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'Learn and lead together'



***How to step into
the Spotlight: Tips
on Social Media
Engagement***

Owning Your Spotlight

IMPORTANT SOCIAL MEDIA CONCEPTS:

Social media output is a reflection of a professional's persona. As such, your content should be consistently of high quality, both in terms of text and imagery.

Social media content for a professional should be relevant to their field of work, engaging, and well thought out.

Social media management is the process of analysing and curating your social media in order to create more effective content and grow your brand i.e. your public persona.

Social media strategy aims to increase engagement, interaction, and maintain high quality content on your social media. It involves creating strategies for managing your content and interactions with your profile.

SOCIAL MEDIA STRATEGY

Should include:

Consistency: remaining consistent is key in both the quality of content and the frequency of posting and engaging

Quantitative goals: developing numerical goals for what you would like your social media presence to achieve, such as the number of followers, or the number of likes or comments in reaction to a single post. The goals should increase as you achieve them.

Social media tools: these are tools that help you manage your social media, for instance, by creating a calendar, editing your images or videos, or scheduling and posting content for you.

LINKEDIN

LinkedIn is a social media platform specifically designed for career and business professionals to connect. It is the world's largest professional network with 810 million members in more than 200 countries and territories worldwide.

A LinkedIn Profile is like an online business card and CV – it is a professional landing page for you to manage your own personal brand. Here, you can showcase your educational and training background, and career highlights. You can also link to other social media pages, websites and publications.

A LinkedIn Page functions like a business page and can be used to represent your research, an initiative, or a business, for example. It also allows you to publish other online content and link to social media pages and/or websites. To create a LinkedIn page, or manage one, you must first have a personal profile that reflects your true first and last name. If you create a personal profile with the name of a business, association, or group, your account may be flagged as spam or abuse. To create a company page, visit this link.

Your LinkedIn PROFILE

Should include:

Strong Visuals: Use updated, high quality images as your profile photos

Accurate details: Ensure that the CV portion of your profile is up to date and accurate; Update your skills data and seek endorsements

Relevant Links: where possible, include links to examples of your work

Your LinkedIn STRATEGY

Can include:

Blogging: LinkedIn offers a built-in robust blogging platform that offers some of the best engagement and conversion rates across social media platforms

Consistency: remaining consistent is key in both the quality of content and the frequency of posting and engaging

Networking: follow, engage, and share content from and with organizations and researchers that are relevant to your work

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