

Checklist for creating digital content

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Marketing and Communications



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Things to check when creating digital content



The website

Overview of project content

Time frame (how soon the page needs to go live)

Preferred copy/imagery

Any short URLs or redirects

Location on site

Confirm it is for external audiences

Social media

Background or context of project content

Date or time frame of post

Will there be more than one post?

Suggested copy for caption

Preference of social media channels

Images, videos or links

Any other accounts to be tagged

Any hashtags linked to the project/campaign



Overview of project

Prior to starting, or within in the 'kick off' meeting it is important to outline to all involved, the overview of the project, the purpose of the page, the intended audience and whether the work is alongside any particular campaign.

Timeframe

When starting a project it is best to set expectations and deadlines with everyone involved. Highlighting the timeframe of the project is useful so that all involved are able to prioritise and manage deadlines effectively.

Preferred copy/ imagery

It is important to provide an outline of the various headings and sub sections you may need along with copy if this has already been prepared. When selecting imagery, consider what would be useful to illustrate the nature of the page. For example, most of the 'Schools and Colleges' sections of the website use photos from their time spent at workshops with year 11 and 12. Other pages like 'Our History' use images of Founders and the Picture Gallery.



Short URL/ Redirects

We often create short URL's for particular pages that will be used within mailings, online advertising and news letters. This is a way to make the page accessible within the content, as opposed to having a longer URL within the body of text.

Redirects may be needed if the project involves creating a new page to replace a previous one. Therefore, a 'redirect' may be used to maintain the same URL. In some cases this may take a short time to update, so knowing about this in advance will always be helpful.

Location on website

If your page is a new development it would be good to consider where you think it would be most accessible within the navigation of the website. In most cases this conversation will happen in the 'kick off meeting', whereby one of the Digital team may suggest the best option. If your page is in addition to a section already live on the website it would be useful to outline this in your plans.

The intended audience

Before uploading content to our website it is important to think about your intended audience. Is the information for internal (students/staff) or external (perspective students, parents or teachers) audiences ?



Background or context of project content

Is the social post part of a campaign? For example: Postgraduate Open Evening advertisement, graduation.

Date or time frame of post

If the post is for a campaign, it may need to go out a certain amount of days before the event. What time of the day do you want it to go out? Bear in mind the best times to post on each platform.

Will there be more than one post?

If the post is part of a campaign (e.g. recruitment advertisement), will there need to be several posts leading up to the campaign/event?

Suggested copy for caption

For example: "We're looking forward to our first Undergraduate Open Day on Friday 19 June. Visit our website to book your place: [LINK]". It is often helpful to have an idea of the wording, especially if it's for a specific departmental campaign or a unique project.



Preference of social media channels

The main channels to consider are Facebook, Twitter, Instagram and LinkedIn. If the post is aimed at alumni for example, it would be best on Facebook and LinkedIn. If it's more aimed at prospective students, Instagram would be appropriate for the target audience.

Images, videos or links

Images: Do you want a generic photo of Founders/campus? Or is there a specific image you want on the post, e.g. graduates, current students, photos from a particular event? **Videos:** For example 'Find your Why' or 'Talking Teaching', or if the campaign has any other video content linked to it. **Links:** If we want people to visit our website to book onto events, read more, find out about a course etc.

Any other accounts to be tagged

For example any lecturers connected to the campaign, linked companies (e.g. @StoryFutures) or departmental accounts (e.g. @RHULBioSci etc).

Any hashtags linked to the project/campaign

For example #RHGraduation, #RHULGeography100, #RHInternationalSummerSchool, #WhatsOnWednesday.