



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

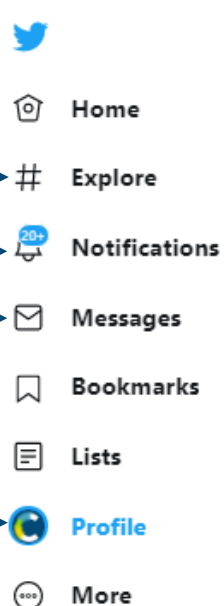
Direct messages to you

View your profile

Create a tweet

Pin a tweet to the top of your page.

Pin important posts to your profile so that they stay at the top of your feed



Royal Society of Chemistry 12.8K Tweets

Profile picture (on brand)

Cover image (on brand)

Twitter bio: 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

Image: Help us celebrate the International Year of the Periodic Table (IYPT) by designing our 2019 Christmas card.*

Search Twitter

Media you have shared

Your cover image – on brand

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

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

Cover image – on brand

Posts from visitors

Write your messages here

Pin a post to the
top of your page

Your LinkedIn profile

How it looks

Logo and name

Page information

Write post, or add an image, video or article

Your page's activity over the last 30 days

Posted content

Suitable image

Amount of likes and comments

Comment box

LinkedIn home bar

Hashtags you can follow

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

Relevant tag → @OpenUniversity

Title of event → The Cosmic Chemistry Cauldron

Relevant hashtag → #IYPT2019

Date → 30 August

Event speaker → Dr Helen Fraser, astrochemist and Lecturer at the

Relevant tag → @thinktankmuseum

Link to URL → rsc.li/2z6gOgM

High quality artwork → 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

Relevant hashtag

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

High quality artwork or video

Concise messaging

Relevant emojis

Link to URL

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

High resolution imaging techniques are used to gain crystal-clear pictures of not just the rough outline shape and size of a virus, but of the specific molecular structure that it uses to harm people. 📺 🔬

Discover more with our #RSCScienceHorizons report:
<https://rsc.li/sciencehorizons>

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

Signposting

Tag relevant accounts

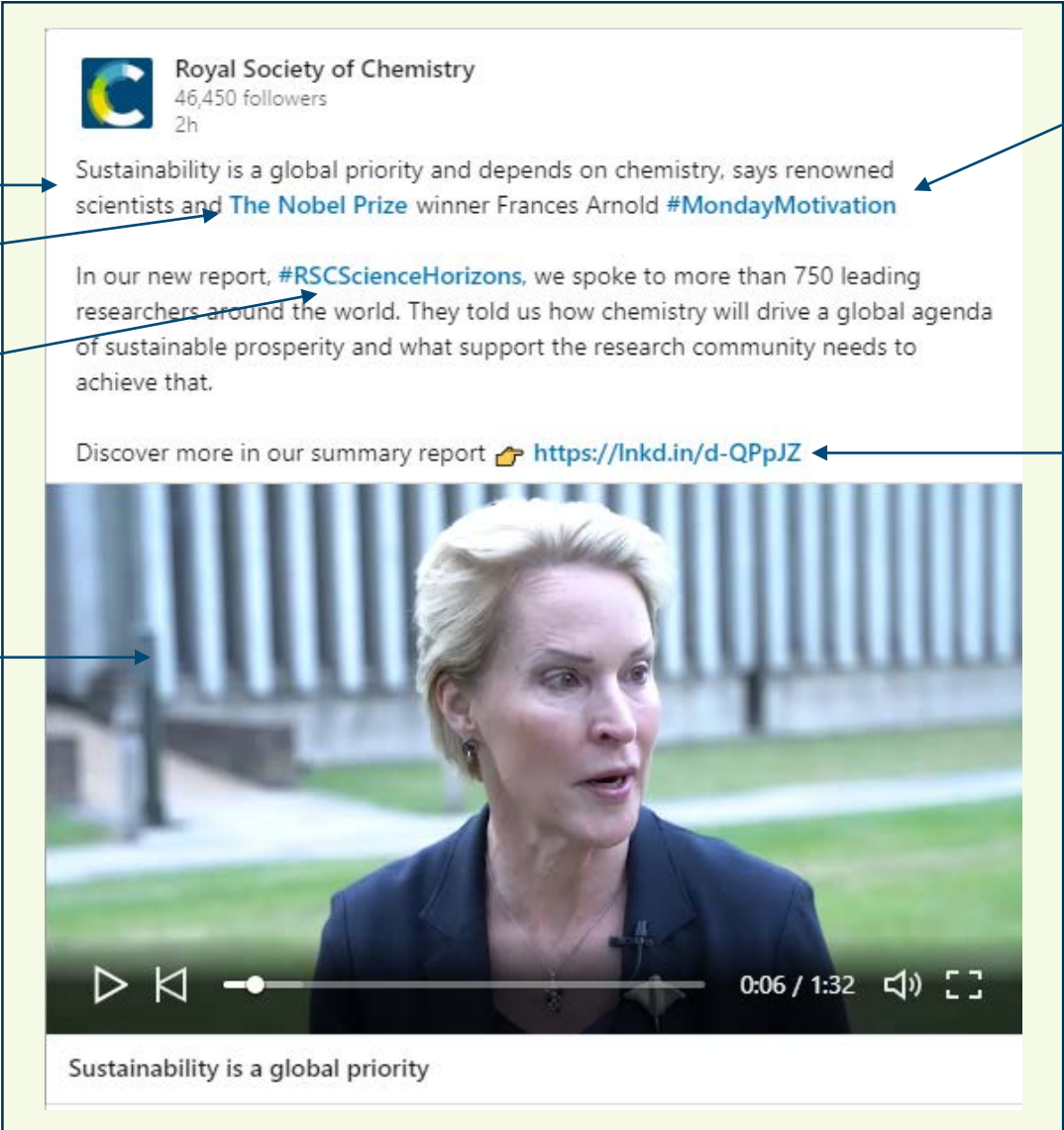
Relevant hashtag

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!



The image shows a screenshot of a LinkedIn post from the Royal Society of Chemistry, which has 46,450 followers and posted 2 hours ago. The post text reads: "Sustainability is a global priority and depends on chemistry, says renowned scientists and [The Nobel Prize](#) winner Frances Arnold [#MondayMotivation](#)". Below this, it says: "In our new report, [#RSCScienceHorizons](#), we spoke to more than 750 leading researchers around the world. They told us how chemistry will drive a global agenda of sustainable prosperity and what support the research community needs to achieve that." At the bottom of the text, it says: "Discover more in our summary report <https://lnkd.in/d-QPpJZ>". Below the text is a video player showing a woman speaking. The video player has a progress bar at 0:06 / 1:32 and a play button. Below the video player, the text "Sustainability is a global priority" is visible. Annotations with arrows point to various elements: "Signposting" points to the first sentence of the post; "Tag relevant accounts" points to "The Nobel Prize"; "Relevant hashtag" points to "#MondayMotivation"; "Link to URL" points to the link "https://lnkd.in/d-QPpJZ"; "High quality video" points to the video player; and another "Relevant hashtag" points to "#RSCScienceHorizons".

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**





Upcoming training

Join us for the rest of our series of webinars to provide social media training for our member network volunteers:

24 October, 11:00-12:00

- [Social media training for member networks: finding and planning content](#)

19 November, 11:00-12:00

- [Social media training for member networks: scheduling your content](#)

You can find information in the [Networks Newsletter](#) or on the [Events Database](#), or you can register by clicking on one of these links.

Questions?

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