

# WBC RRI-NET SOCIAL MEDIA HOW-TO GUIDE

## *Unlocking the Potential of Social Media for Science Communication*



Hey there! Ready to dive into the exciting world of science communication on social media? We've got some tricks and advice to help you boost your organisation's profile. Let's get started!



This guide is prepared by WBC-RRI.NET. This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101006279.



# Why Go Social for Science Communication?

In the age of digital dominance, social media opens up direct, powerful lines of communication between scientists and the public. The internet is the go-to source for scientific info, and social platforms act as virtual hubs where ideas flow, conversations spark, and information spreads like wildfire. The magic of social media lies in turning one-sided talks into dynamic dialogues, fostering engagement, collaboration, and the spread of impactful scientific messages.

## The Goodies of Going Social:

- **Wider Reach:** Break geographical boundaries and connect with diverse audiences globally.
- **Engagement:** Foster meaningful interactions, building a community around your research or organization.
- **Visibility Boost:** Establish credibility and recognition by engaging regularly and thoughtfully.
- **Real-time Updates:** Keep your audience in the loop with live updates on research progress, events, and achievements.
- **Networking:** Expand your professional network and unlock collaboration opportunities

*So, social media is a must, but effective science communication needs a solid strategy. Not sure where to start? No worries, we've got you covered.*

## 1. ABC Planning:

Before you jump in, do a little groundwork. Answer these questions:

- **Communication Goals:** What do you want to achieve? Define clear objectives to shape your strategy.
- **Target Audience:** Who are you talking to? Tailor your content to meet their needs and preferences.
- **Key Messages:** What's the core of your message? Craft compelling messages aligned with your vision.
- **Preferred Platforms:** Where does your audience hang out? Choose platforms that align with your strengths.

Got your answers? Great! Now, let's dive into crafting and executing your digital science communication strategy.

---



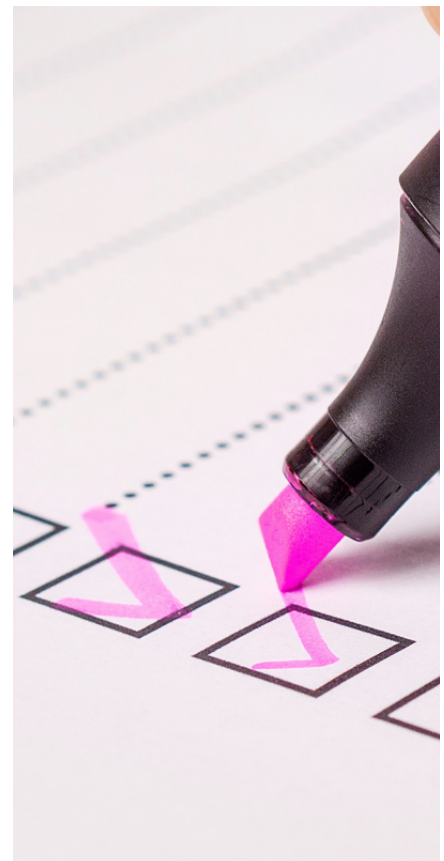
## 2. Crafting Your Plan:

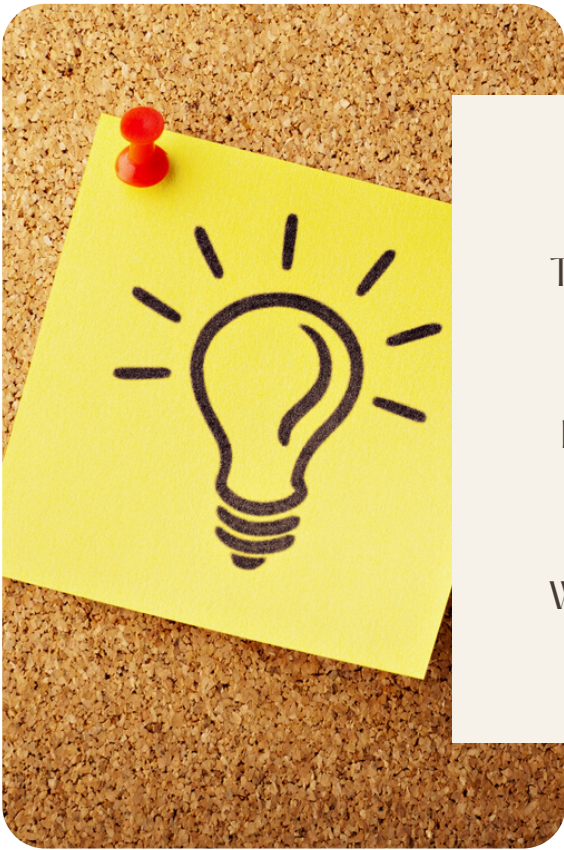
Start small, focus on one platform, and gradually expand. Each platform has its strengths, so tailor your strategy accordingly. Here's a quick rundown:

- **Twitter:** Perfect for short, impactful messages. Use hashtags to boost discoverability.
- **Instagram:** Visuals rule here. Share behind-the-scenes, infographics, and captivating images.
- **Pinterest:** It allows users to aggregate and curate content in one place
- **LinkedIn:** Go professional with in-depth articles and research updates.
- **YouTube:** Leverage videos for detailed explanations and engaging content.
- **TikTok:** Get creative with short-form videos for a younger audience.

## 3. Content Creation Wisdom:

- **Consistency is Key:** Maintain a regular posting schedule.
- **Visual Appeal:** Use images, infographics, and videos to grab attention.
- **Diversify Content:** Mix it up with text, images, videos, and interactive elements.
- **Avoid Jargon:** Keep it simple, avoid excessive scientific jargon.
- **Controversial Topics:** Handle with care. Present evidence, encourage open dialogue, and maintain a respectful tone.
- **Feedback Loop:** Embrace constructive criticism. Use feedback to refine and improve your strategy.





## A few reminders

Test different posting times for maximum impact.

Engage with comments, say thanks, and maintain a respectful tone.

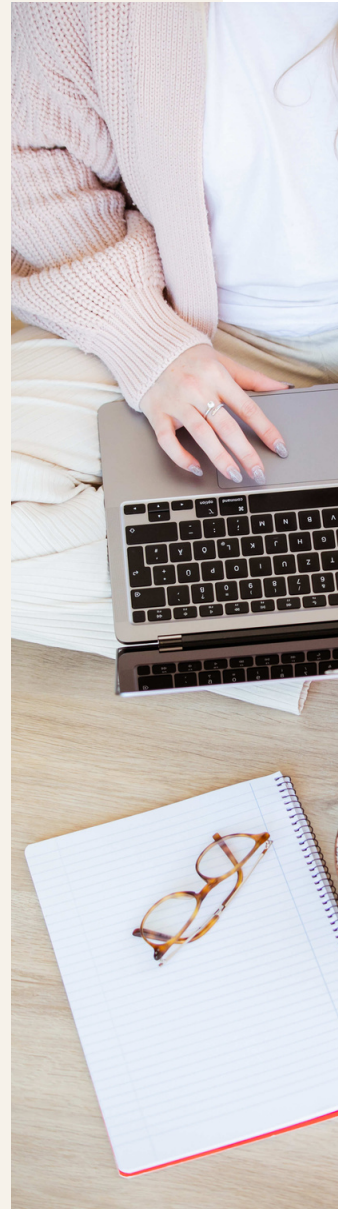
When sharing articles, add an interesting quote for extra appeal.

### 4. Growing Your Followers the Right Way:

- **No Bots Allowed:** Resist the temptation to buy followers. Aim for genuine engagement.
  - **Optimize Your Profile:** Fill in all the details, tell a compelling story with your bio, and keep visuals on brand.
  - **Consistency Wins:** Keep your usernames and brand consistent. Be recognizable in the vast content sea.
-

## Additional tips

1. Make it easy for people to follow you.
2. Remind email subscribers about your social accounts.
3. Follow others, reshare content, and use relevant hashtags.
4. Explore AI tools for automating tasks and generating content ideas.
5. Be transparent about AI use and stay ethical in your communication.



Feel free to explore additional compelling sources for more valuable insights and information to amplify the impact of your remarkable work!

- [QUEST Science Communication on Social Media: Good Practices](#)
- [Science Communication: how social media can effectively boost your research project](#)
- [12 examples of stunning science communication](#)
- [Top tips for scientists using social media](#)
- [Science communication with social media - the choice of the proper tools](#)
- [Science communication resources](#)
- [Social Media for Scientists](#)
- [Science communication on social media](#)
- [How to build your first digital science communication strategy](#)
- [10 tips for making LinkedIn useful, even if you already have a job](#)
- [10 Tips for Writing LinkedIn Blog Posts That Expand Your Influence](#)
- [5 Reasons to Use Reddit for Science Communication](#)

Find your own sources and keep in mind, the deeper you delve, the richer your discoveries.

Happy communicating science!



info@wbc-rri.net

www.wbc-rri.net

---