

How to Use Social Media

For scientists, researchers & research project teams

Tips and tricks for your social media accounts

Common Barriers when using social media

- Not sure which platform to use
- No time to use it properly
- Not reaching the (right) target groups
- Not enough ideas for content
- No reactions to your posts

Keep in mind:

Before getting started, think about what platform is most appropriate. Where are most of your target groups active?

E.g.: Use **LinkedIn**, if you want to reach business partners or industry. Use **Instagram**, if you want to reach the general public with eye-catching pictures.

Reach your target groups:

- Academia & Research
- Healthcare
- General Public
- Regulators & Policy Makers
- Industry
- Associations and NGOs
- Water Authorities
- Students & Youth

Who to reach?

Basically, you can reach all your target groups with social media.

But: Different target groups need to be addressed differently!

Think before posting:

- Who is your target group?
- For whom is this post useful?
- Who might be particularly interested in the topic?



No time? No worries!

Save time and achieve good results with little effort



Plan efficiently

- Know your target groups beforehand
- Don't use too many channels, concentrate on the ones your target groups are using
- Plan slots, e.g. 20 minutes, to use social media (postings, sharing, liking, looking for news...).
- If you have the resources: Create an editorial plan (What to post when?)

Generate content

- Repost from other channels
- Post varied content so that you reach as wide an audience as possible
- Teamwork: Ask your colleagues for inspiration or current topics
- Follow channels that are similar to yours for more ideas
- If you have the resources: Search for relevant hashtags to see posts that are interesting for you

Reach more people

- Not only postings, also sharing and liking is important to reach people
- Tag people, e.g. if they are in pictures, important for the news or if the topic might be interesting for them
- Use hashtags in your posts

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Do you need some more inspiration?

Post about:



- Planned events
- Results
- Researching activities
- Interesting facts from your field
- People of your team
- Current topics from your field

Keep in mind:

Everything can be news!

Even daily project or research activities can be interesting to others.

Keep in mind:

Emotions are gaining in reach in times of information overload. Thus, people will remember emotional content better.

Generate reactions:



- Post pictures (even better if they have people in them) - but always have data privacy in mind!
- Encourage reactions and comments (e.g. by asking questions or appealing to emotions)
- Use a variety of formats for your posts, e.g. articles, videos, photos,...

Awaken emotions:



- Use current topics that affect your target groups
- Address emotions that move your target groups: e.g. interest, surprise, hope, ...
- Use colours, pictures and wording to awaken emotions and increase recognition

Keep in mind:

The more reactions there are to your post, the better its reach will be.



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