



THE ROYAL NAVY SOCIAL BRANDING GUIDELINES

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INTRODUCTION

1. Introduction

If you need to know how to use the Royal Navy brand on social networks, you're in the right place. These guidelines will help you understand how to express our values, personality and visual identity, and give you practical tips for setting up and managing social spaces.

The Royal Navy currently has an active social presence on Twitter, Facebook, YouTube, LinkedIn and Instagram. These are some of the most popular social networks at the moment, so they're useful places to have conversations and share ideas and content. While the current focus is on these channels, we may adopt new social platforms in the future.

Social media is always evolving, so these guidelines are a work in progress. We'll update them as needed, but your contributions and tips on best practice are always welcome too.

Who is this document for?

Anyone acting for or on behalf of Royal Navy in the social web space. This could be the marketing team, the Careers team or individuals who manage pages for individual Units on social networks.



WHO ARE OUR SOCIAL MEDIA AUDIENCES?

2. Who are our social media audiences?

The Royal Navy uses social media for many different purposes, which means we have many different audiences. These include:

- » Potential recruits and people going through the recruitment process
- » The media
- » Decision makers such as government officials and special advisors
- » Opinion leaders such as business and organisational leaders, political activists, academics and think tanks
- » Members of the general public who are interested in learning more about us
- » Current personnel and their families and friends
- » Retired personnel



SOCIAL MEDIA BEST PRACTICE

3. Social media best practice

3.1 Going beyond broadcast

Engagement is about quality rather than quantity

There's more to social media than just getting people to like you on Facebook. Repeat visits and regular sharing between Facebook fans demonstrate more engagement than a high number of fans who leave one post and never come back. Starbucks and Coke are prime examples of mass-scale groups with a low level of engagement, with around 0.1% of users being classed as 'engaged'.

Why interact with us?

You need to offer people something of value. This could be anything from news, to content showing life on board a ship, or useful tools for potential recruits. Key to success is creating content your users will want to share. What you offer should be determined by the mood and activity of the community you're entering.

3. Social media best practice

3.2 Creating engagement

10 steps to engagement

1. Listen
2. Monitor & learn
3. Understand
4. Think about where social media can have an impact
5. Pick your goals
6. Engage
7. Interact
8. Create loyalty
9. Measure, react & respond
10. Understand the value (numbers of interactions vs quality of interactions)

Creative tips for engagement

- » Create things people want to talk about
- » Be there when people want to talk to you e.g. questions, comments, stories
- » Provide content that people can share
- » Imagery and videos are naturally more shareable than text (on Facebook, videos are shared 12 times more than links and text posts combined, while photos are liked twice as much as text-only updates)
- » Be useful
- » Use signposting to make it easy to find things quickly
- » Integrate campaigns and use consistent messaging
- » Use the Royal Navy brand identity consistently, but tailor the content to your audience

Practical tips for engagement

- » Make sure everything is easy to share so people can let others know about stuff they like - use buttons to share/like on Facebook, Twitter etc.
- » Join up the SEO strategy and treat social media as an extension of this
- » Always highlight that we're social - by integrating online and offline channels with links to all our social media activity

3. Social media best practice

3.3 Measuring success

There are hard and soft measures of success. Hard metrics include standard web metrics such as:

- » Visits and referrals
- » Search volume terms
- » Analysis of stats to make procedures more effective
- » Numbers of followers, fans, friends

As our aim is to develop ongoing dialogue and relationships, we should also look at softer measures:

- » Content submissions - posts, articles, videos, comments
- » Social mentions and brand sentiment - both positive and negative

3. Social media best practice

3.4 Planning

A little thought early on will go a long way. Before creating a new account, consider these tips:

Resource appropriately

- » One of the fastest ways to lose credibility online is to start a social media account and then stop posting after a few months. This gives a negative impression to users, especially if they have commented on, subscribed to, or liked your page
- » When you create a new account, make sure you have the technical and staff resources to continue supporting the project
- » Create a content plan. Making a list of topics and areas of interest to your users will help you keep the conversation going and build an audience
- » Review your content plan regularly. While we hope the users will post, it's your responsibility as the account owner to lead the way with content
- » Think about all the types of resource you'll need. Can you use internal resources or will you need external support?
- » Does it need 24-hour community management, and when are the peak times?
- » Do your community managers need any special training e.g. in tone of voice, or how to respond to common questions or negative comments?
- » Think about how long you'll need the account. Is it a permanent part of your communications strategy? Or is it to support a short campaign?
- » Remember that if you're creating a page or site as a temporary activity you need to plan what you'll do with the community afterwards. Avoid leaving sites or pages dormant with no resource behind them. Instead, plan how you could migrate that community to a permanent platform
- » Be sensitive to the contributions people make. Aim to give back as much as they put in, and review your resource requirements accordingly

3. Social media best practice

3.5 Establish your tone

While social media is an informal medium, you are still acting as an ambassador for the Royal Navy:

- » Be sensitive to people's expectations. Acknowledge their right to voice an opinion and avoid imposing opinions/beliefs/values on them. Remember, social media is about connecting with people and creating dialogue
 - » Always be fair, accurate, friendly and transparent. Participate in the same way that you would in other media or public forums, such as a conference or seminar
 - » Ask open questions to create dialogue. At the end of a post, ask the question: 'What do you think?'
 - » Be aware of your followers. Make an effort to understand why someone has liked your Facebook page or why someone is following you. All social networking sites allow private messaging, so use this if you want to discuss questions with someone in more detail
 - » Try to avoid being drawn into debates about policy, specific operations, or any area beyond your own expertise (refer to 2014 DIN 03-24 Contacting the media and communicating in public). This may start a negative dialogue, and allow detractors to add fuel to the fire by making false claims that can become hard to address. The best way to deal with such scenarios is through a private channel e.g. direct message or email
- » Refer to our Tone of Voice guidelines which can be obtained from the Royal Navy Digital Team at: **NAVYMEDIACOMMS-DIGITALMAILBOX@MOD.UK**

3. Social media best practice

3.6 Know the rules of engagement

Like any other social environment, there are rules, customs and protocols involved in social networks. And when you're representing the Royal Navy in these spaces, it's important that you follow our own rules and guidelines too.

- » When posting comments about the Royal Navy, identify yourself as a member of the Royal Navy - don't pretend to be an unrelated party
- » If you are posting your own personal opinion, post as yourself, not as a representative of the Royal Navy
- » Never allow any third party to use the Royal Navy brand on any social media platform without obtaining legal permission to do so. For more advice please contact the Royal Navy Digital Team at: **NAVYMEDIACOMMS-DIGITALMAILBOX@MOD.UK**
- » Build relationships by talking to people who follow you or link from your posts
- » Respond to questions that relate to your area of responsibility/expertise. If you don't know the answer, ask someone who does; never guess
- » Tell the truth, and if you find you've made a mistake, apologise and post a correction. Don't try to cover your tracks as you will probably be found out, and this harms trust. People will forgive you for mistakes if you take responsibility and promptly correct them
- » Respect copyrights and other intellectual property, fair use and disclosure laws. If you are in doubt, ask the Royal Navy Digital Team at: **NAVYMEDIACOMMS-DIGITALMAILBOX@MOD.UK**
- » Any discussion of ongoing legal proceedings may be in contempt of court and will be deleted. Take a look at **ROYALNAVY.MOD.UK/FACEBOOK-HOUSE-RULES** for more details
- » Never share confidential or sensitive information. This includes, but is not limited to, operational information (such as ship or submarine movements), policy, strategy, or any contact information relating to individuals
- » Never disclose your own personal information

3. Social media best practice

3.7 Linking strategy

Social media success relies on engaging with users on the sites they visit, in their conversations, and on other social media sites. As an overarching aim to help people understand more about the Royal Navy, and engage with us:

- » Always drive traffic to central locations i.e. our website. Let's be a content leader, not a link sharer
- » Promote our other social media accounts - e.g. ensure that our Facebook fans are encouraged to subscribe to us on YouTube and vice versa
- » Always highlight that we're social - integrate online and offline channels with links to all our social media activity

3. Social media best practice

3.8 Know what to do if it goes wrong

It would be naive to expect followers to only post positive comments on Facebook or Twitter. In fact, a healthy organisation deals constructively with criticism. So having a defined procedure for dealing with negative comments will help you address issues quickly and efficiently.

Try to deal with criticisms in a professional and appropriate manner by following these steps:

- » Don't delete criticisms as this can look like you're ignoring them or trying to cover them up
- » Don't take the criticism personally
- » Don't respond immediately if the comment has triggered your emotions, but do reply within 24 hours, if possible
- » Avoid making comments that are likely to inflame the situation
- » Warn detractors that further negative comments may result in a ban (if the comments that they have posted infringe our House Rules)
- » Supply any relevant information that might address any misconceptions, or link to the appropriate information on our website

These situations can be turned into positive ones (if handled in an appropriate way). They give us the opportunity to show we're listening and that we're a transparent organisation which is willing to engage.

3. Social media best practice

3.9 Press enquiries

If your opinion, review, endorsement or testimonial generates media coverage of any kind, positive or negative, whether from online (news engines, bloggers) or mainstream (newspapers, magazines) media, please make sure you share this with the Royal Navy digital team.

3. Social media best practice

3.10 Brand imagery

Photography is a powerful way to communicate. The right image can speak volumes. When selecting photographs for Royal Navy social media channels, especially header images, it must always be clear that they come from the Navy. These images need to be meaningful, relevant and tell a story, without the need for any supporting copy.



H.M.S. MONTROSE



ROYAL NAVY ON TWITTER

4. Royal Navy on Twitter

4.1 Overview

Sometimes referred to as microblogging, Twitter enables users to post messages of up to 140 characters, known as 'tweets'. These can include status updates, interesting links, questions, pictures, and comments on virtual and real-world events.

It's an effective way to communicate with people who are already interested in or affiliated with the Royal Navy, as well as a wider audience.

While Twitter users have individual profile pages on the Twitter site, it's better to think of it as a messaging service, rather than a site like Facebook.

This is because many people use Twitter via applications such as TweetDeck (owned by Twitter) or third party desktop and mobile apps to get a stream of content, which means they may never actually visit a profile page.

As with any messaging service, there's a wide range of types of conversation and content on Twitter. You should follow our general communication protocol, but keep in mind the techniques specific to Twitter to get the best out of the platform.

4. Royal Navy on Twitter

4.2 Twitter communication

Twitter users can follow other users. This means they'll then see all tweets posted by the accounts they're following.

Follow accounts that post relevant and interesting tweets, both for you and your audience. The accounts you follow can be a good source of content that you may choose to pass on to your followers by 're-tweeting'.

Twitter communication for large organisations like ours falls into two distinct categories: broadcast (one to many) and conversation (one to one).

It's important to think about the purpose of your Twitter account, and how you want to use it. Will you engage with users in two-way conversations? Or will you just provide one-way updates to your followers? Whichever you choose, it's important to be consistent and make sure your followers know the purpose of the account - and what they can expect from it.

4. Royal Navy on Twitter

4.3 The basics

Communication between Twitter users takes place both publicly (with standard tweets or replies) or privately (by direct message or 'DM').

Twitter comes with its own lexicon, and terms are often used as abbreviations or acronyms. Some have specific effects on a tweet. Here's a quick guide to some of these terms:

A tweet: a 140-character message, which can include links and references to other Twitter users as well as hashtags.

Handle:

Username on Twitter often prefaced with @symbol e.g. '@RoyalNavy'. A Twitter handle also forms part of the unique URL for your Twitter profile page e.g. <https://Twitter.com/RoyalNavy>.

Mention:

An @ prefaces a user's handle and indicates that the tweet is directed at that user e.g. 'Final score 30-17 to @BritishArmy Great game played by both teams!'. Any user whose handle is mentioned in a tweet will (depending on their notification settings) receive an additional message letting them know that they have been mentioned. Multiple users can be mentioned in a single tweet.

Retweet (RT):

Placed at the start of a tweet indicating that you are recirculating someone else's tweet. Think of this as similar to forwarding an email. The retweet should also include the handle of the user who originally posted the tweet.

Direct message (DM):

Increasingly just referred to as a message, this is a tweet sent privately to another user. You can create these by putting a D before the tweet, followed by the recipient's username e.g. 'D @RoyalNavy'.

Hashtags (#tag):

These are tags added to tweets that allow them to be grouped by topic or searched for. Multiple tags can be added to a tweet. Hashtags allow users to follow specific conversations they're interested in e.g. #RNASCuldrose #QECarriers #LifeWithoutLimits

URL shortening:

As URLs in tweets count towards the 140-character limit, you can use URL shortening services to convert URLs to a much shorter format. Twitter now offers this service as default through the <http://t.co> service. There are also third party services, some of which offer additional features such as tracking and analytics.

4. Royal Navy on Twitter

4.4 Elements of a successful Twitter channel

Content

- » Engage – don't just tweet; ensure that you follow, retweet and respond to people tweeting you
- » Tweet a variety of mediums – links to images and videos and websites, as well as text updates
- » Ensure that you tweet at least once a day
- » Keep your volume relevant. Bombarding your audience with a torrent of tweets will lose followers. Equally, tweeting regularly is a must to keep your followers interested. It's important not to just tweet for the sake of it – always post interesting content that's relevant to your audience
- » Ask for specific actions rather than open-ended questions e.g. 'What are you doing?'
- » Follow people whose content you may want to RT e.g. other military organisations, or organisations who are associate with fitness, adventure or sailing
- » Add hashtags so you can track conversations and subjects
- » Don't auto follow – only follow relevant users back, because this could mean you'll have a feed full of tweets not relevant to you
- » Don't try to attract followers unless your tweets will be relevant to them
- » Don't retweet your own tweets
- » Be honest; never try to deceive your followers
- » Twitter is instant but permanent, so think about your timing
- » Respond to direct messages as soon as possible
- » Don't automatically respond, thanking users for following you is considered spam
- » Don't misuse hashtags. Tagging your posts with popular trending hashtags (if not relevant) is considered very bad practice

- » Use our tone of voice when tweeting
- » Monitor what people are saying about you. Tools such as Sprout Social and Radian6 can help you to understand how your organisation and tweets are being perceived
- » Promote your Twitter feed – don't just expect people to find you

Profile picture

The profile picture should always be either the Royal Navy logo, the Royal Marines logo (insignia to be used for general Royal Marines pages; Fairbairn-Sykes Fighting Knife to be used for Royal Marines careers pages), or the badge of the appropriate unit. Logos, insignia and badges should never be modified, and must be displayed in line with the brand design guidelines (i.e. no additional border).

Note: Royal Navy logo and Royal Marines insignia can be obtained from the Royal Navy Digital Team at:

NAVYMEDIACOMMS-DIGITALMAILBOX@MOD.UK

Badges for each unit can also be found here. Please use these versions to ensure consistency across all our online property.

Biography

This area is used to describe the purpose of the feed. It's also a useful space to highlight response times (e.g. Recruitment: Answering your questions 9am - 9pm) and provide links to other Royal Navy or Royal Marines feeds that visitors may find useful.

4. Royal Navy on Twitter

4.4 Elements of a successful Twitter channel

Header image

Following an overhaul of Twitter's design layout in April 2014, the header image now spans the full width of the screen. This is an opportunity to add more brand personality to the page, or to use imagery that supports a current campaign.

General Royal Navy or Royal Marines pages should always use imagery that depicts our equipment or people, while the focus of imagery on recruitment channels should always be on people, with equipment being secondary. In the case of the Royal Marines, people should always be depicted in the context of action or adventure.

Links

It is important that all of our channels link to the main Royal Navy website, and also to other related Twitter channels.

Pinned Tweets

Following the Twitter redesign, it is now possible to pin tweets so that they'll remain at the top of your feed, and will be the first thing people see when visiting your page. This could be a useful facility during campaigns, or if you have an important announcement.

Twitter cards

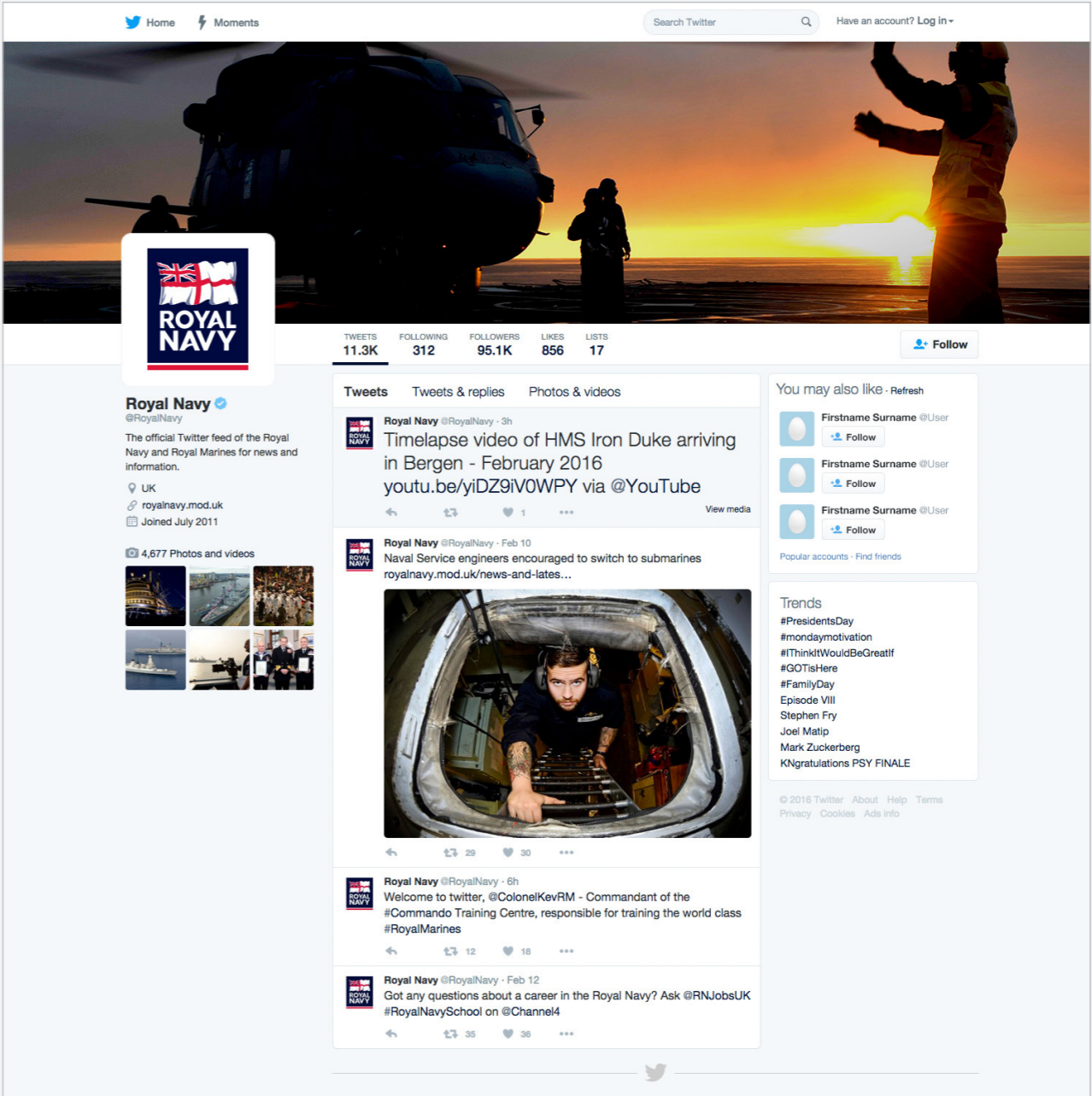
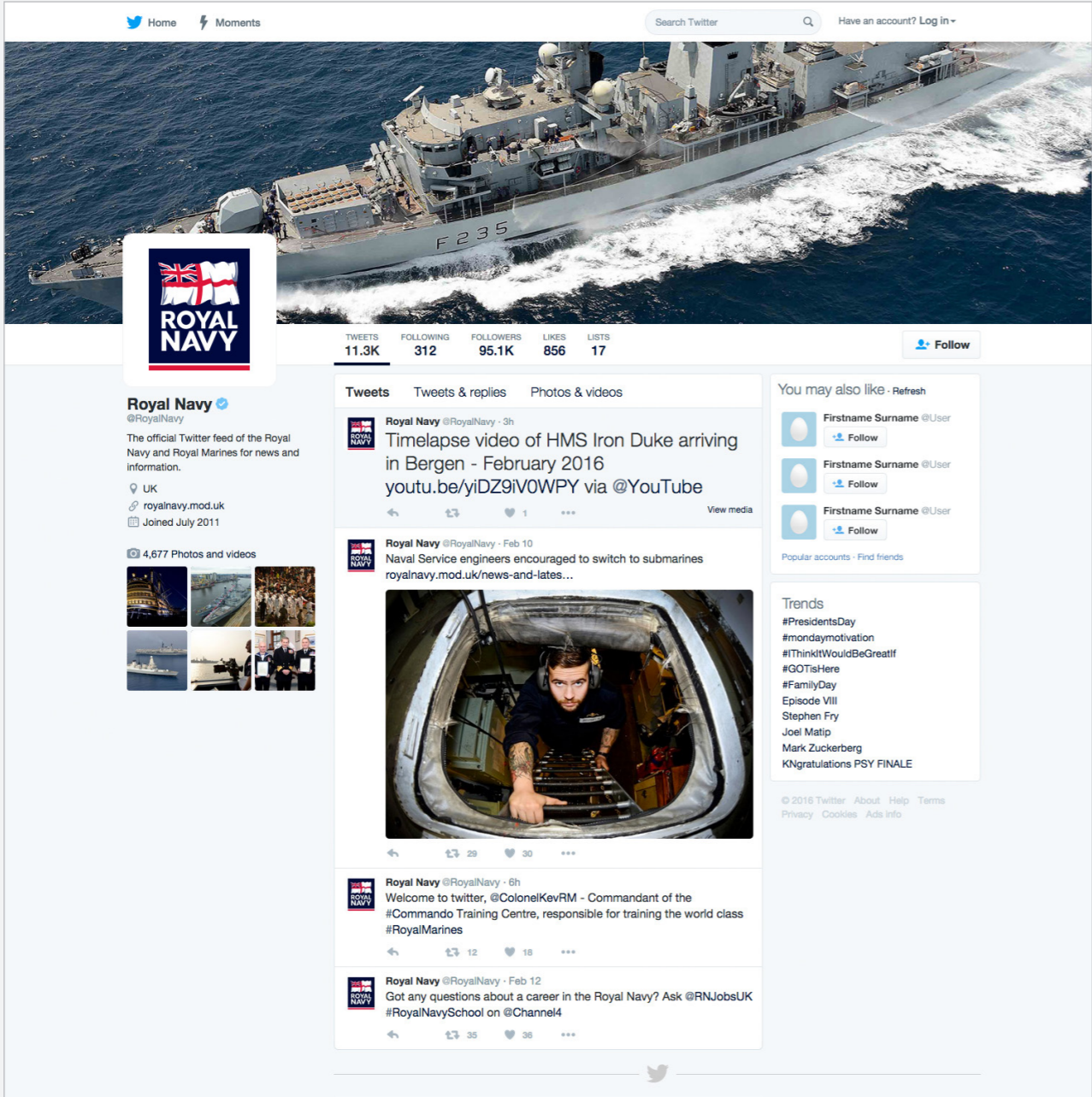
Twitter cards enable brands to include additional content about the items they are linking to in their tweets. Followers are more likely to engage with tweets that contain additional media. For example, tweets with photos get twice the response of text-only tweets. There are nine types of card currently available:

- » **Summary Card:** This pulls a title, description and thumbnail image of the URL that it links to
- » **Large Image Summary Card:** Similar to a Summary Card, but features a prominent image
- » **Photo Card:** A tweet-sized photo card
- » **Gallery Card:** Shows multiple photos
- » **App Card:** Gives access to content contained in an app, or allows users to download an app directly from the tweet
- » **Player Card:** Video/audio/media player
- » **Product Card:** Allows brands to show their products, includes two customisable fields which could be used for price, review or ratings
- » **Lead Generation Card:** A Card to drive lead generation for products or services
- » **Website Card:** A Card to promote websites and drive click through traffic

A few lines of HTML code must be added to the website that the card links to in order to populate them.

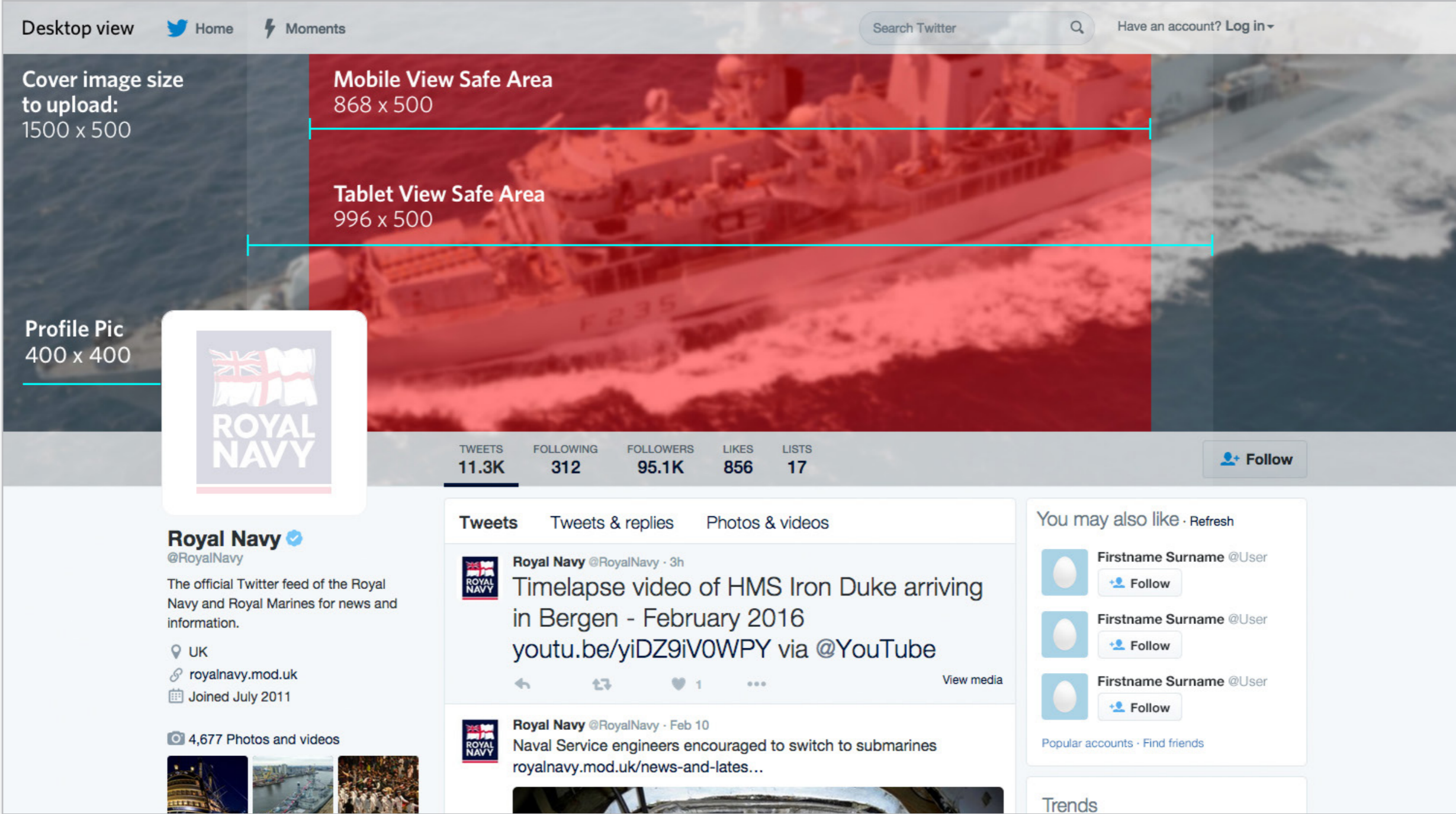
4. Royal Navy on Twitter

4.5 Examples of design



4. Royal Navy on Twitter

4.6 Twitter template





H.M.S. BULWARK

ROYAL NAVY ON FACEBOOK

5. Royal Navy on Facebook

5.1 Overview

Facebook is a great way to engage with people who are already associated with us, as well as reaching a wider audience. The core function of Facebook is posting content, which users can then 'like' or 'share'.

Content that users have 'liked' or 'shared' is then broadcast to their friends via their friends' newsfeeds. This organic process creates a ripple effect, driving popular content to a broader audience than the original fans.

Content should always be user-focused and relevant. It needs to have a purpose, even if it's as simple as giving our fans the opportunity to show what they like.

It needs to be engaging and socially driven, with users encouraged to comment and engage with us. Be aware that negative comments are broadly visible and will require a response in line with the engagement guidelines.

Facebook has introduced hashtags, to allow users to easily find related posts and content.

5. Royal Navy on Facebook

5.2 Creating Facebook pages

We have established several core channels for the Royal Navy and the Royal Marines, including general pages and careers pages.

Establishments must email Navy Media Comms for a social media application form before setting up their own Facebook page. Guidelines to consider:

Set your page type to 'Business' and tag it as 'Military Base'

Use your unit badge as the profile picture. Unit badges and social media application forms can be obtained from the Royal Navy Digital Team at:

NAVYMEDIACOMMS-DIGITALMAILBOX@MOD.UK

- » Choose a suitable cover image that reflects your unit – remember to gain permission from those pictured. You can update this as frequently as you wish, or to tie in with events or activities related to the unit.
- » Ensure that you populate the following elements of your profile: address and contact information; 'About' description; link to the Royal Navy website; and other Royal Navy social media channels; key unit events (timeline)
- » Make sure that you have clearly defined the purpose of your page, and have an audience in mind
- » Ensure that you update the page frequently (at least once a week, ideally once a day)
- » Be careful about how you deal with negative comments – see the 'Know what to do if it goes wrong' section of this document.

5. Royal Navy on Facebook

5.3 Elements of a successful Facebook page

Content

Ensure that you post a mix of content types. Video and images generally get more 'likes' and 'shares' than text updates and links.

Make sure that you post at the best time of day, and the best day of the week to reach your audience. You can use the Facebook Insights tool to determine when your audience are most likely to see and interact with the content that you post.

In order to keep the audience engaged, Facebook pages should be updated with new posts several times a week.

Cover art

Facebook cover art spans the full width of the page and is much like the newly designed header image on Twitter, so the same guidance applies.

General Royal Navy or Royal Marines pages should always use imagery that depicts our equipment or people, while the focus of imagery on recruitment channels should always be on people, with equipment being secondary. In the case of the Royal Marines, people should always be depicted in the context of action or adventure.

The cover image space can be updated as frequently as you wish, and is a great place to showcase latest events and campaigns.

Profile picture

The profile picture should always be either the Royal Navy logo, the Royal Marines logo (insignia to be used for general Royal Marines pages; Fairbairn-Sykes Fighting Knife to be used for Royal Marines careers pages), or the badge of the appropriate unit. Logos, insignia and badges should never be modified, and must be displayed in line with the brand design guidelines (i.e. no additional border).

Note: the Royal Navy logo and the Royal Marines insignia can be obtained from the Royal Navy Digital Team at: **NAVYMEDIACOMMS-DIGITALMAILBOX@MOD.UK** Please use these versions to ensure consistency.

'About' description

The first 170 characters from the 'About' description are pulled through on to the main timeline area - users can click on the 'About' tab to see the full text.

It is important that those initial 170 characters are used to outline the role of the page, and to highlight response times. A fuller description of who we are as an organisation should also be created in the About tab, but this won't be visible from the timeline.

In addition to contact information, the full About tab also contains a section called 'Also on'. This is a space in which to promote all of our channels across other social networks - this should always be populated so that we are promoting our other social activities.

5. Royal Navy on Facebook

5.3 Elements of a successful Facebook page

Key event timeline

Facebook profile pages are displayed as timelines, meaning that key events or milestones can be added and assigned to particular years.

Apps

Apps on Facebook can range from a simple static HTML page or a competition mechanism, through to far more complex interactive applications. Apps can use the Facebook API as well as external services to perform actions such as automatically posting content to your Timeline.

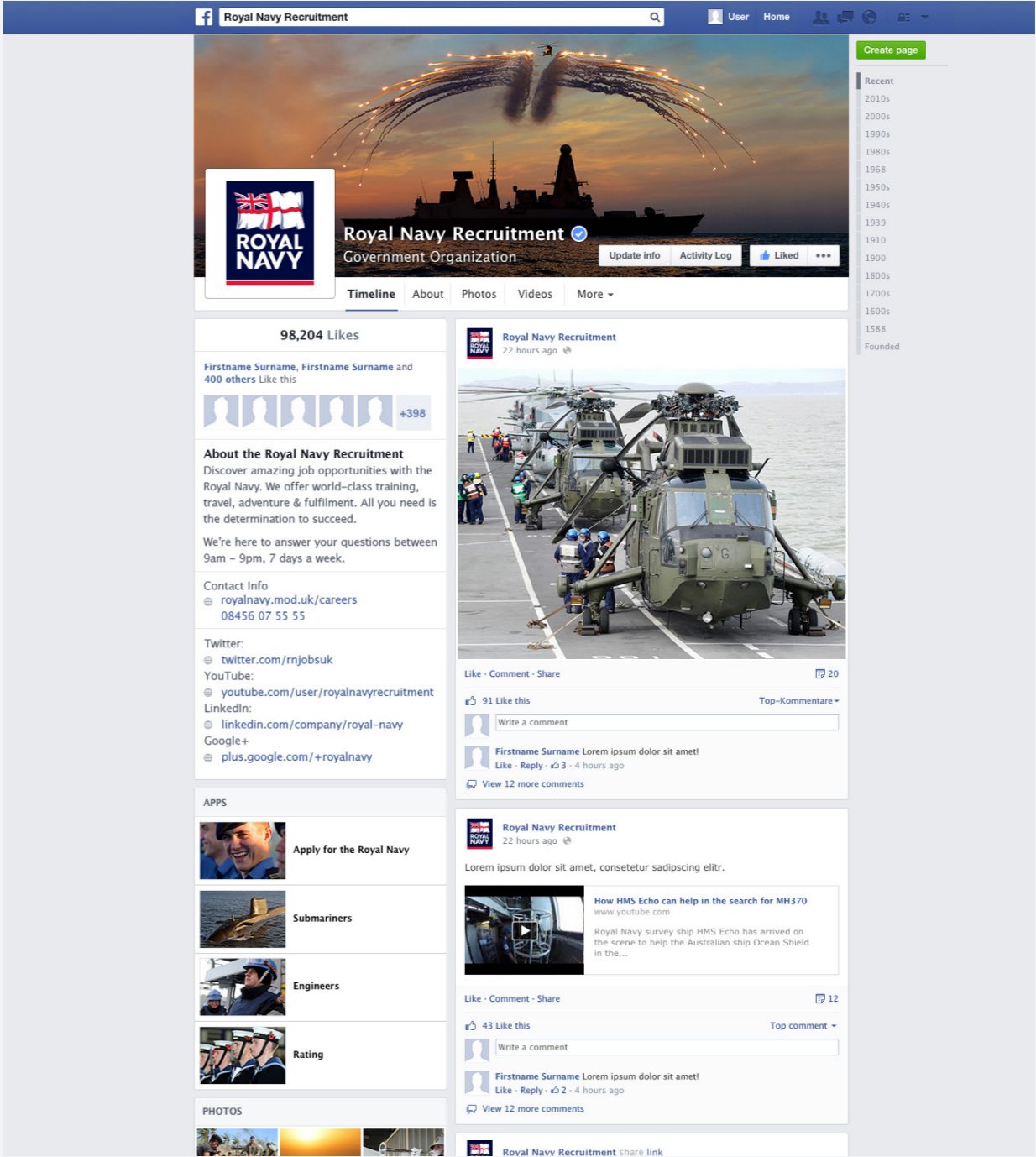
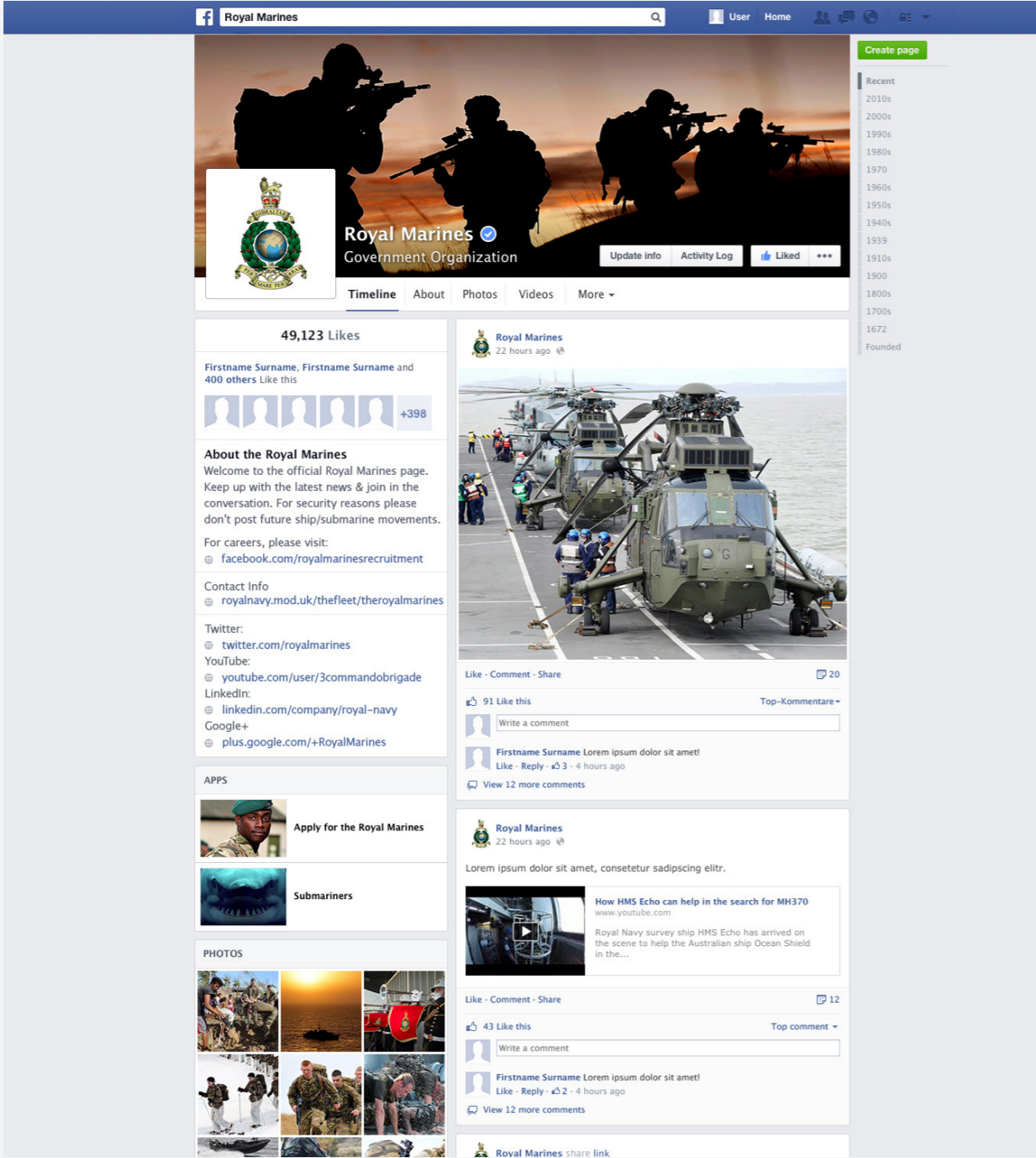
Four apps are shown on the brand profile page, and users can click to see all apps if you have more than four. The photo app is always on the profile page, but you can select which three of your apps you want to sit alongside it. Remember, it's unlikely that users will expand the apps section to see more, so you should think carefully about which apps you want to promote.

Pinning posts

As with Twitter, it is possible to 'pin' a specific post. Pinning a post means that it will be the top item on your timeline for seven days, after which it will return to the date when it was originally posted.

5. Royal Navy on Facebook

5.4 Examples of design



5. Royal Navy on Facebook

5.5 Facebook template



A large Royal Navy ship is silhouetted against a sunset sky. Above the ship, a helicopter is performing a flare drop, creating a wide, glowing arc of light in the sky. The ship's radar masts and various antennas are visible against the bright background.

ROYAL NAVY ON YOUTUBE

6. Royal Navy on YouTube

6.1 Overview

YouTube is a great platform for hosting videos, which can either be viewed on the YouTube site or embedded in other pages.

Users can post comments and videos in response to each video, and subscribe to your channel to be alerted when you upload new videos. You can also group your videos together into playlists.

You can link your Google+ and YouTube accounts, making it easy to simultaneously post a video to both places, and increasing the number of people who will see it.

Organisations also have the ability to customise their channels by updating the cover art at the top of the page. There is also space to include links to related websites and social media accounts in the bottom right hand corner of the cover art space.

YouTube is a much less social platform than Facebook or Twitter, but because it's efficient at hosting video, it often plays a supporting role to other social networks.

6. Royal Navy on YouTube

6.2 Elements of a successful YouTube channel

Content

YouTube recommends using a mixture of 'Hero', 'Hub, and 'Hygiene' content. The bulk of video content should be 'Hub', meaning content which is regularly updated, valuable content that will make users subscribe, like or follow. 'Hygiene' content ensures that you have videos on the channel which are the most compelling answers to questions your audience are asking is this is how you ensure you are discovered through search. 'Hero' content is larger pieces, which will be more time and budget intensive to create, but which truly inspire and entertain through storytelling. These could be linked to our recruitment campaigns, for example.

As video content requires more forward-planning than some other forms, we should set out a plan for our YouTube channels each quarter, ensuring that we are uploading a range of videos spanning different topics and of varying lengths - there is an appetite for both short, 'snackable' content, but also longer, more informative pieces.

Cover art

Much like Twitter and Facebook, there is a large image area at the top of the page, which automatically scales for different screen sizes.

Give users a 'Next' action

In many cases, we would like viewers to do something after they've finished watching one of our videos. This could be as simple as viewing another related

video, visiting our website, or applying for a Royal Navy role. There are three main ways to encourage viewers to take next steps:

- » **Annotating videos means that clickable text is overlaid on the video**
- » **In-video graphics takes this one step further, by making graphics (rather than text) the clickable element**
- » **End-cards can be created, which show at the end of a video and direct users to further videos or sources of information**

Channel description

This should explain the purpose of the channel, the kind of content that it contains and a 'pitch' encouraging users to subscribe. The maximum length for this text is 1,000 characters.

Playlists

This tab groups videos which fall under a similar topic, theme, or area of user interest. Users can opt to subscribe to a playlist, so they are alerted each time a new video is added. Make sure that the name of the playlist is intuitive to the user. For example, creating a playlist called 'Summer 2014', containing a range of videos shot during this time period doesn't necessarily give the user any information about the content. It would be better to create several playlists which accurately describe either the themes of the videos, the location at which they were shot, or the event which they depict.

6. Royal Navy on YouTube

6.2 Elements of a successful YouTube channel

Channel trailer

This is a video which is prominent on the 'Home' tab, and automatically plays when non-subscribers visit the channel. This is your most prominent video, and is designed to 'hook' users and make them want to subscribe. Make it powerful.

There is also a text area to the right hand side of the channel trailer which can be used to give further information, promote hashtags, or link to relevant pages. This space should be used to support key messages within the channel trailer.

Sections

These appear on the home tab, and group together different videos, playlists or both.

Tabs

There are five different tabs on a 'brand' channel page: Overview (home), Videos, Discussion, About and Custom. The Overview tab displays a brand trailer and the sections that have been created, while the Videos tab shows all of the video content that has been uploaded.

The Discussion tab is a community feature which allows users to comment on the channel in general. The About tab is a space to explain the purpose of the channel, and provide links to other related channels, websites or social media pages.

As the name suggests, the Custom tab can house any kind of content or functionality (from competitions and quizzes, to other interactive features),

although it is suggested that video is still prominent in this space, as this is what audiences expect when visiting a YouTube channel. The content displayed here can also be tailored depending on the user's location, via IP address identification.

Featured and related channels

The area on the right hand side of the channel page shows featured channels and related channels. Featured channels are other YouTube channels that the page owners choose to promote here, for example other Royal Navy or military channels. Related channels however, are automatically generated by YouTube based on channels with similar content.

It is possible to disable the related channels area, but doing so will mean that our channels will not appear in other organisations' related brands lists.

The guide

This is a column on the left hand side of the page which features links to all the channels the user has subscribed to, making it easy to navigate back to them in a single click.

Metadata

In order to make it easy for users to find relevant content, it's important to add a relevant title and keywords.

6. Royal Navy on YouTube

6.2 Elements of a successful YouTube channel

Tags

All videos on a channel should be tagged with a basic set of keywords (e.g. Royal Navy, HMS Raleigh etc.), and you should then add more tags to help users find the content. Tags can indicate the type of content (e.g. TV Campaign) or be relevant to the content itself (e.g. Adventure Training).

Description

This is a good place to put any other information relevant to the video, such as links to extra content or web pages. Note that YouTube only shows the first few sentences of the description when the video appears in other locations, so it needs to be concise and entice the audience to watch the video.

Thumbnails

You can pick a relevant thumbnail for videos you upload from a selection automatically generated by YouTube. Be sure to pick one that represents the video's content well.

Comments

It's important to be aware that users can post comments to both individual videos and the overall channel page. You can decide whether these comments appear automatically, or whether they need approval from the channel owner first. You can also choose to disable comments completely.

6. Royal Navy on YouTube

6.3 Example of design

YouTube GB

Upload Sign In

What to Watch

BEST OF YOUTUBE

- Popular on YouTube
- Music
- Sports
- Gaming
- Education
- Movies
- TV Shows
- Spotlight

Browse channels

Sign in now to see your channels and recommendations!

Sign In

Royal Navy 2,744 subscribers

Home Videos Playlists Channels About

How HMS Echo can help in the search for MH370
1,144 views 2 weeks ago

Royal Navy survey ship HMS Echo has arrived on the scene to help the Australian ship Ocean Shield in the hunt for the black box from the missing Malaysian airliner.

HMS Echo is using a special probe, lowered thousands of metres into the southern Indian Ocean to measure the conductivity (salinity), temperature and depth – all things which affect how the signal from the flight deck recorder transponder will travel through the water.

"One of the best ways we can help Ocean Shield is by telling them what is going on in the environment," said Lt Cdr Nick Townley, Echo's operations officer. "We're... [Read more](#)

Related channels on YouTube

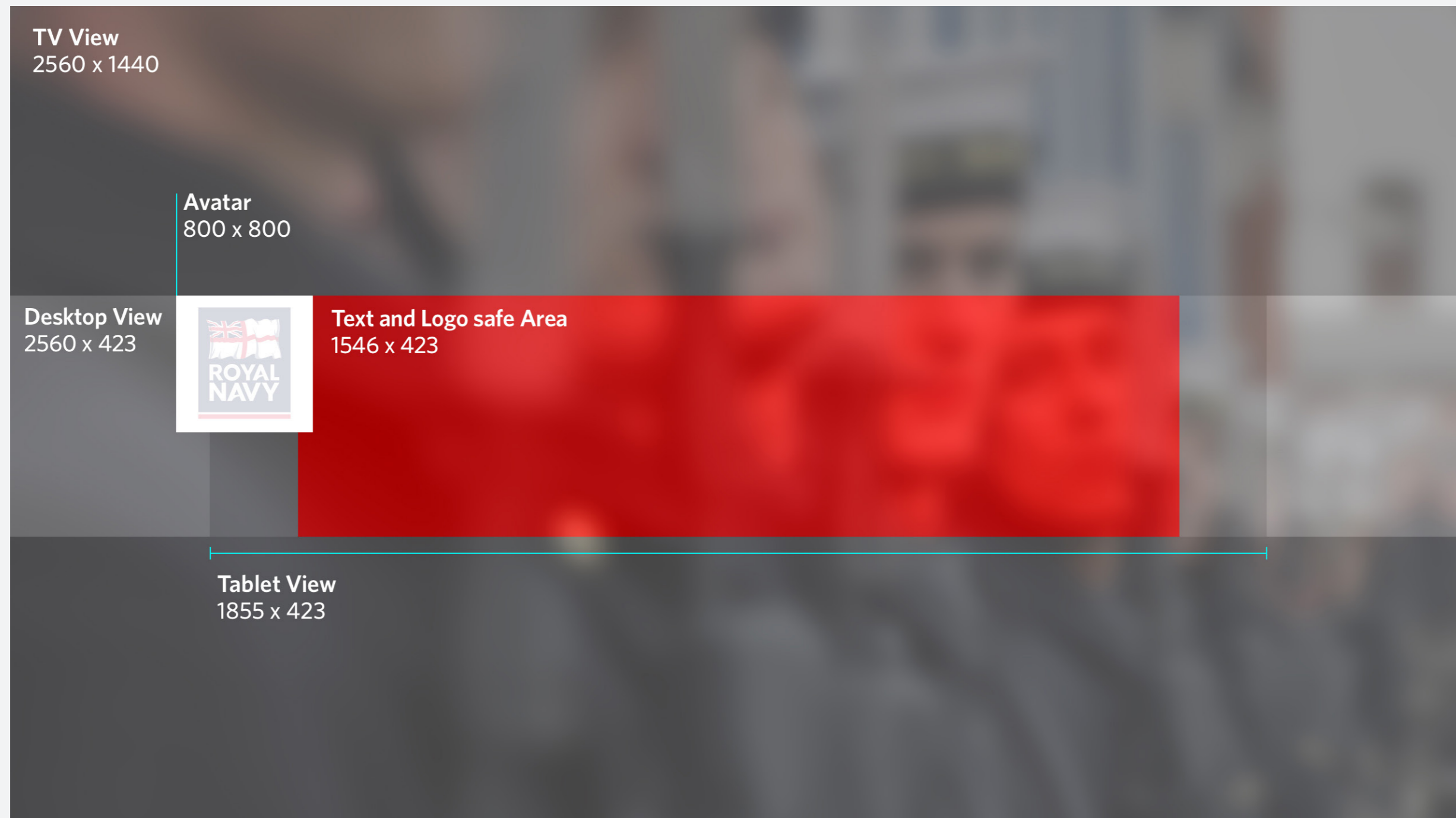
- Royal Navy Subscribe
- Royal Marines Subscribe
- Royal Marines Recruit... Subscribe
- TwoSixTV Subscribe
- SeaCadets Uk Subscribe

Uploads

- Royal Navy Air Engineer Officer 199 views 6 days ago
- Royal Navy's new 'Artisan' radar system 5,253 views 2 weeks ago
- How HMS Echo can help in the search for MH370 1,144 views 2 weeks ago
- Royal Navy Veteran Ted Wicks recounts his... 285 views 2 weeks ago
- Royal Navy Veteran John Garrard recounts his... 252 views 2 weeks ago
- HMS Echo: the and her role 521 views 3 weeks ago

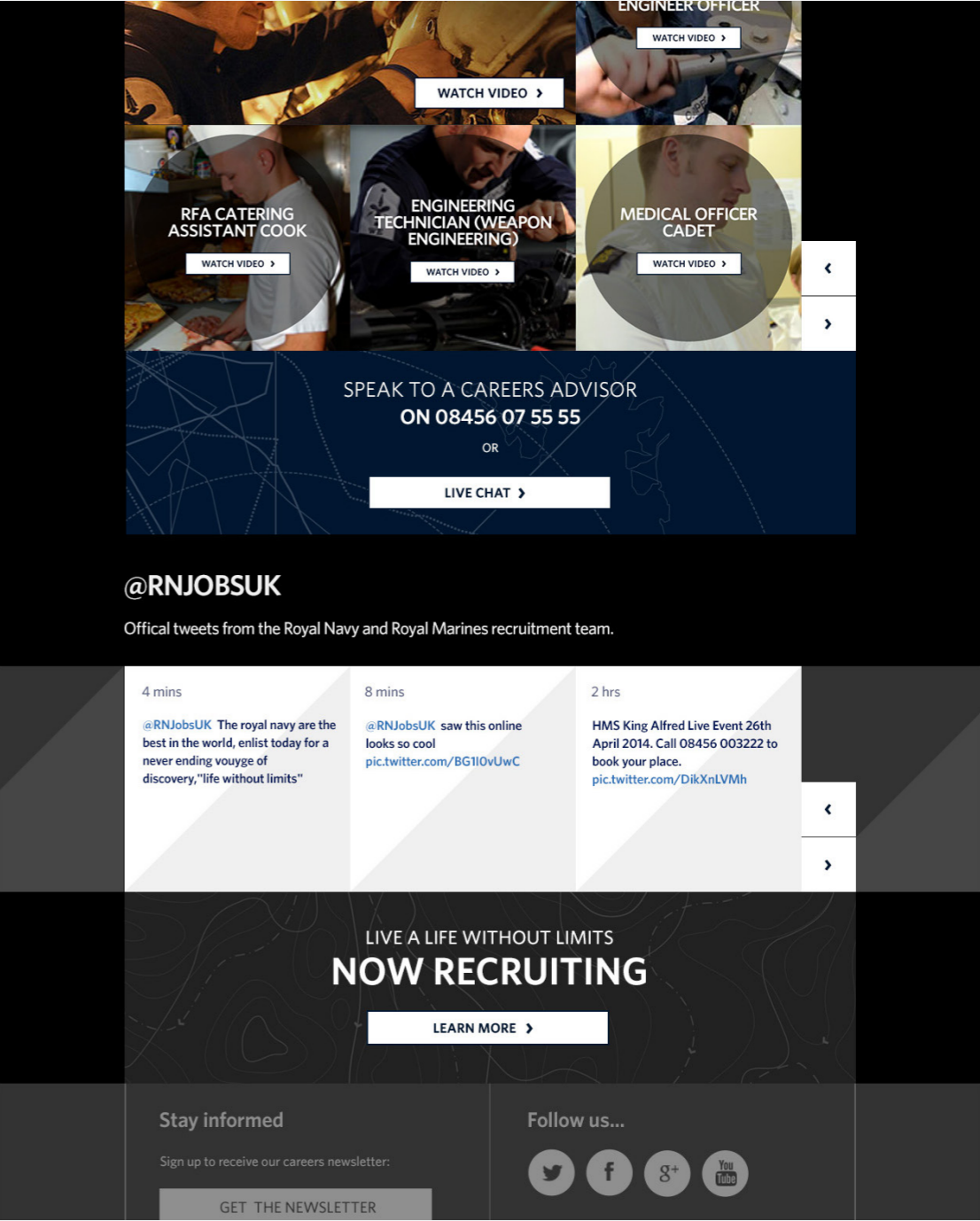
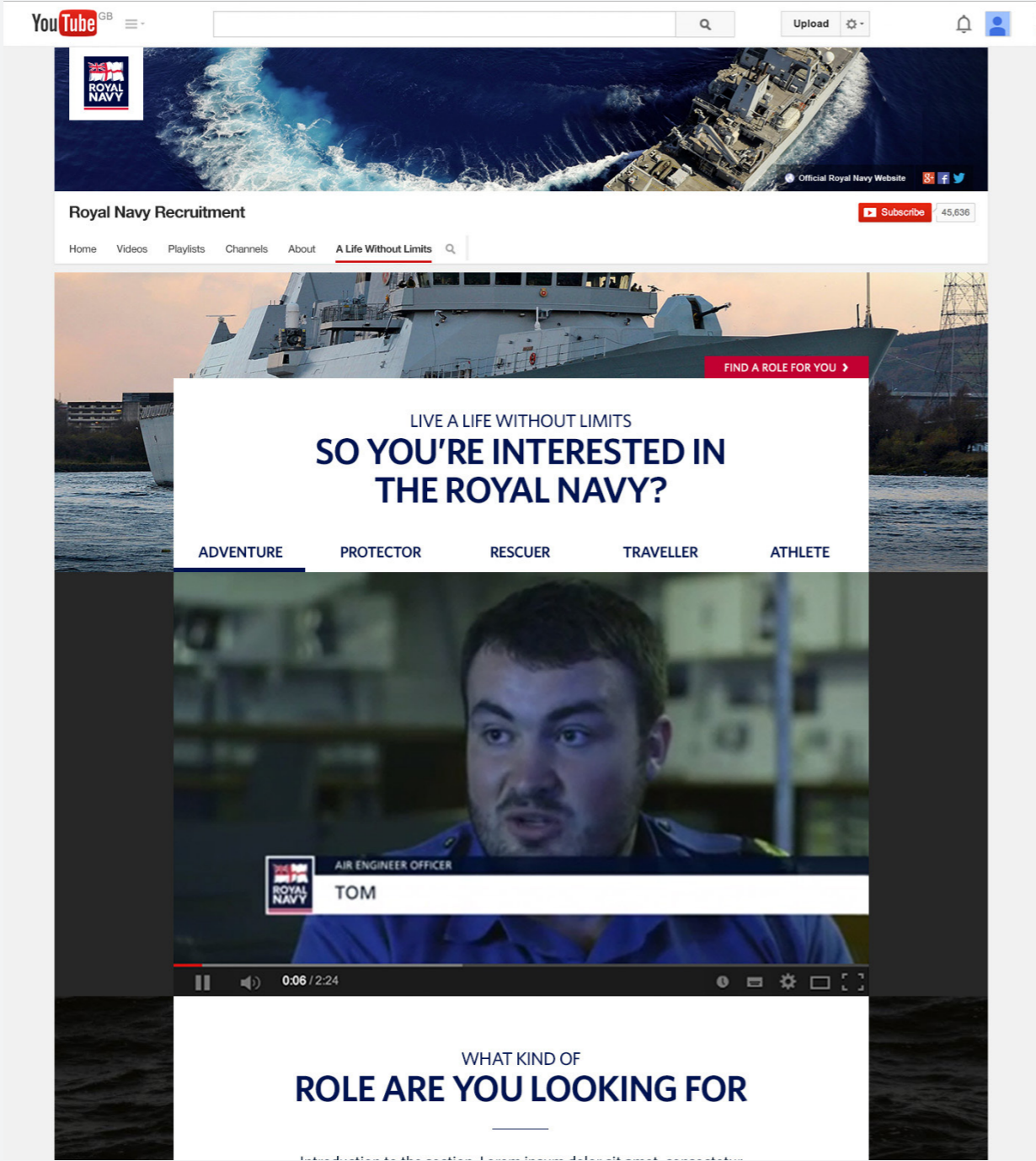
6. Royal Navy on YouTube

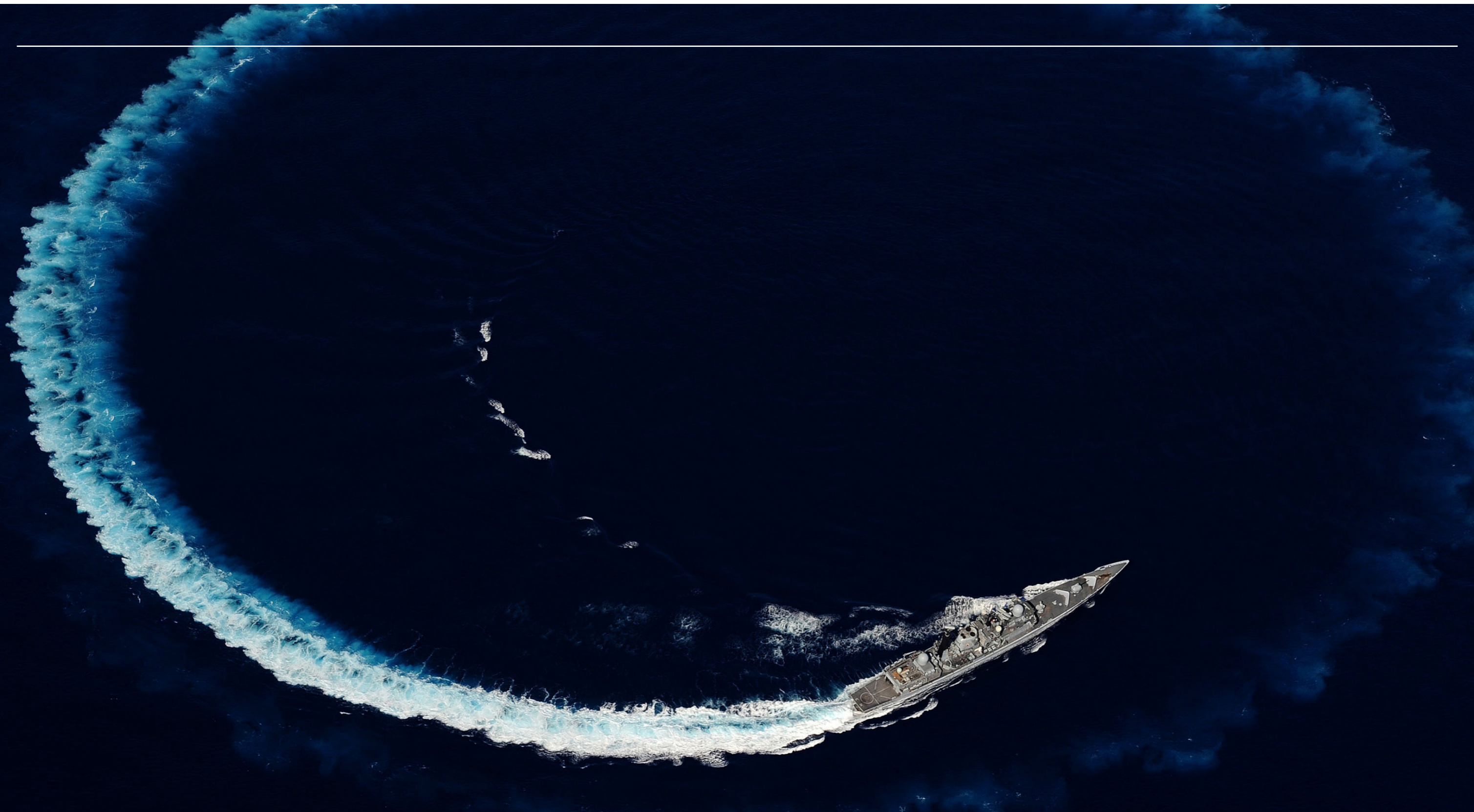
6.4 YouTube template



6. Royal Navy on YouTube

6.5 Personalised Royal Navy





ROYAL NAVY ON INSTAGRAM

7. Royal Navy on Instagram

7.1 Overview

Instagram is an online mobile photo-sharing, video-sharing, and social networking service. It enables its users to take pictures and videos, and share them either publicly or privately on the app, as well as through a variety of other social networking platforms, such as Facebook, Twitter, Tumblr, and Flickr.

Instagram labels itself as a simple app that inspires creativity while capturing everyday moments through the lens of your mobile phone. Specifically, users can enhance their images with digital filters, plus a whole host of other adjustment features, from cropping and contrast, to saturation and shadows.

Originally, a distinctive feature was confining photos to a square format (similar to Kodak Instamatic or Polaroid images), in contrast to the 4:3 aspect ratio typically used by mobile device cameras. The later releases of the app enable users to post photos captured in any aspect ratio, as well as record videos (with a maximum duration of 15 seconds).

Instagram is principally intended to be a two-way medium. Users will expect to engage with us directly through posting comments and liking content.

7. Royal Navy on Instagram

7.2 Elements of a successful Instagram profile

Content

Make sure you post captions with your picture uploads. Include key information that sets the scene and enables our audience to gain a greater understanding of the situation pictured. Hashtags are also relevant here to make content searchable and reach new audiences. Do not post hyperlinks in picture captions as these are only clickable from the profile bio.

Profile picture

Like the other main social channels, Instagram has a dedicated area for a profile picture. Similar guidance to Twitter and Facebook applies. Always keep the profile picture as the relevant logo or insignia, ensuring you use an approved version with no added borders.

Tagline

Keep this short. The character limit is 150, but Instagram recommends keeping this under 50 for ease of reading. Include the relevant page URL; in campaign periods, it should link to the campaign page of the website (if appropriate).

Feed

The stream section displays posts in chronological order. Similar to Facebook, it contains videos and picture posts. Users' comments appear under each post. Posting a variety of content to the stream will keep the page interesting for users.

Checking-in

When you post a photo you can check into the location it was taken. Your photo map lets you showcase where you've taken your photos, or explore where others have taken theirs.

7. Royal Navy on Instagram

7.3 Instagram recommendations

Photo design recommendations

Image ratio: 1:1

Image size: 1080 x 1080 pixels

Photo technical requirements

Image ratio: 1.9:1 to 1:1

Minimum resolution: 600 x 315 pixels
(1.9:1 landscape)/600 x 600 pixels (square)

Video design recommendations

Aspect ratio: 1:1

File type: .mp4 container ideally with leading mov atom, no edit lists

Video: H.264 video compression, high-profile preferred, square pixels,
fixed frame rate, progressive scan

Audio: Stereo AAC audio compression, 128 kbps+ preferred

Video technical requirements

Video aspect ratio: 1.9:1 to 1:1

Minimum resolution: 600 x 315 pixels
(1.9:1 landscape)/600 x 600 pixels (square)

Minimum length: 2.5 seconds

Maximum length: 60 seconds

File type: .mp4

Supported video codecs: H.264, VP8

Supported audio codecs: AAC, Vorbis

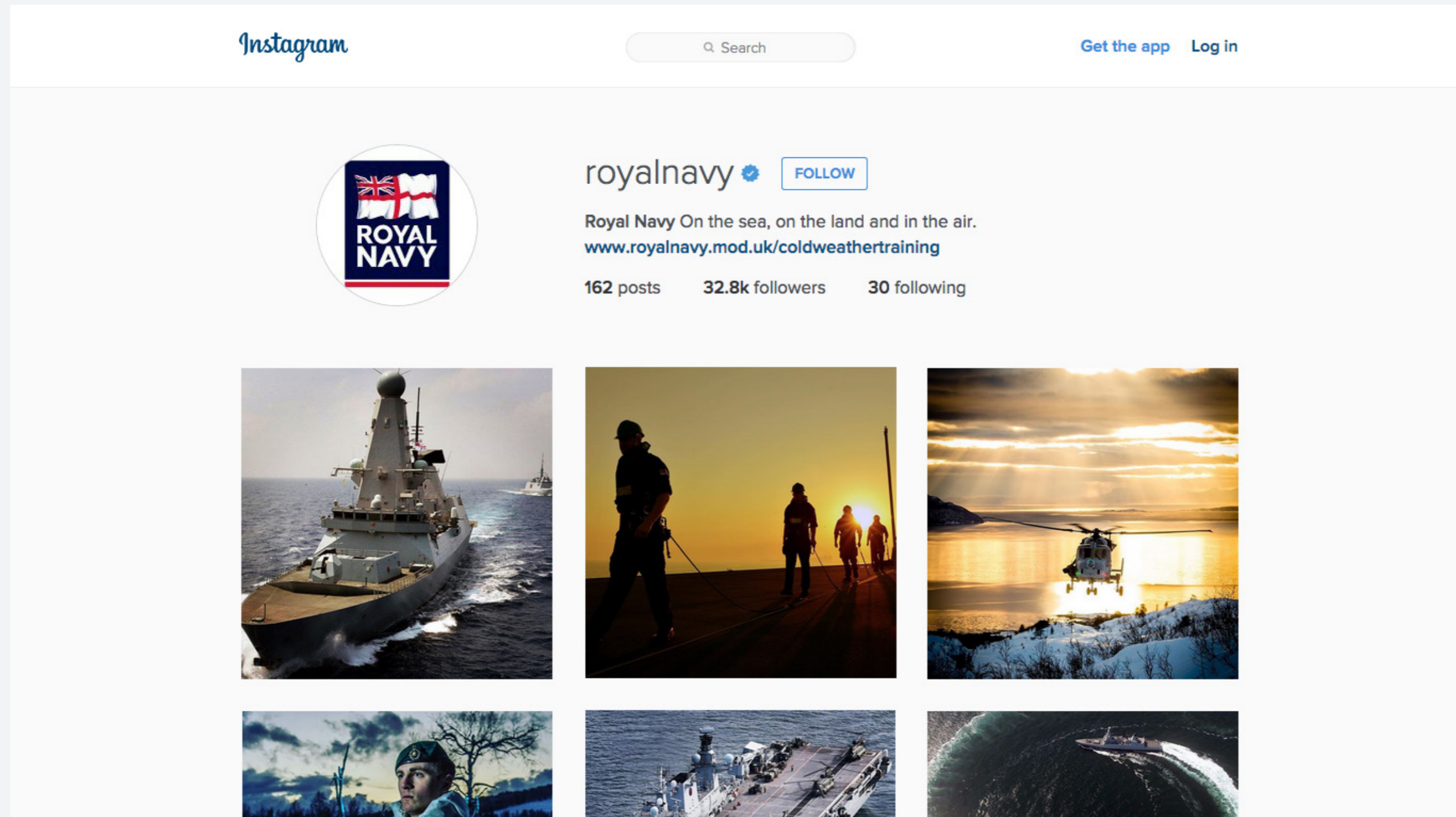
Maximum size: 1.75 GB

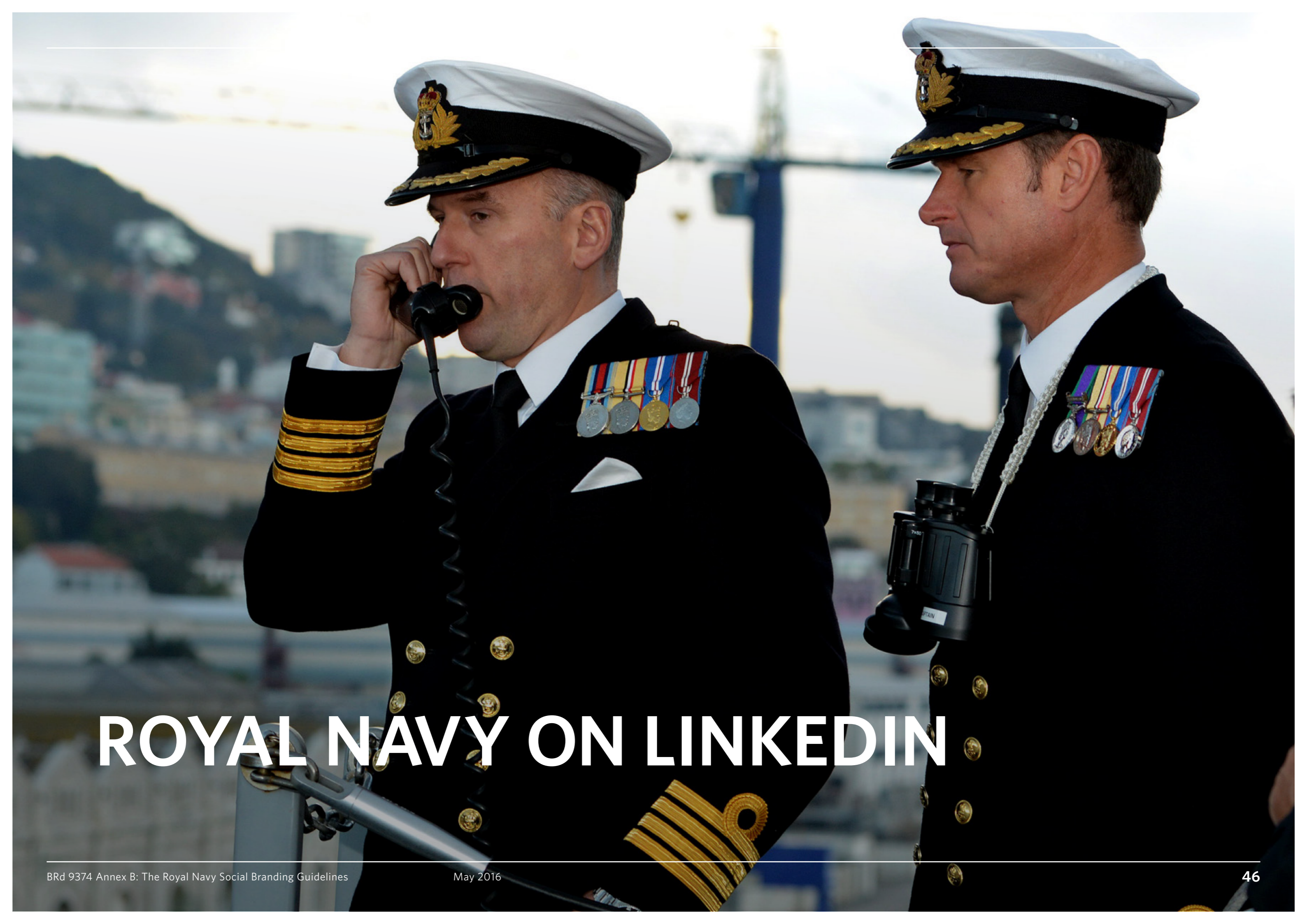
Frame rate: 30 fps max.

Bit rate: No limit to bit rate file if you're using two-pass encoding,
as long as your file doesn't exceed 1 GB. Otherwise, 8 megabits
per second for 1080p and 4 megabits per second for 720p.

7. Royal Navy on Instagram

7.4 Instagram example





ROYAL NAVY ON LINKEDIN

8. Royal Navy on LinkedIn

8.1 Overview

LinkedIn is a professional social network, and as such has a different user demographic to channels such as Facebook or Twitter. With more than 225 million users worldwide, LinkedIn is a platform that is very useful for recruitment, as well as promoting products and services.

The LinkedIn page design for business and organisations features a cover image, much like Twitter and Facebook. This is a prime space for promoting new products or events.

Like other social media platforms, LinkedIn allows companies to post updates which appear both on the company page itself, and also on the newsfeeds of people who follow the company.

A LinkedIn 'company' page consists of three editable tabs: Home, Products & Services, and Careers. Users looking at the page can see a fourth tab called Insights, which shows them how they are connected to employees of the company, and which companies other users also viewed.

The Home tab contains latest posts, as well as showing the comments and number of likes each post has received.

As we don't have 'Products & Services' to sell, this tab is currently disabled on the Royal Navy LinkedIn page.

8. Royal Navy on LinkedIn

8.2 LinkedIn best practice

The core purpose of LinkedIn for us is as a recruitment tool. As a professional network, it is especially useful for reaching graduates or potential reservists.

As LinkedIn users are busy professionals, it's important that the updates we post are informative and useful. One of the best features of LinkedIn, is the ability to segment followers (for example by their job title, the industry they work in, the size of the company they work for or their geographical location), and post tailored updates to specific groups of people. Using this feature will allow us to post content that our followers will be interested in.

To maintain interest, we should post different types of content, from articles, to blog posts to videos. While most LinkedIn users will want to receive information rather than actively participate, it is still worth soliciting engagement by asking users to share their thoughts or experiences on some of our posts.

Consider the time of day that you post, as our audience are most likely to see updates sent during office hours. It's important to keep the audience engaged by posting regularly; 5-10 updates a week is a good number.

8. Royal Navy on LinkedIn

8.3 Example of design

The screenshot displays the LinkedIn profile for the Royal Navy. At the top, the LinkedIn navigation bar is visible with the search bar and navigation icons. The profile header includes the Royal Navy logo, the name "Royal Navy", and a "Follow" button next to "17,299 followers". Below the header, there are tabs for "Home" and "Careers".

The main content area features a large image of three Royal Navy officers in uniform. Below the image is a text block: "The current role of the Royal Navy (RN) is to protect British interests at home and abroad, executing the foreign and defence policies of Her Majesty's Government through the exercise of military... [see more](#)".

Underneath is the "Recent Updates" section, featuring a post from the Royal Navy: "By joining us, you'll get to travel the world & enjoy amazing experiences! vine.co/v/MMKtIP0n71z Find out more at bit.ly/navyJob". The post includes a small image of a person on a ship and the text: "By joining us, you'll get to travel the world & enjoy amazing... vine.co · Vine is the best way to see and share life in motion. Create short, beautiful, looping videos in a simple and fun way for your friends and family to see." The post has 14 likes, 7 comments, and was shared 1 month ago.

On the right side, the "How You're Connected" section shows 7 first-degree connections, 95 second-degree connections, and 9,738 employees on LinkedIn. Below this is the "Careers" section, which includes a "Learn more" link and a "Interested in Royal Navy?" section with a "Learn more" link and "14 jobs posted".

At the bottom right, there is a recommendation for "Owen" to keep up with relevant opportunities at the Royal Navy, accompanied by a small image of Owen and the Royal Navy logo.

8. Royal Navy on LinkedIn

8.4 LinkedIn template

