

Member network social media training: Frequently Asked Questions

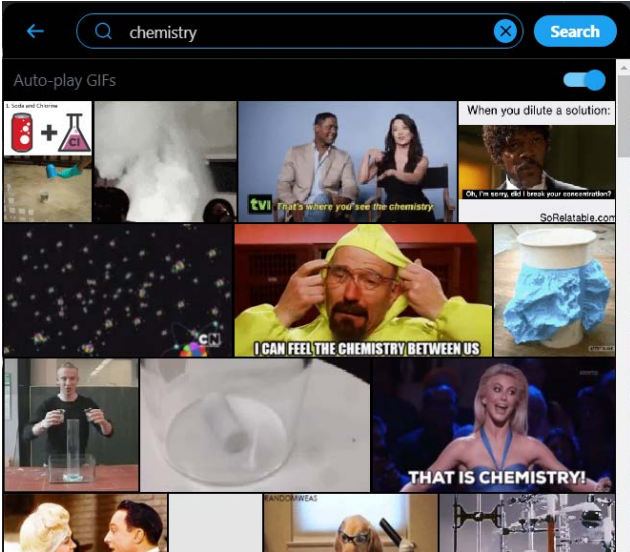
The RSC Networks and Digital Communications teams ran a series of social media training webinars for our member network volunteers:

1. Social Media for beginners on 17 September ([watch the webinar here](#))
2. Finding and planning content on 24 October ([watch the webinar here](#))
3. Scheduling your content on 21 November ([watch the webinar here](#))

You can find the slides and resources on our [Useful Forms and Documents page](#).

Social media for beginners Q&A session	
Can I just use Twitter or Facebook to promote an event? Do I have to use both?	<p>This depends on your audience. You can use both, but if your event is aimed at teachers and they're all on Facebook then you need to use Facebook to engage with them.</p> <p>How can you learn more about your audience?</p> <ul style="list-style-type: none"> - The Networks team can prepare anonymised demographic reports about your members. These reports contain information about the age, gender, and geographical breakdown of your members, as well as career and employment information. Email the Networks team to request a demographics report. - You can survey your members about how they want to hear from you. The Networks team has a dedicated member networks SmartSurvey account to gather information for and from our member network volunteers. We can work with you to create a survey to engage with your members and ask them how they search for information and how they want to receive information. You can find out more about SmartSurvey here: https://www.smartsurvey.co.uk/online-questionnaire
The RSC has a large following on Twitter (67k), it would be great if RSC could promote Interest Groups, etc., and retweet where possible.	<p>We are here to help. If you tag us in your posts (@RoySocChem on Twitter, Royal Society of Chemistry on LinkedIn, Royal Society of Chemistry on Facebook, or @roysocchem on Instagram) then we will like, comment on, or share your posts where appropriate.</p> <p>We can also engage in the conversation and add hashtags or use other tools to help promote your post to the relevant audience.</p>
Do you have any tips for building a following?	<p>This is something that will be covered in more detail during our second webinar: Finding and planning content</p> <p>Staying engaged and posting regularly will help you to build momentum and your reputation. It is also essential to have a clear goal, and to know your audience – if you want to be followed by Ben & Jerry's then you need to tweet a lot about ice cream!</p>

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<p>How do I know if I'm engaging with my members?</p>	<p>The easiest way is to track your notifications! When people comment or interact with your post or follow you, you will receive a notification or alert to let you know.</p> <p>You can also track metrics such as registration information – try to see if there is an increase after your post goes out.</p>
<p>I don't have the resources for sourcing or making high-quality images, etc. Should I not even bother?</p>	<p>This is something that will be covered in more detail during our second webinar: Finding and planning content</p> <p>You should definitely bother! Don't give up!</p> <p>A quick and easy way to add media to your post is to add a gif (an animated image). Gifs are particularly good as they convey emotion more effectively than pictures and are shorter than a full video but just as interesting – in Facebook and Twitter, simply click on the "GIF" icon and type your keyword into the search box to find many options:</p>  <p>If you want to find a professional looking image (for example, for an event flyer or for your homepage), there are many databases of free images available (for example, Pixabay or Pexels). Alternatively, you can email the Networks team and request specific images from Shutterstock – we can purchase the permissions and send you the files to use.</p>

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<p>I don't have time for daily social media posts. You mentioned social media management tools; do you have any examples?</p>	<p>This is something that will be covered in more detail during our third webinar: Scheduling your content</p> <p>Online management tools enable you to schedule future posts over coffee and remove the pressure of needing to remember to post reminders about registration or abstract submission deadlines. There are many paid providers, but Hootsuite offers a free service that could be helpful for our busy volunteers.</p>
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<h3>Finding and planning content Q&A session</h3>	
<p>How do I know what tone of voice to use?</p>	<p>Consider who the message is for, and where you're posting it to: Twitter and Facebook are more soft and friendly, whereas LinkedIn is more professional. We have included some tips about tone of voice in the handout for webinar 2.</p> <p>Regardless, it's important to keep the message clear, concise and inclusive.</p>
<p>Which channel has a better response method?</p>	<p>This depends on your audience. Different channels have different demographics:</p> <ul style="list-style-type: none"> - Facebook is great for reaching a wider community - LinkedIn works best for connecting with a professional audiences - Twitter is a conversational tool and works well to reach a wider audience - Different countries use social media differently – if you want to reach members in India you should promote your event on Facebook!
<p>Does the image need to be 1200px x 628px? If I'm at an event, can I post photos?</p>	<p>The frame in a Twitter, Facebook or LinkedIn post is 1200px x 628px in size, so by cropping or resizing your image it will fit perfectly in your post. This is obviously something to consider if you want to share an event ad or poster as you probably don't want to lose the information around the edges of your image, but it's not essential.</p> <p>If you are posting photos from your event then you don't need to resize them, but you should bear in mind that if you post a portrait photo, the heads of the people in your photo might be cut off!</p>
<p>Can Instagram be used for business too? What, if any, rules exist for this platform/app?</p>	<p>Yes, Instagram is used by many businesses and non-profit organisations.</p> <p>Instagram is a very visual social media channel so works well if you are sharing photos, videos or gifs from an event. Maybe you can use it to set up a photography competition?</p>