Social media help and training

If you manage a social media account representing the University, or are looking to improve your usage of social media, there are a number of ways you can get assistance.

Social media support

Communications and Marketing can help support you with running University social media accounts.

Social media directory

The University maintains many social media profiles on a variety of platforms. A full list of active digital communication channels is available at the Social Media Directory.

Accessibility regulations for social media

It’s important you strive to make content as accessible as you can across all the channels you use.

To learn more about how to make your social media profile accessible to all, see the social media sites and content guidance on the Accessibility Regulations portal.

Social media training

There are also a range of online courses and training sessions available on using social media.

- **Blogging with WordPress** – creating and maintaining a blog for professional or personal development
- **Online networking with LinkedIn** – developing an online presence on LinkedIn and developing a professional network
- **Presenting information with visual impact** – learning how to present information well and basic principles of design
- **Professional use of social media** – using social media networks in a professional context and developing a social media strategy

A full listing of social media sessions that you can book onto are available on the ISS Upcoming Events calendar.