

Social media training for member networks

Finding and planning content

Social Media



We will cover

- Finding, planning and developing content for Twitter, Facebook and LinkedIn
- What works?
- Finding your voice
- Staying present
- Tips and tricks



How do you find relevant content?

- What subjects are of interest to your community?
- Is there somewhere you can find all the information you need?
 - Website (e.g. [NobelPrize.org](https://www.nobelprize.org))
 - Media channel (e.g. BBC, CNN, Irish Times)
 - Publishers (e.g. advance [RSC articles](#), or ASAP [ACS articles](#))
- Are there relevant hashtags you can follow?
 - Look at daily trends (e.g. [#OnThisDay](#), [#FridayFluorescence](#))
 - Popular hashtags (e.g. [#RealTimeChem](#), [#IYPT2019](#))
 - Specific hashtags for your audience (e.g. [#AcademicTwitter](#), [#Spectroscopy](#))

Planning your content

- Consider your target audience
- Keep your message clear and concise
- Consider and include relevant hashtags
- Tag relevant people or accounts
- Use relevant images, GIFs, videos
- Give a website link (shorten your link using bit.ly or tinyurl.com)



Short links with bit.ly can be personalised and tracked – great to see if people are visiting your site from Twitter, Facebook or LinkedIn!

Planning your content: Target audience

Is this message for your members or members of the public?

- Consider if you need to use jargon
- Will you use specialised hashtags or can you tie in with something more general (e.g. [#ClimateChange](#), [#WorldAIDSDay](#))?

Who is this event for? Consider the [demographics of social media use](#):

- Facebook is great for reaching an older audience
- LinkedIn works best for contacting professional audiences
- Different countries use social media differently – if you want to reach members in India you should promote your event on Facebook!

Planning your content: Tone of voice

- **Keep it simple:** keep the text clear, concise and inclusive
- Do not talk **at** people, but rather **to** them
- Use emojis on Twitter and Facebook to tone down the message
- Add your personality to the text – allow your online identity to be clear and consistent



You can
showcase
your identity
through your
bio as well!

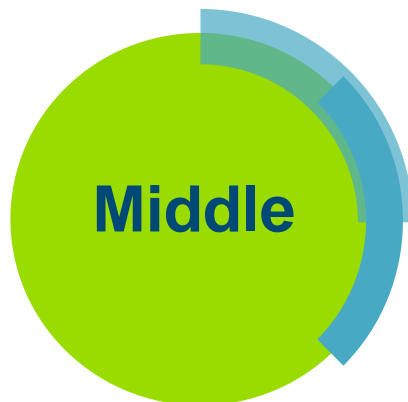
Developing content

Break down your content to make it more engaging



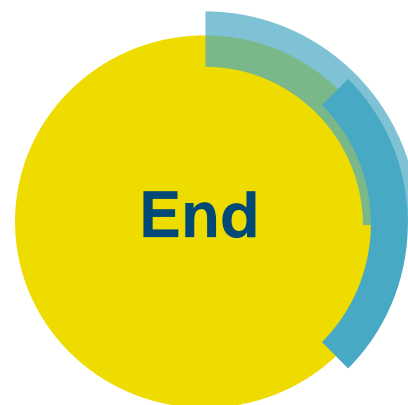
Beginning

Start by **engaging** your audience with an opening statement or question



Middle

Make your text **informative** but concise – character limits are **limits**, not targets!



End

Finish with a **call to action**: direct people to a link to register or learn more



	Twitter	Facebook	LinkedIn
Find	<ul style="list-style-type: none"> • Find content on Twitter by searching for the relevant words or hashtags • Find content on relevant websites. 	<ul style="list-style-type: none"> • Find content on Facebook by searching for the relevant words or hashtags • Find content on relevant websites. 	<ul style="list-style-type: none"> • Find content on LinkedIn by searching for the relevant words or hashtags • Find content on relevant websites.
Plan	<ul style="list-style-type: none"> • Use a soft tone for your message • Keep it short and engaging: <ul style="list-style-type: none"> ➤ Include hashtags, and tag relevant accounts ➤ Include media such as images or videos ➤ Emojis can be used to highlight important details in your messaging 	<ul style="list-style-type: none"> • Use a soft tone for your message. • Use medium length messaging – remember to keep it engaging: <ul style="list-style-type: none"> ➤ Include hashtags, and tag relevant accounts ➤ Include media and website links to engage with your audience ➤ Use emojis to draw attention to something 	<ul style="list-style-type: none"> • Use a more professional tone for your message. • Your text can be longer and more informative than in other channels: <ul style="list-style-type: none"> ➤ Include an image, website link, and relevant hashtags, and tag relevant accounts by searching for the full name (use an @ before the search) ➤ Use emojis to draw attention to a section of the post or to highlight a call to action.
Develop	<ul style="list-style-type: none"> • Start with an engaging opening statement or question • Keep your text short • Finish with a short call to action (shorten your link using bit.ly) 	<ul style="list-style-type: none"> • Start with an engaging opening statement or question • Medium and informative text • End your post with a call to action 	<ul style="list-style-type: none"> • Start with an engaging opening statement or question • Informative text • Finish with a call to action
Length	280 character limit but research shows the most successful posts have 70–100 characters	Facebook has a really high character limit but posts with less than 80 characters have 88% more engagement	Longer character limit but research shows posts with best engagement have fewer than 100 characters

What works?

Make sure you have the basics included in your messages:

- ✓ Your text must summarise the subject of your post concisely – shorter messages are more successful
- ✓ Relevant hashtags
- ✓ Tag relevant handles/people
- ✓ Artwork needs to be landscape, ideally 1200px x 628px
- ✓ End your post with a call to action to a URL – directing your audience to take further action

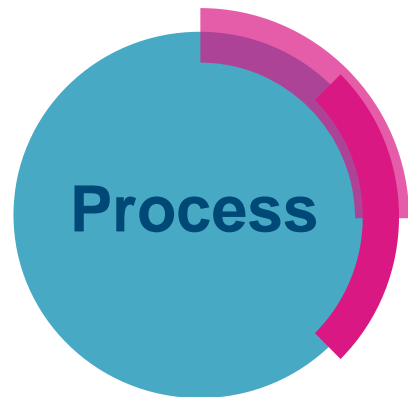




Who are your audience?
What is your tone?



What information do you want to signpost?
Which accounts should you tag?
What hashtags should you use?



Write your post
Monitor engagement



Find your voice

- What are your objectives?
- What are your campaigns?
- Who is your target audience?
- What are you trying to say?

Once you are clear on these, you can then plan the best way to communicate this – why not put it as an agenda item at your next community meeting?



Stay present

- Be active
- Post regularly – once or twice a week is fine!
- Engage with relevant people

If you struggle for time and can't post regularly, then there are ways to schedule your posts in advance. We will cover this during our [third webinar](#).



Remember...



Twitter is a fast paced channel.

Use short fun copy, be playful with your words and reactive to conversations.



LinkedIn is more professional.

Be more informative, use stronger language, keep it engaging and interactive.



Facebook users look for both personal and business related content.

Use a more informal tone of voice. Businesses use Facebook for brand awareness and engagement.



Thank you
social@rsc.org