

Social media for beginners

An introduction to Twitter,
Facebook and LinkedIn

We will cover

Introduction to:

- Social media
- Twitter
- Facebook
- LinkedIn
- How to build your tweet
- How to build your Facebook post
- How to build your LinkedIn post

What is social media?

Websites or applications that enable users to create and share content or to participate in social networking to interact with other users, or to find people with similar interests to one's own.



What is social media?

Twitter: Social networking service on which users post and interact with messages.

Facebook: Social networking website which allows users to create profiles, upload and share photos and videos, and to keep in touch with their contacts.

LinkedIn: LinkedIn is a social networking site designed specifically for the professional community.



Your Twitter profile

How it looks

Profile picture – on brand.

Explore hashtags and see what is trending on the day

Notifications for you

Direct messages to you

View your profile

Create a tweet



Pin a tweet to the top of your page.

Profile picture – on brand.

Home

Explore

Notifications

Messages

Bookmarks

Lists

Profile

More

Tweet

Royal Society of Chemistry 12.8K Tweets

Royal Society of Chemistry @RoySocChem

Here to give every mind in the chemical sciences the support, resources and connections they need to shape chemistry's future.

Cambridge, England rsc.org Joined June 2011

1,137 Following 67K Followers

Tweets Tweets & replies Media Likes

Pinned Tweet

Royal Society of Chemistry @RoySocChem · Sep 9

Are you feeling creative?

Help us celebrate #IYPT2019 by designing our 2019 Christmas card. The winning design will be the cover of the #RSCChristmasCard. Tweet your designs to us before 27 Sep.

To find out more visit our competition page rsc.li/2UxzrEh

1 17 20

Search Twitter

You might like

MissCrofts @Miss_Crofts Follow

Ash Jogalekar @curiouswavefn Follow

Latinas in Earth and Pla... @GeoLatinas Follow

Show more

United Kingdom trends

#AppleEvent Tap to see what's new Promoted by Apple

Supreme Court

Brexit Judges rule that Parliament's suspension was unlawful

Icarus

#NeverForget

In memoriam 18 years later, the world

Media you have shared

Your cover image – on brand

Your twitter biography

What is trending in your home location

Feed tabs

Twitter explained

Twitter Glossary


Hashtag (#)

A hashtag is any word or phrase immediately preceded by the # symbol. It allows people to easily follow topics they are interested in.



The @ sign is used to **mention** other usernames (**handles**) in Tweets: "Hello @RoySocChem"

Retweet (RT)

The act of sharing another account's Tweet to your followers by clicking the Retweet button: 

Timeline

A real-time stream of Tweets. Your Home timeline (**feed**) is where you see all the Tweets shared by your friends and other people you follow.

Direct Message (DM)

A private message between two users on Twitter. The person receiving the message usually has to follow the person sending it.

Follow

The act of connecting with someone on Twitter.

Lists

A way to combine select people you on Twitter into a smaller feed.

Trending Topics

Twitter lists topics that are "hot" based on how many people are Tweeting about a specific subject.

Search

You can use Twitter's search feature to look for tweets containing a keyword or phrase.

Tips for success

Include visuals with every post – images or video

Short posts with images perform best

Ensure content has value (inspiring, educating)

Like, comment & acknowledge other users



Pin a Tweet to the top of your profile to keep it at the top

Follow other influencers/business relevant to your users

Use hashtags (#) to tag relevant words/phrases to gain exposure

Post regularly throughout the day - Twitter moves fast

Mention other users by typing '@' followed by their handle

Be human but use our tone of voice and brand guidelines

Your Facebook profile

How it looks

Profile picture – on brand

Your home page

Your events

View your posts

Photos and videos you have shared

Reviews left by others

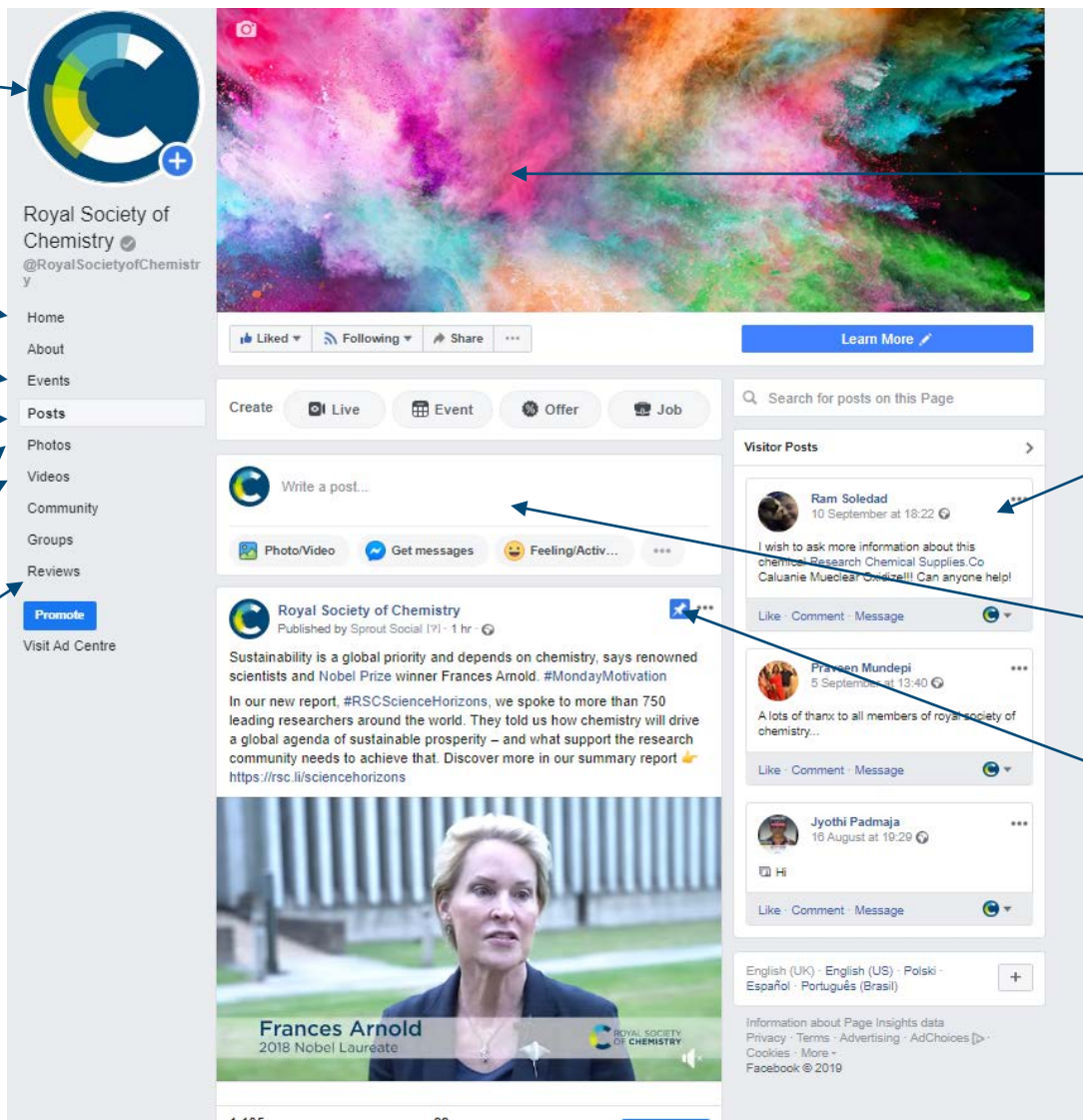
Cover image – on brand

Posts from visitors

Write your messages here

Pin a post to the top of your page

If possible, use images that are 1200 pixels wide and 628 pixels tall to fit the space



Your LinkedIn profile

How it looks

LinkedIn home bar

View as member

Logo and name

Page information

Write post, or add an image, video or article

Your page's activity over the last 30 days

Hashtags you can follow

Posted content

Suitable image

Amount of likes and comments

Comment box

Dashboard

Last 30 days	
1.8K Visitors	▼ 7%
96 Custom button clicks	▼ 33%
489.1K All post impressions	▲ 54%
1.5K Followers	▼ 20%

Start a post

Community hashtags

- #iypt2019 (227 followers)
- #chemistry (10,630 followers)
- #chemequality (24 followers)

See what people are saying about Royal Society of Chemistry

Updates

Posted by Emeka. K. Johnson-Ike • 8/21/2019 • Promote Pinned

Royal Society of Chemistry (46,148 followers)

Electronic devices such as phones and smart TVs contain #PreciousElements, yet the majority of households don't recycle them. Find out what needs to change and how you can help for #IYPT2019. See the BBC News story... see more

109 · 12 Comments

Like Comment Top Comments

Add a comment...

Organic impressions: 8,711 impressions Show stats

Follow relevant hashtags and stay up to date – use these in your posts so your members can engage with the conversation!

Social Media



ROYAL SOCIETY
OF CHEMISTRY

Writing your posts





Plan

Who are your audience?

What is your tone?



Prepare

What information to signpost?

Which accounts to tag?

What hashtags to use?



Process

Write

Schedule time

Monitor engagement

Twitter: What to include

The image shows a screenshot of a Twitter post from the Royal Society of Chemistry (@RoySocChem). The tweet text is: "Join Dr Helen Fraser, astrochemist and Lecturer at the @OpenUniversity for a journey around our universe! The Cosmic Chemistry Cauldron is part of our #IYPT2019 lectures. Come to @thinktankmuseum on 30 August for this public lecture rsc.li/2z6gOgM". Below the text is a promotional graphic for the "IYPT 2019 Public Lecture Cosmic Chemistry Cauldron" featuring a stylized periodic table. Annotations with arrows point to specific parts of the tweet: "Event speaker" points to "Dr Helen Fraser"; "Relevant tag" points to "@OpenUniversity"; "Title of event" points to "The Cosmic Chemistry Cauldron"; "Relevant hashtag" points to "#IYPT2019"; "Date" points to "30 August"; "Link to URL" points to "rsc.li/2z6gOgM"; and "High quality artwork" points to the promotional graphic.

Relevant tag → @OpenUniversity

Title of event → The Cosmic Chemistry Cauldron

Relevant hashtag → #IYPT2019

Date → 30 August

Event speaker → Dr Helen Fraser

Link to URL → rsc.li/2z6gOgM

High quality artwork → [Promotional graphic for IYPT 2019 Public Lecture Cosmic Chemistry Cauldron]

Keep your message concise and link to the website where more information can be found

Facebook: What to include

Signposting → Frontier techniques - Chemical scientists have recently made enormous leaps in the science of measurement.

Relevant hashtag → Discover more with our #RSCScienceHorizons report:

Link to URL → <https://rsc.li/sciencehorizons>

Concise messaging → ...

Relevant emojis → 📺 🔬

High quality artwork or video →

Hashtags started on Twitter but they're now used on all forms of social media to sort, promote and find relevant content

Royal Society of Chemistry
Published by Sprout Social [?] · Yesterday at 10:07 · 🌐

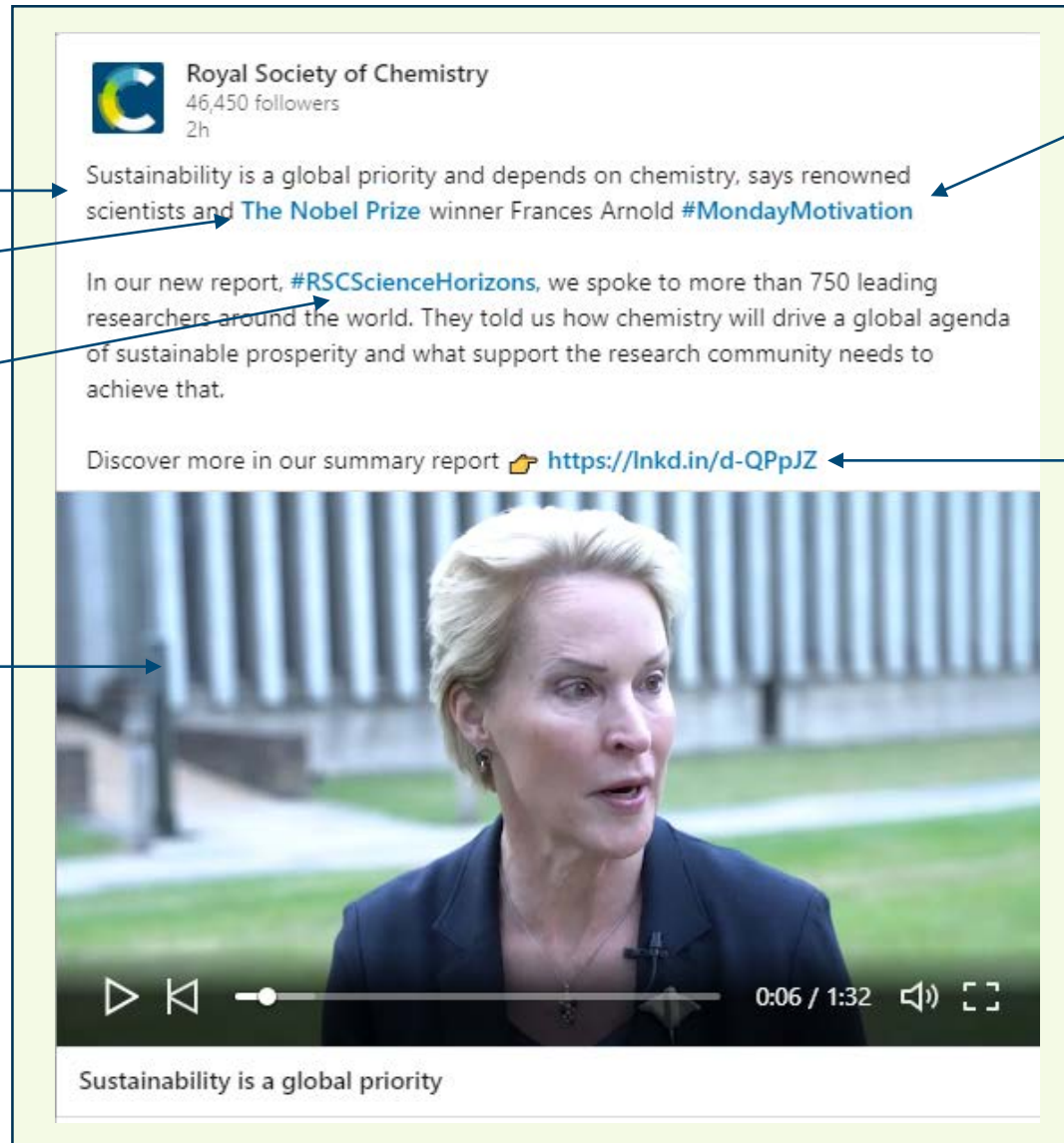
Chemical scientists measure, design and create at this molecular scale

Chemical bonds
carbon-carbon
1.54 Å

10X smaller than protein sub-units

ROYAL SOCIETY OF CHEMISTRY

LinkedIn: What to include



Relevant hashtag

Signposting

Tag relevant accounts

Relevant hashtag

Link to URL

High quality video

LinkedIn is a professional network so your posts can be longer and more fact based. Remember to make your tone a bit more formal!

Summary

Make sure your profile sparkles

Plan before you share content

Use artwork or videos if you can

@ Tag the right people

Add relevant hashtags

Put these tips into practise



Questions?

social@rsc.org