



Using new media in public relations

Carolyne Culver, Head of Strategic Communications

Thursday 14 July 2011

What will this presentation cover?

Online audio and video

- University's website www.ox.ac.uk
- iTunes U <http://itunes.ox.ac.uk>
- University podcasts <http://podcasts.ox.ac.uk>
- You Tube <http://www.youtube.com/oxford>
- Department, faculty and college websites

Facebook and Twitter



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- › Students
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Home > About the University > University Year > The Romanes Lecture >

About the University

- › Introducing Oxford
- › Facts and Figures
- › Oxford People
- › Museums and Collections
- › University Year
 - The Romanes Lecture**
 - The Romanes Lecture - June 2011
- › Foundations for the Future
- › Jobs

The Romanes Lecture

The Romanes Lecture is the annual public lecture of the University. A most distinguished public figure from the arts, science or literature is invited by special invitation of the Vice-Chancellor. The lecture was created in 1891, following an offer by John Romanes of Christ Church to fund an annual lecture, and the first lecture was given in 1892 by William Gladstone.

Professor Sir Andrew Motion FRSL delivered his lecture on June 2, 2011.

The video player shows a large main video titled "Interview with Andrew Motion (1 min)" with a play button overlay. Below it is a description: "Professor Motion gives a brief overview of his lecture, delivered in the Sheldonian Theatre on June 2, 2011". To the right are two smaller video thumbnails: "Interview with Andrew Motion (1 min)" and "Vice-Chancellor's introduction (4 mins)". Below these is another thumbnail for "The Lecture (40 mins)".

[Find out more about this lecture and the speaker](#)

Download a transcript of the lecture - [Romanes Lecture - The Bonfire of the Humanities - Andrew Motion \(114 kb\)](#)



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Home > Research > Mathematical, Physical & Life Sciences >

Research

- › About research at Oxford
- › Humanities
- › **Mathematical, Physical & Life Sciences**
 - MPLS video wall
 - People
 - Projects
- › Medical Sciences
- › Social Sciences
- › Research vision and strategy
- › Research impact
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Research in the Mathematical, Physical & Life Sciences

Introduction People Projects Statistics

Oxford is widely recognised as one of the world's leading science universities. The departments of the Mathematical, Physical and Life Sciences Division (MPLS) cover a broad range of subjects, encompassing fundamental research often linked to cutting-edge technology.

Research features

- › Evolution by numbers
- › Under the nanoscope
- › The genetics of good welfare

Related links

- › MPLS homepage
- › MPLS departments

See also

- › Research vision and strategy
- › Research impact
- › Divisions and departments
- › Graduate Studies
- › Research support
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- › Oxford University Research Archive
- › Oxford Science Blog
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Related news

- › 28 Jun 11 Schools play with research





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- DIVISIONS
- COLLEGES
- VISITORS & FRIENDS
- INTERNATIONAL
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- ENTERPRISE
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Home > About the University > Introducing Oxford > An Oxford Education > Applying >

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▶ Introducing Oxford

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▶ Facts and Figures

▶ Oxford People

▶ Museums and Collections

▶ University Year

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Application videos



IT COSTS £16,000 TO EDUCATE AN OXFORD UNDERGRADUATE EVERY YEAR

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2012/13 Funding

Find out more about student funding for undergraduates at www.ox.ac.uk/studentfunding

UNDERGRADUATE FUNDING THE FACTS

2012/13 Funding

HOW TO APPLY

How to apply

HOW TO CHOOSE A COLLEGE

Choosing a college



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- Alumni
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Home > Videowall >



00:00 / 00:00

Chris Turner
St Hugh's College

- Archaeology and Anthropology
- 1st year
- Undergraduate



Only show me

- Undergraduate
- Graduate
- Study
- Outside of study
- International
- New faces



Play all videos

Other walls

- Wall of Global Alumni
- Wall of Staff Faces

About the wall

- What is the "Wall of 100 Faces"?

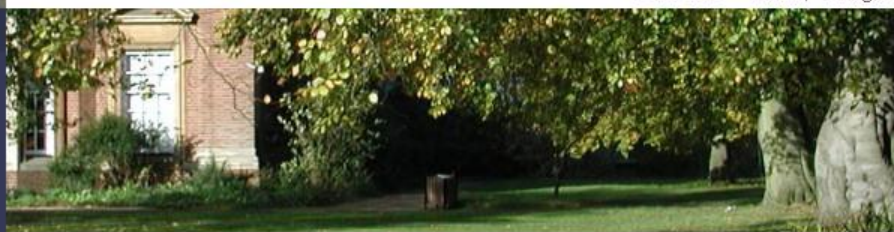


St Hugh's College
UNIVERSITY OF OXFORD

Text Size - Small | Large

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- Home
- About St Hugh's
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- News and Events
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- People
- Welfare and Facilities
- Development and Senior Member Relations
- Recorded 125th Anniversary Events
- News
- Events
- Online Shop
- Publications
- 125th Anniversary
- Supporting College
- Lost Senior Members
- Update Your Details
- Dickson Poon China Centre
- Merchandise
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Printer Friendly Page

Home > Development and Senior Member Relations > Recorded 125th Anniversary Events

Recorded 125th Anniversary Events

Recordings of the Anniversary Events are available to view below-

ST HUGH'S COLLEGE
CELEBRATING 125 YEARS

Recordings of the Anniversary Events are now available to view.



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CarolyneCulver

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Find out more about Oxford University by visiting us on one of our open days. You'll get the opportunity to meet with current students, watch lectures and talk to tutors.



Undergraduate Admissions
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Christmas Science Lectures 2010
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Tutor's eye view of Oxford admissions
2 weeks ago
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- Units
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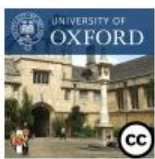
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Translational Medicine



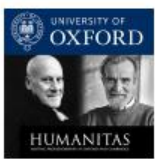
Not Shakespeare: Elizabethan and Jacobean



The King James Bible Lecture Series



Reuters Institute for the Study of Journalism



Humanitas - Visiting Professorships



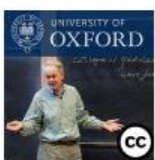
RunCoCo - Beyond Collections



Oxford Abridged Short Talks



Approaching Shakespeare



Quantum Mechanics



Alumni Weekend



The State of the State



General Philosophy

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 - Classical Music
 - Music Videos
 - My Top Rated
 - Recently Added
 - Recently Played
 - Top 25 Most Played



Featured Collections

1-6 of 38 See All >

Sort By: **Featured**

The Elements of Dr...
Oxford University
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Pitt Rivers Museum
Oxford University
SUBSCRIBE F...

Bio-Ethics Bites
Oxford University
SUBSCRIBE F...

A Romp Through Et...
Oxford University
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The King James Bib...
Oxford University
SUBSCRIBE F...

Aesthetics and Philosophy of...
Oxford University
SUBSCRIBE F...

Quick Links

- Tell a Friend
- Copy Link
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Categories

- Business
- Engineering
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- Humanities
- Language
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- Mathematics
- Science
- Social Science
- Society
- Teaching & Education

Welcome to the University

1-6 of 12 See All >

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Welcome to Oxford
Oxford University
SUBSCRIBE F...

University Life
Oxford University
SUBSCRIBE F...

Careers Service at Oxford Un...
Oxford University
SUBSCRIBE F...

Admissions Tour: Yellow...
Oxford University
SUBSCRIBE F...

Admissions Tour: Purple ...
Oxford University
SUBSCRIBE F...

Admissions Tour: Red Route
Oxford University
SUBSCRIBE F...

Top Collections



- The Elements of Drawing
Oxford University
- Entrepreneurship

Services and who can help

- Recording, editing (production)
- Video archive/online image library
- Video conferencing
- Guidance and training
- Media Production Unit
- OUCS
- Web team and online media producer in Public Affairs



- › Staff
- › Students
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Home › Public Affairs › Audio and video ›

Public Affairs

› Contact

› Audio and video

PAD Online Media Producer showreel

MPU showreel

OUCS showreel

Recording request form

› Press and Information Office

› Publications and Web Office

› Events Office

› Media Production Unit

› Filming

› Strategic communications

› Internal communications

› Community relations

› Government relations

Making audio and video



Audio and video are effective and popular means of communicating with colleagues and external audiences. From audio podcasts about the admissions process, to videos of lectures and events, this material has helped provide an insight into life at the University and brought Oxford thinking to a broader global audience.

As well as featuring on University, department, faculty and college web pages, audio and video material has enabled us to participate in popular platforms including iTunes U and YouTube.

Please refer to the following questions and answers which will hopefully answer any queries you might have, and outline the options available to you if you would like to make audio or video material.

[Submit your request for assistance here](#)

› **What are the benefits of recording audio and video?**

› **I would like to make a recording but I'm not sure which format is best**

› **I would like to have an audio recording made. Who do I contact and will it cost anything?**

› **I would like to have a video recording made. Who do I contact and will it cost anything?**

› **I would like to get involved with the Wall of 100 Faces and/or Staff Faces projects. Who do I contact?**

› **Who do I contact to add existing recordings to iTunes U and Open Spires?**

We also publish video on

› iTunes U

› YouTube

› Open Spires

› Podcasts.ox.ac.uk

Home > iTunes U >

iTunes U

- > FAQs
- > How to contribute to Oxford on iTunes U



Launch the site on iTunes U



Follow Oxford's iTunes U site on Twitter



The University of Oxford on iTunes U



Oxford has had over 10 million downloads from its iTunes U site.

Using figures from Apple we can see that:

- + Around 1800 items are being downloaded for a total of 130,000 times a week
- + We are reaching a worldwide audience of 185 countries (including 29% from China, 38% from the USA and 18% from the UK)
- + Mobile users account for 15% of our downloads, with most of those coming direct from Apple iOS devices (iPad 8%, iPhone 5% - of all downloads)

We recommend

Content is being added regularly to the site. All content is **free** for you to download and watch or listen to. Recent highlights include:

- + The Elements of Drawing: Stephen Farthing R.A. presents eight practical drawing classes using John Ruskin's teaching collections to explain the basic principles of drawing.
- + Pitt Rivers Museum: A series of audio podcasts from the Pitt Rivers Museum, which houses archaeological and ethnographic objects from all parts of the world.
- + Marianne Talbot's "A Romp Through Ethics for Complete Beginners"
- + The King James Bible

Shakespeare's entire First Folio, including original spelling, is being made available to download for free, as Oxford University becomes one of the world's first universities to add ePubs to iTunes U:

- + Shakespeare's first folio of 36 plays, ePubs to accompany Oxford's 'Approaching Shakespeare' lectures
- + ePubs to accompany our 'Not Shakespeare: Elizabethan and Jacobean Popular theatre' lectures

Video conferencing

- Three meeting rooms available for up to 30 participants
- Equipped with the latest technology
- Available 24 hours a day
- Used for meetings, lectures, interviews
- Multi-site: 10 video sites and four audio sites
- www.ox.ac.uk/videoconferencing
- Contact Will Pye on 01865 289980



Facebook and Twitter

The screenshot shows the Facebook page for the University of Oxford. The page header includes the university's name and navigation links for Home, Profile, Feed, Friends, and Account. The main content area features a post from the University of Oxford with the text: "Are parrots smarter than crows? Have a look at the amazing video: Parrots and crows show their inventive side - www.ox.ac.uk". The post has 86,264 impressions and 0.29% feedback. Below the post, there are sections for "You and University of Oxford", "Sponsored" content, and "Libraries" including Oxford Alumni, Oxford College, and Oxford University Sport. The page also displays a "Wall" section with a "Write something..." prompt and a "Chat" button.

The screenshot shows the Twitter profile for the University of Oxford (@UnioOxford). The profile header includes the university's name, the handle @UnioOxford, and the website URL http://www.ox.ac.uk. The profile bio states "Twitter stream of the University of Oxford". The page displays a list of tweets, including one about Queen's Birthday Honours for Oxford academics, a tweet about a drug to reduce heart risk, a recommendation for Oxford podcasts, a tweet about the Champagne supernova team, and a tweet about a panrot & crows face-off video. The page also features a "Follow Oxford University on Twitter" section with a "Sign up" button and a "Curious how Oxford University uses Twitter?" section with a "Discover who @UnioOxford follows" button. The bottom of the page shows a table with statistics: 479 Tweets, 53 Following, 19,716 Followers, and 1,060 Listed.



Facebook/Twitter

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 - Contact Carlyne Culver (Public Affairs) on 280672
- University's Twitter feed
 - <http://twitter.com/UniofOxford>
 - Contact the Press Office
- Our iTunes U Twitter feed
 - <http://twitter.com/oxfordpodcasts>
 - Contact Steve Pierce (OUCS) on 283287