











#SciComm via Social Media

A guide to choosing the best social media channels to share your science



	 Twitter	 Tumblr	 Instagram	 Facebook	 Blog
 Time	Low	Medium	Low	Varies	High
 Length	Shortest	Short(ish)	Varies	Varies	Long
 Images	Sure!	Yas!	Must!	Sure!	Ok!
 Audience	Peers/Public	Public	Peers Fam & Friends	Fam & Friends	Peers
 Ages	18-29	18-24	18-29	25-54	21-35

Using Social Media

Choosing the best social media channel to share your science.

HAVE A PLAN.

Don't sign up for any site before you know what you want to say to what audience – and what you want them to get out of it.

Keep it:

- **Simple** - If anyone from your best friend to a neighbor can't understand you, rephrase your message.
- **Interesting** - We live in an age of short attention spans. Use catchy phrases and striking images to capture readers' attention.
- **Relevant** - Know your audience. How can your content reflect your visitors' interests and behaviors?

Post:

- **Often** - Social media sites and feeds must be updated frequently (from once a day to once a week). Why visit your site again if there's nothing new?
- **Strategically** - Joining every site out there will be overwhelming and exhausting; start out with one or two and go from there.
- **Wisely** – Social media can be seen by everyone, and it's all too easy for tone to shift from informal to unprofessional.

Make friends and try again: Find others, make connections, and add links. Become part of a larger network in order to reach others. It takes time to acquire followers to your sites and feeds; don't give up if you're not immediately noticed.

Your Turn!

What's your plan?

Who's your audience?

What's your outlet?

What's your primary goal?

Name some notable hashtags/individuals in your area.

Visit www.agu.org/sharingscience for more tips and tools on using Social Media!

