



Social Media Pointers to Increase your Research Presence



Facebook

- Create a business/lab/professional web page: see businessnewsdaily.com for great suggestions
- Embed posts you're proud of on your website
- Grow your following with incentives (e.g., "Like us on Facebook")
- Share content from other pages
- Advertise events (e.g., book signings)



LinkedIn

- Join groups and stay active
- Create your own LinkedIn Group
- Complete the summary section on your profile: most overlooked section in the profile
- Blatantly pushing your research, spamming and obvious hard selling is highly frowned upon



Twitter

- Maximize your presence: have a good twitter handle that is easy to remember
- Tie trending topics to your work: have a strategy. Simply posting about your own research is not enough
- Don't oversell: 80% of content should be about 3rd parties. 20% about you to build community
- Use the search function: some do not hashtag properly, and you can add it when you retweet
- Automation is nice, but you need to constantly monitor
- Retweet a lot: builds social capital



Tumblr

- Most flexible but misunderstood- allows multiple post formats: part social networking site, part multimedia blogging platform
- Audience is unique: half of audience is under 25 years old
- Have a “personality” on the site to get followers
- There are many subcommunities for almost every niche
- Create short URLs because Tumblr tends to use long ones
- Posts can be shared by email, unlike other social media types. Audio posts can be phoned in



Pinterest

- Visually oriented: great for infographics
- Audience is predominately female
- Connect account to other social media networks
- Add Pinterest Widget board to your website
- Add the “Pint” button to your website
- Watch percentages of types of boards you have and keep organized
 - Don’t have them all be about just one type of thing



Instagram

- Show off products or services (e.g., books): Not a good place to promote web content
- Go behind the scenes (e.g., pictures of your lab)
- Include people you work with
- Ask people to show off their photos and hashtag you
- Post “exclusive deals” if you have a product or service (e.g., clinical services, books)



YouTube

- Plan your strategy: you can target videos based on specific content people are watching, or interest in your products or services as shown by their online behavior
- Keep it short
- Build relationships with viewers: particularly smaller YouTube creators
- Define and measure your objectives



Reddit

- Contribute to and make your own subreddits
- Take advantage of advertising options to recruit hard-to-reach populations
- Use AskReddit
- Create a naming convention
 - Common naming convention, have a common navigation, monitor