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
Explore hashtags and see what is trending on the day.

Notifications for you

Direct messages to you

View your profile

Create a tweet

Profile picture – on brand.

Media you have shared

Your cover image – on brand

Your twitter biography

What is trending in your home location

Feed tabs

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.

Help us celebrate the International Year of the Periodic Table (IYPT) by designing our 2019 Christmas card.
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 @RaySocChem”

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 follow 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

Ensure content has value (inspiring, educating)

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

Short posts with images perform best

Like, comment & acknowledge other users

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
Your home page
Your events
View your posts
Photos and videos you have shared
Profile picture – on brand
Cover image – on brand
Posts from visitors
Write your messages here
Pin a post to the top of your page
Reviews left by others

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

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

High quality artwork

Event speaker

Relevant tag

Title of event

Relevant hashtag

Date

Relevant tag

Link to URL

Keep your message concise and link to the website where more information can be found
Facebook: What to include

- High quality artwork or video
- Concise messaging
- Relevant hashtag
- Relevant emojis
- Link to URL

Hashtags started on Twitter but they're now used on all forms of social media to sort, promote and find relevant content.
LinkedIn is a professional network so your posts can be longer and more fact-based. Remember to make your tone a bit more formal!

- **Signposting**
- **Tag relevant accounts**
- **Relevant hashtag**
- **High quality video**
- **Relevant hashtag**
- **Link to URL**
Summary

Make sure your profile sparkles

@ Tag the right people

Plan before you share content

# Add relevant hashtags

Use artwork or videos if you can

Put these tips into practise
Questions?

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