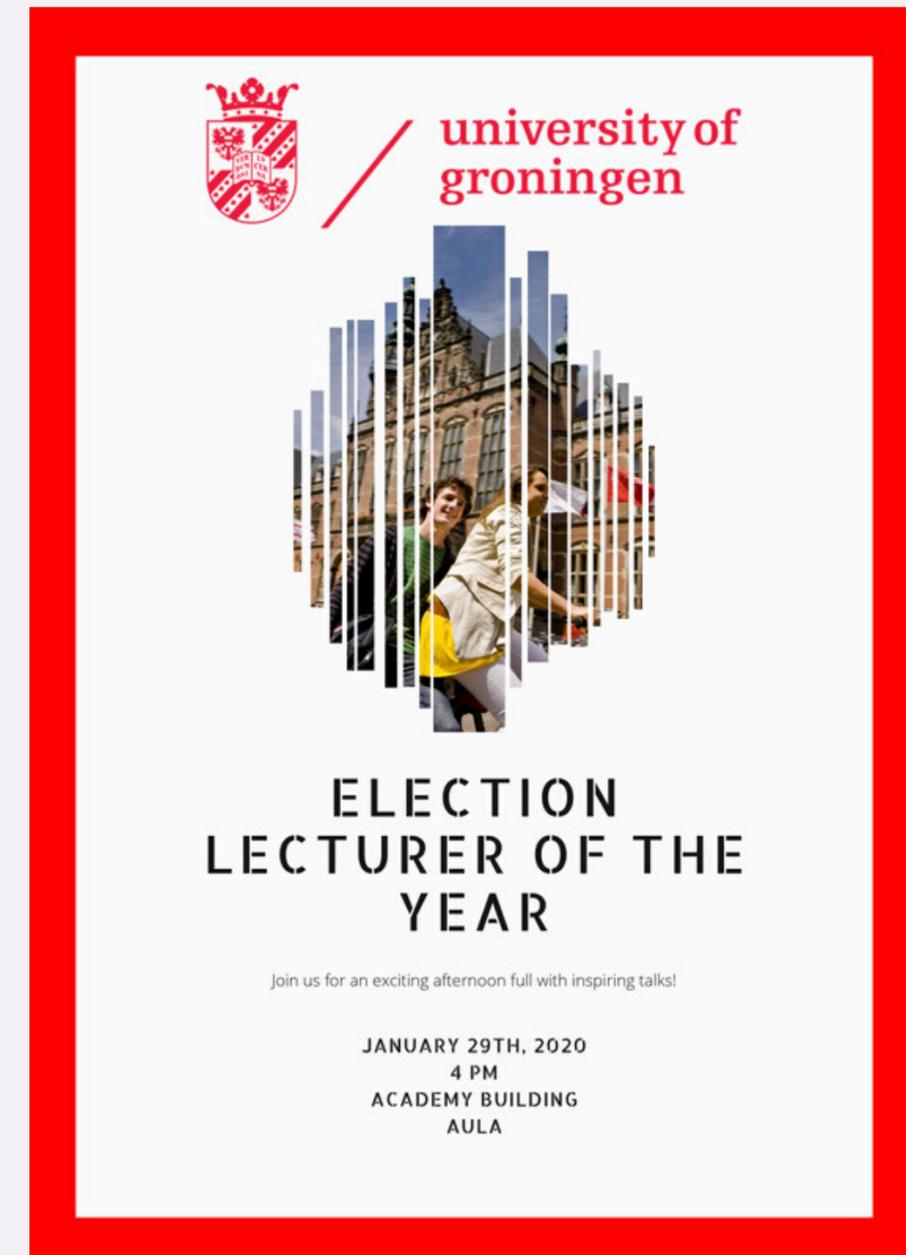
**JAN**  
**29**  
**2019**

university of  
 groningen

**ELECTION  
LECTURER  
OF THE  
YEAR**

**GUEST SPEAKER  
DR. ANIQUE DE BRUIJN**

**AULA  
ACADEMY BUILDING  
16 - 19 PM**



 university of  
 groningen

**ELECTION  
LECTURER OF THE  
YEAR**

Join us for an exciting afternoon full with inspiring talks!

**JANUARY 29TH, 2020  
4 PM  
ACADEMY BUILDING  
AULA**

# Example Posts

Nominee Posts



NOMINEE  
FACULTY OF ECONOMICS  
AND BUSINESS

*MARC KRAMER*

ELECTION LECTURER OF THE YEAR  
JANUARY 29TH, 16PM  
ACADEMY BUILDING



**TED TALK ON MONEY, MARSHMALLOWS, NUDGING  
AND SAVING FOR YOUR PENSION**

MARC KRAMER  
FACULTY OF ECONOMICS  
AND BUSINESS

**INTERESTED?  
JOIN THE ELECTION!  
29TH JANUARY, 16 PM, ACADEMY BUILDING**



This plan was made by four students of the Minor Rhetoric at the University of Groningen. It is intended for the project team Lecturer of the Year, led by Jaap Mulder.

For any questions, please send an e-mail to [j.n.ras@student.rug.nl](mailto:j.n.ras@student.rug.nl) .

Dagmar Buist  
Nis Fahl  
Julius Westerhoff  
Jeffrey Ras