

Social Media 101

Chances are you're familiar with the most popular social media networks and platforms: Twitter, Instagram, and LinkedIn. It's worth exploring what they offer in terms of connectivity and marketing, especially if you'd like to use them in promoting your FASEB SRC.

Before you dive into the social media pool, first consider whether it fits you and your needs. Social media isn't a required tool for SRC promotion. It's a choice, and a useful one, but only if you're interested in personally embracing it to build a social community. You decide how frequently you post to social media, but do it often enough to build relationships with your followers leading up to your SRC.

FASEB uses social media to share science advocacy news, spread awareness, and promote FASEB SRCs. We're big fans of Twitter for its reach, and we update it daily.

This **Social Media Tip Sheet** outlines social media basics and suggests how you can use these tools to promote your SRC by creating your own virtual bioscience community. FASEB will provide you with sample content and imagery to help you get started.



Learn the Lingo

Hashtag (#): A discovery tool that allows others to find your posts and tweets. Click on a hashtag to see all the mentions. An example is #FASEB4You

Handle: This is your @username. Use the same handle on all your social media platforms (ours is @FASEBorg).

Mention / Tag (@): The process of identifying a person or an organization in any social network post or photo, usually with an @username.

Direct Message (DM): Refers to a direct message sent between users on Facebook, Twitter, and Instagram.

Retweet (RT): Sharing someone else's tweet is an RT. If a peer posts something you like on Twitter, you RT it.



Why Social Media?

- Social media works. It drives traffic to your conference and helps you build relationships in the bioscience community.
- Social media can help you—and your science—get noticed.
- Look around, your peers are already going "social" and you should too.
- It's a great way to personally reach audiences who might not know you or your SRC. Invite personal connections.



FASEB Social Media Tips

It's Personal. Use your personal social media account to promote your conference and keep conversations going long after your SRC is over. Avoid creating an account branded with your SRC title, which will go dormant over time.

Use hashtags. Use the SRC hashtag created for you by FASEB to promote your conference dates and build excitement about your keynote speakers, location, etc. It should be on everything!

Be visual. Make your content visual to make it memorable, whether using a keynote speaker headshot or a graphic. Always optimize your images for social, in focus and in color, and be sure to get permission first.

Don't forget graphics. FASEB will provide you with a sample graphic to get you started to highlight your SRC's dates and location. Share this on multiple platforms and blogs.

Make a video. Personal appeal videos on social media can get amazing traction to better engage your audience. FASEB even provides SRC organizers with a suggested script.

Be consistent. It's all about analytics. Post at regular intervals on your social media platforms. One post every month will never be seen.

"My Twitter feed is a mix of science and politics. It's an inexpensive way, i.e., free, to let your friends and colleagues know about your conference."

-Scott Keeney, PhD, previous co-organizer of the Genetic Recombination and Genome Rearrangement Conference

@ COMPARISON

SOCIAL MEDIA PLATFORMS & NETWORKS

BEFORE YOUR SRC

DURING YOUR SRC

AFTER YOUR SRC



Use **X** (formerly Twitter) to promote your SRC with posts about content, dates, and location, with links to your SRC website.

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Use **X** to share photos and videos (with subject approval) from your SRC to build a greater sense of community.

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Share final details about the conference and wrap up your SRC with a farewell post to sponsors and attendees.

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Send a direct message to up to 50 of your **LinkedIn** contacts to promote your SRC, and don't forget to add a photo and promote your keynote speakers.

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Because **LinkedIn** is a professional network, it's a great way to inform peer scientists about activities at your SRC.

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Don't forget to list your experience as a FASEB SRC organizer on **LinkedIn** to further build your social media CV.

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Employ **Instagram** to share photos of your keynote speakers and to alert potential attendees to keynote themes.

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Use **Instagram Live** to post photos, with subject approval, to highlight the bioscience and the networking.

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Use your unique SRC hashtag to find and share attendee posts on **Instagram**. Ask for feedback from your attendees.

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Ready, Set, Go!



Now that you're familiar with social media basics, the next step is to register and set up your personal social media profile on your platforms of choice. Be strategic and personal. Make it your own!

Need Some Posting Help?

Many social media veterans rely on scheduling tools to keep their messaging organized over multiple channels. The most popular tools are Buffer, Hootsuite, Sprout Social, and Zoho Social. Buffer, Hootsuite, and Zoho Social offer free versions.

CONNECT TO FASEB SOCIAL MEDIA PLATFORMS

Instagram: [instagram.com/fasebofficial](https://www.instagram.com/fasebofficial)

Twitter: twitter.com/FASEBorg

LinkedIn: [linkedin.com/company/faseb](https://www.linkedin.com/company/faseb)