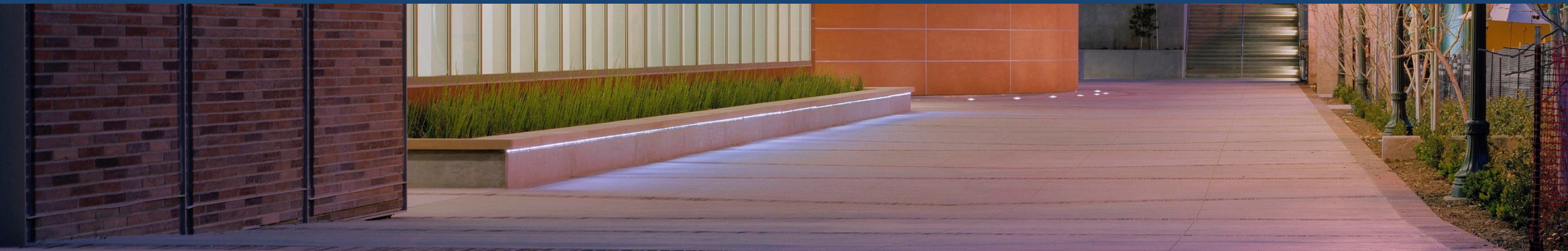




Getting to the “core” of social media





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Getting to know us

Our goals today...

- Understand the strengths and weaknesses of different social media platforms
- Help you understand how to build a larger social media presence
- Provide best practices and tips/tricks to communicate via social media



So, what social media platform should you choose?



LinkedIn



YouTube



Pinterest



Social media Landscape 2022

Facebook 2.9B

YouTube 2.2B

WhatsApp 2B

Instagram 2B

Tik Tok 1B

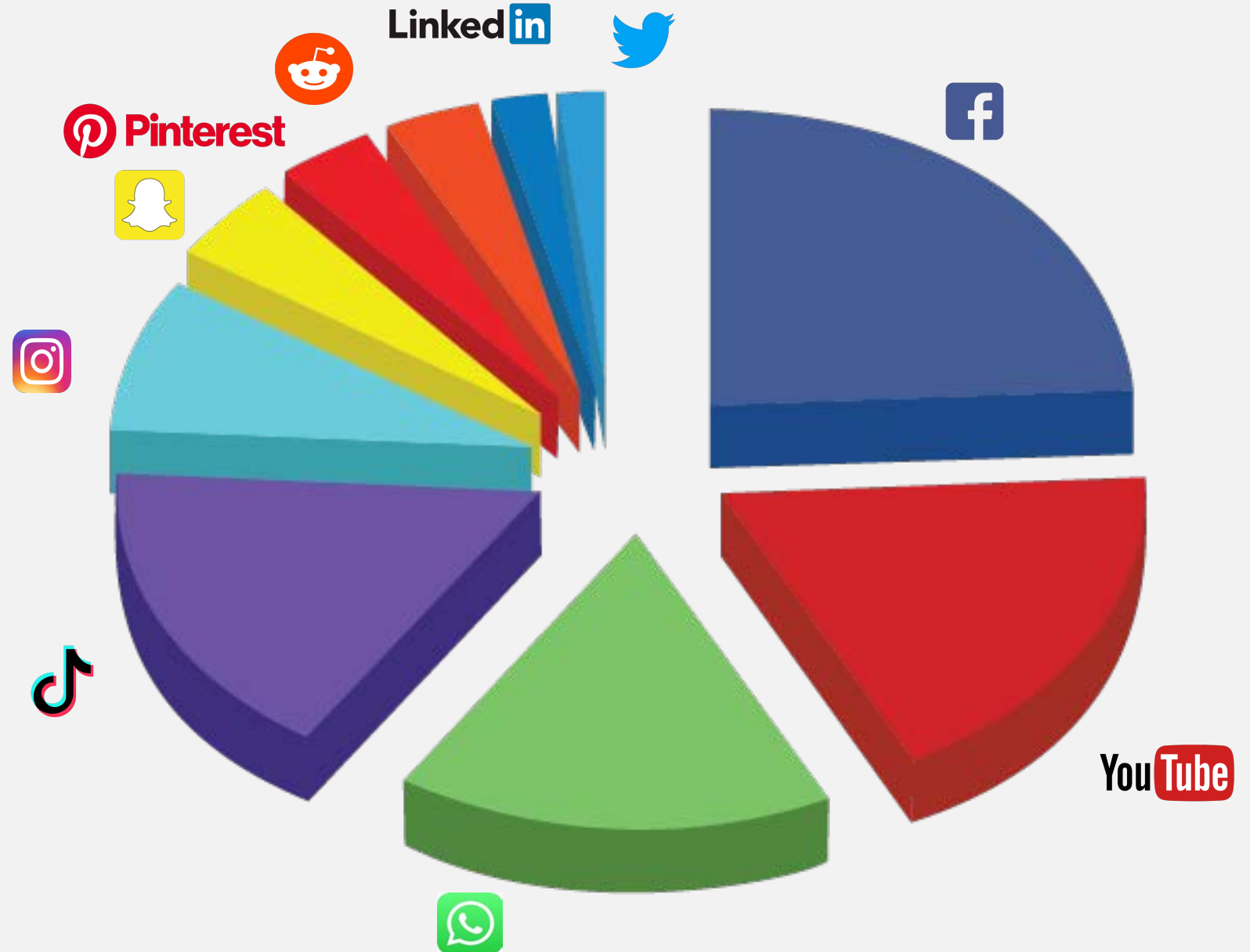
SnapChat 538M

Pinterest 444M

Reddit 430 M

LinkedIn 250M

Twitter 217M



Linked 



**Best practices
for
social media
engagement.**



Growing your social media presence

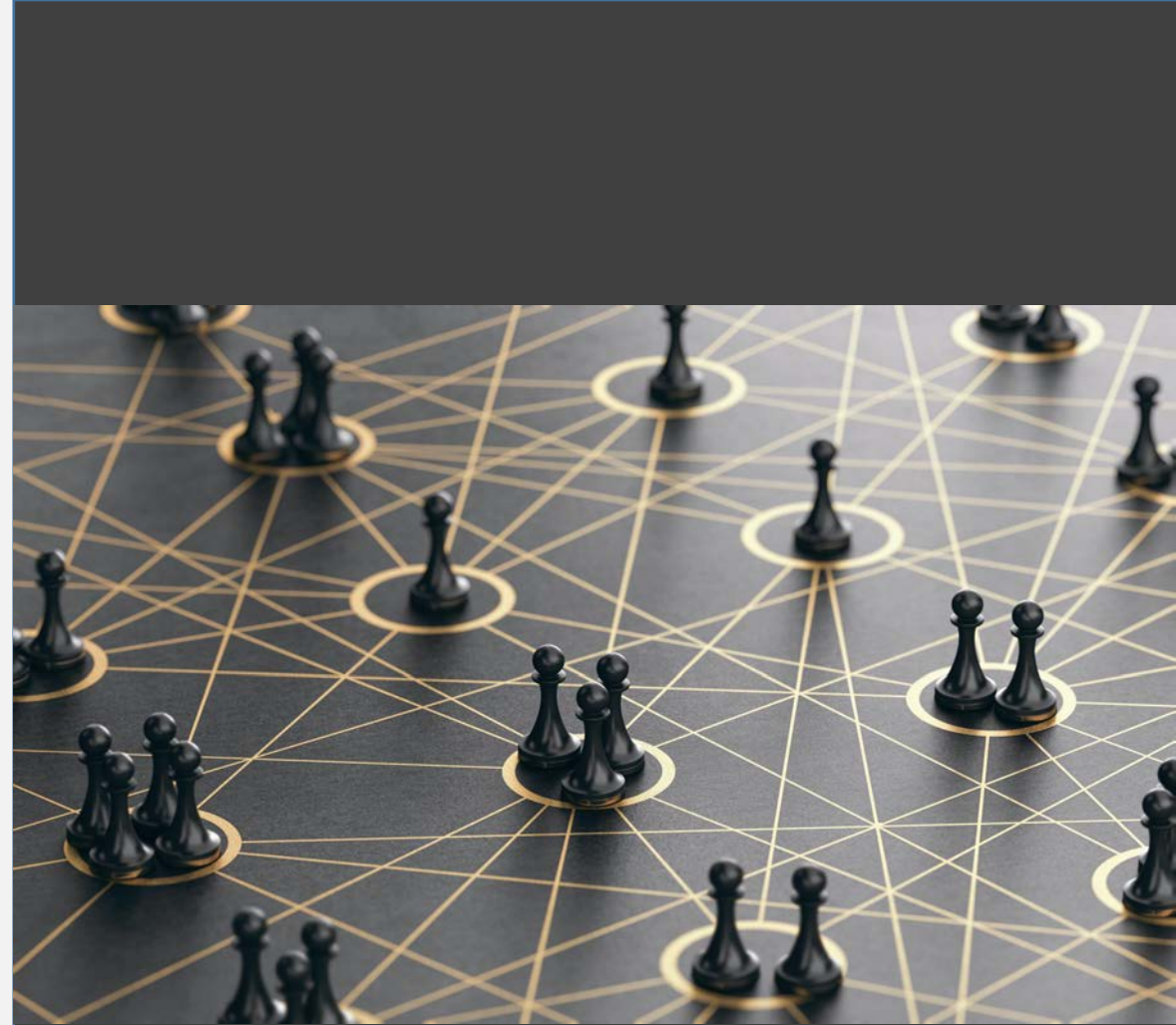
- Plan your content in advance.
- Post manually versus using a scheduling tool.
- Understand the culture of the platform.
- Find winning content and 10X the production.
- Draw inspiration from successful channels and look to emulate it.
- Build a community, not an audience.



Growing your social media presence:

Nitty gritty

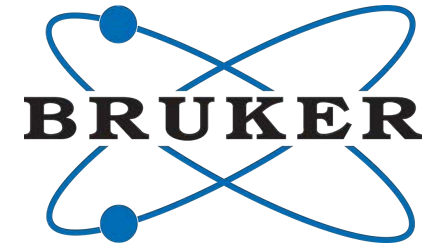
- Post regularly (2-3/wk Twitter)
- Engage
- Follow influencers
- Respond to questions
- Post in multiple formats
- Collaborate with like-minded people



Engage with industry partners and likeminded individuals.

Spotlight content:

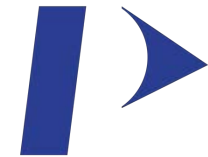
- Publications
- Workshops
- Trainings
- New equipment installs
- Conferences
- Seminars



MICROSYSTEMS



Malvern
Panalytical



PerkinElmer®



ThermoFisher
S C I E N T I F I C

Leverage communications professionals at your institutions, companies, work-places:

- Post amplification
- Original content creation
 - Digital media/written content
- Engagement with media representatives
 - Local
 - Regional
 - National
 - Company
 - Institution



**Know your audience
(and what content
they're looking for).**

**Follow accounts
(people,
organizations, etc.)
who you admire and
will engage with you!**



Examples of great social media: What does this look like?



#BLACKINCHEM



Samantha T Mensah
@blackinthelab Follows you

🇺🇸🇩🇪🇫🇷 PhD candidate in materials chem @UCLA, #NSFGRFP fellow, Anne Andrews & Paul Weiss groups, #BlackInChem co-founding President, plant-powered

📍 Los Angeles, CA 🔗 [linkedin.com/in/samantha-me...](https://www.linkedin.com/in/samantha-me...) 📅 Joined July 2020

1,958 Following 2,733 Followers

👤 Followed by Andrews' Research Group, UCLA College, and 10 others you follow

Pinned Tweet



Samantha T Mensah @blackinthelab · Aug 8, 2021

Happy #BlackChemistsWeek!!!! For this year's #BlackInChemRollCall, I'm coming at ya with my personal #BlackInChemJourney with some reflections along the way. Since last year, I've advanced towards my PhD and worked to make BlackInChem what it is today.



Samantha T Mensah @blackinthelab · Aug 9, 2020

#BlackInChem co-founder here Samantha Mensah checkin' in! I earned my BS in Chemistry with a minor in nanotech from the University of Central Florida! @UCFChemistry I am currently a PhD candidate at UCLA studying materials chem @uclachem #BlackInChemRollCall



Samantha T Mensah Retweeted



Shonique D. Thomas @shonique_thomas · Feb 6

Can we talk about black women and high-functioning depression?

💬 535 🔄 19.1K ❤️ 63.2K 📤

[Show this thread](#)

🗨️ 🔄 56 ❤️ 196 📤

[Show this thread](#)

Example:
Well-performing
INFEWS post!
Includes
attention-
grabbing
video content.



UCLA INFEWS @UCLAINFIEWS · Jan 25

For her SMS project, our trainee Ivy Kwok created this "One Second a Day" in the life of a #sustainability grad student clip! Includes everything from doing #research to visiting sustainability-related sites in LA to having fun with friends/fam while discussing the #environment!



2 4 10



UCLA INFEWS @UCLAINFIEWS · Jan 11

Last month, #INFEWS trainee Onja Davidson from the 2021 cohort created this clip youtu.be/Q4dahxgjCi0 showing some of the goals #Paris has to become #Europe's greenest city by 2030. This is part of the field lab course and our monthly SMS posts.



youtube.com

Paris! Europe's Greenest City by 2030

Paris has the ambition to emerge as a leader in Sustainability in Europe by becoming Europe's

Poll 1: Which post do you think would attract the most engagement:

Nanotechnology is the handling of matter on an atomic, molecular, and supramolecular scale.
For more details : <https://lnkd.in/gjXzK6pe>
[#nanotechnology](#) [#nanoscience](#) [#advancedmaterials](#)




shutterstock.com • 1156201579

a



The State University of New York Polytechnic Institute (SUNY Poly) announced today that [College of Nanoscale Science and Engineering](#) Professor of [#Nanoscience](#) Dr. Serge Oktyabrsky has received \$300,000 in funding from the [U.S. Department of Energy \(DOE\)](#) to further develop state-of-the-art scintillating detectors, which, upon the detection of fast, charged particles, or X-ray photons, emit measurable light, resulting in the fastest high-yield scintillating materials reported so far.

Learn more: <https://bit.ly/3L3GDC3>



News Release: SUNY Poly Announces \$300,000 in Funding from U.S. Department of Energy for Ultrafast Scintillation Detectors | SUNY...
sunypoly.edu • 3 min read

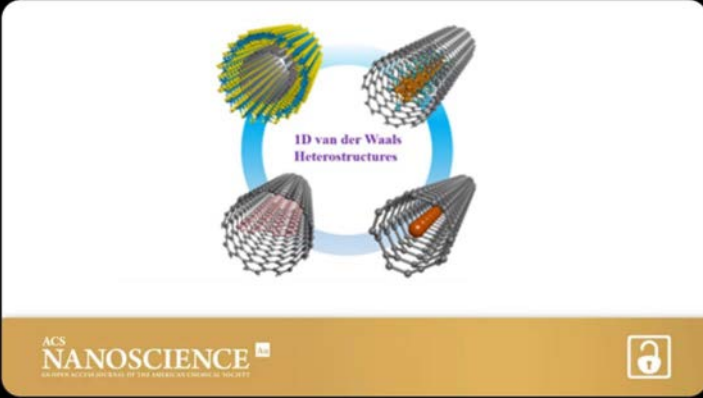
b

Poll 2: Which post do you think would attract the most engagement:

One Dimensional van der Waals Heterostructures

A perspective from Shigeo Maruyama, Yan Lia et al
[@UTokyo_News](#) [@PKU1898](#)

Open access in ACS Nanoscience Au. Check it out here [fal.cn/3jEFX](https://doi.org/10.1021/acsnano.1c01111)




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Open Access

a



Prototypic PV+ GPe neuron hyperactivity and excessive target inhibition are prominent features of early [#huntingtonsdisease](#) pathophysiology. [#neuroscience](#)



[jneurosci.org](https://doi.org/10.1523/JNEUROSCI.4511-21.2022)
Dysregulation of the basal ganglia indirect pathway in early symptomatic Q175 ...
The debilitating psychomotor symptoms of Huntington's disease (HD) are linked partly to degeneration of the basal ganglia indirect pathway. At early ...

1:26 PM · Jan 28, 2022 · Twitter Web App

b



Questions

