



ISSU

IRISH SECOND-LEVEL
STUDENTS' UNION

SOCIAL MEDIA STRATEGY





Last edited: 24th, October 2021
Editor: Quinton Kelly, ISSU Communications Officer

Our chosen platforms

Our social media accounts are:

| Platform name | Name of account (@) | Number of Followers/Likes |
|---------------|---|---------------------------|
| Twitter | @issu4u | 7, 074 |
| Facebook | Irish Second-Level Students Union (@issu4u) | 6, 398 |
| Instagram | @issu4u | 7, 472 |
| Snapchat | @issu4u | N/A |
| Tiktok | @issu4u | 83 |

Our Goals

Our goals are:

- To grow our platform and reach new audiences.
- Increase our visibility for potential new member schools.
- To inform and represent second level students.
- To strengthen our relationships with stakeholders in the education system.

Our target audiences

The ISSU target audiences are:

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| Second-level students and student activists. |
| Youth organisations and NGOs advocating for education and student rights. |
| Irish Institutions and government officials involved in education policy making. |



Our content

The themes of our content for each of our social media profiles are:

| <i>Social Media Platform:</i> | <i>Our Content:</i> | <i>Other Content:</i> |
|-------------------------------|---|--|
| Twitter | <ul style="list-style-type: none"> - Updates on our work. - Opportunities to get involved with ISSU (Skills Academy, AA etc.) - Working/Focus groups. - Surveys/Opportunities for students. - Live Event Content | <ul style="list-style-type: none"> - Resources for students. (Mental health, wellbeing etc.) - How to get involved with other organisations. - Partner organisation news. |
| Facebook | <ul style="list-style-type: none"> - Updates on our work. - Surveys/Opportunities for students. - Working/Focus groups. - Opportunities to get involved with ISSU. | n/a |
| Instagram | <ul style="list-style-type: none"> - Updates on our work. - Opportunities to get involved with ISSU. - Working/Focus groups - Surveys/Opportunities for students. - Live Updates - Behind the scenes work - Live Event Content | <ul style="list-style-type: none"> - Resources for students. (Mental health, wellbeing etc.) - How to get involved with other organisations. |
| Snapchat | <ul style="list-style-type: none"> - Updates on our work. - How to get involved with ISSU (skills academy etc.) - Behind the scenes work - Live Event Content | n/a |
| Tiktok | <ul style="list-style-type: none"> - Updates on our work. - How to get involved with ISSU (skills academy etc.) - Promote surveys. - Focus/Working group content. - Behind the scenes work - Live Event Content | n/a |



Twitter

More political, perfect to start conversations with stakeholders.

Currently we engage with members but with other stakeholders.

Stay away from the more humorous content, look as professional as possible.

Frequency:

- **Original content:** at least 2-3 times a week min.
- **Retweets:** daily when possible.

Access:

- Communications officer.
- Secretariat.
- Uachtarán (issu4u & issu_president).
- Oifigeach na Gaeilge (Irish twitter only – issu_gaeilge).
- NSE members when related i.e., International Officer on an OBESSU trip (Subject to security review and change of passwords, content created to be approved by Communications Officer. Preferably content created is sent to the Communications Officer or Secretariat to review and post rather than sharing passwords).

Content rules:

- Never go 1-2 days without tweeting/retweeting.
- If related, always include graphics in your tweets.
- Interact with other stakeholders but always remain professional.

Instagram

Our most active platform, most engagement from members.

Content can be more humorous.

Frequency:

- **Original content:** at least 2-3 times a week min.
- **Stories:** Used to share other relevant content/whenever a post goes up.

Access:

- Communications officer.
- Secretariat.
- Uachtarán.
- NSE members when related i.e., International Officer on an OBESSU trip (Subject to security review and change of passwords, content created to be approved by Communications Officer. Preferably content created is sent to the Communications Officer or Secretariat to review and post rather than sharing passwords).

Content rules:

- Never go 2-3 days without a post.
- Always share any new posts on the Instagram story, not everyone will see it on their feed.



Facebook

Second most engaged with platform

Not continually active among young followers but great for parents.

Content can be humorous or more serious.

Frequency:

- **Original content:** at least 2-3 times a week min.

Access:

- Communications officer.
- Secretariat.
- NSE members when related i.e., International Officer on an OBESSU trip (Subject to security review and change of passwords, content created to be approved by Communications Officer. Preferably content created is sent to the Communications Officer or Secretariat to review and post rather than sharing passwords).

Content rules:

- Never go 2-3 days without a post.

Snapchat

Not continually active at the moment.

Popular among young people.

Video content instead of graphics

Frequency:

- **Original content:** In line with individual campaign and event content planning.

Access:

- Communications officer.
- NSE members when related i.e., International Officer on an OBESSU trip (Subject to security review and change of passwords, content created to be approved by Communications Officer. Preferably content created is sent to the Communications Officer to review and post rather than sharing passwords).

Content rules:

- Keep content related to ISSU and our work i.e., no dancing without reason.
- Use for the promotion of ISSU events.



Tiktok

Not continually active at the moment.

Popular among young people.

Video content instead of graphics

Frequency:

- **Original content:** In line with individual campaign and event content planning.

Access:

- Communications officer.
- NSE members when related i.e., International Officer on an OBESSU trip (Subject to security review and change of passwords, content created to be approved by Communications Officer. Preferably content created is sent to the Communications Officer or Secretariat to review and post rather than sharing passwords).

Content rules:

- Keep content related to ISSU and our work i.e., no dancing without reason.
- Use for the promotion of ISSU events.

Other

Other relevant information for the social media:

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| Always follow the brand document when creating graphics (tbd) |
| If something is posted on one platform, make sure it is posted on ALL platforms (Not including retweets/stories) |
| Work with Oifigeach to create bilingual content as often as possible. |
| Use 'quiet periods' to promote our events, ways to get involved, newsletter etc. |
| Take pictures at <i>EVERY</i> ISSU event and use them! |
| Share all articles where ISSU is featured on FB & Twitter. |