



Twitter is a way to communicate directly with your followers. It's great for sharing news, articles, and animated GIFs. Sign up to create an account. Go to <http://twitter.com> and find the sign-up box, or go directly to <https://twitter.com/signup>.

First Steps

- 1 Build** a following by searching for immediate connections and colleagues and following them. If you have a personal twitter account send a tweet @mentioning your new twitter account and ask your followers to follow the new account. It might say 'Follow our new account @BritSocHaem for the latest news from haematology professionals.' Ask your colleagues to do the same and spread the word.
- 2 Discover** which content is most popular by testing different types of messages. Some might be about an article, some might be society news, or information on an editor. The type of tweets that receive the most engagement through likes, shares, and positive comments, are the ones to continue.
- 3 Engage** with other members by frequently commenting on posts and tweets. Conversing with large credible accounts will increase the visibility of your profile, as they have a larger following.
- 4 Follow** other accounts that are relevant to your field, and be sure to follow the relevant Wiley subject level account(s).

New and relevant research shows your content is up to date. Catching the wave of relevant news increases the chances of your posts being found in user searches.

Keywords use these to make your tweet easy to search, so that others can find your content easily. Think of what users would search for if they were interested in a particular article.

Mentions are a way to interact with other users within your own posts; this increases your society's visibility. For example, you may want to @Mention your editors, or an author. If you're replying to a tweet you should @mention the account you're replying to.

Retweet to share other accounts tweets to your community. It's best to add a quote about the retweet, and why it's useful to your audience.

Example tweet



BSH - Haematology
@BritSocHaem

Today 17 March, marks the beginning of Genomics Awareness week. Join us this week as we highlight the great efforts of those in Genomics-related medicine!
[#genomics](#) [#genomicsawareness](#)



Add Imagery

Imagery is eye catching and increases engagement of your tweet. Stand out with bright & bold photos. You can use templates with your logo, photos from conferences or illustrations from an article.

You can find stock images to use for free at many sites including: **unsplash**, and **shutterstock**. Or use photos you've taken yourself.

Hashtags are searched by users to discover content on a specific topic. Use in posts to increase your journals visibility. For example, many conferences and awareness days have their own hashtags, include these in your relevant tweets.

Hashtags

Use 1-3 hashtags. A good rule is: 1 branded ([#genomicsawareness](#)) for example, you could add a hashtag that relates to your journal [#journalX](#) and :1 broader ([#newresearch](#)). If there is already a widely used hashtag that relates to your tweet use this. If the article is OpenAccess you may want to include [#OpenAccess](#).

Be Concise twitter restricts the length of your tweet to 280 characters and users are scrolling though the site engaging with many tweets, so convey your message quickly.

Use questions to generate conversation with your followers, and use everyday language.

Best Practice Tips



Content that works well

- Promote any upcoming webinars, conferences, trending articles, call for papers or events that might be of interest to your followers.
- Pin tweets on your profile that are current and most relevant to your journal. Do this by clicking the dropdown arrow at the top right hand corner of the status and click 'Pin Tweet'.
- Give the post value by ensuring your posts asks a question or requests an action from followers.
- Be part of current events, for example have an article that relates to an awareness day. Post about the article and Hashtag the awareness day. Examples, awareness days, elections, public health alerts, etc.

To ensure you have an equal balance of original and retweeted content, use the 5: 3: 2 method.

- 5 – **Curation:**
content from relevant sources
- 3 – **Creation:**
content you have created
- 2 – **Humanisation:**
personal and fun



Multimedia & images

- Drive more engagement by including an image or a video instead of plain text, e.g. create a video abstract for your article or ask the author to create a video introduction to their paper.
- Twitter prioritises videos on news feeds, therefore it is a valuable tool to drive engagement on your profile.
- Videos should be tailored to Twitter's limited time of 140 seconds or shorter.
- Be creative and interesting. Many will be viewing the videos on a phone screen and without sound giving less time to catch attention.
- **Image sizing best practices.**

Free Resources:

- Image Creation: [Canva](#)
- Video Creation: Free tools listed [here](#)
- Subtitle maker tool: [amara](#)

LIVE VIDEO: Use Twitter's live video option which you can access directly from a mobile or electronic device.

This gives the opportunity to engage with your followers in live time, answer their questions, respond to comments and promote your latest material through a video, for a conference or webinar.



Voice

- Your tone of voice should be clear and concise for readers to digest at a glance.
- Be conversational, don't write out numbers, use symbols such as / - & and speak in layman's terms.
- Be authentic, the tone of your account should represent your journal or society and don't forget it's important to be human with your tone.



Timing

- Experiment with posting at different times to see what times help get the most engagement. Try commuter times, and lunch hours.
- Respond to comments in good time to show your journal is reliable. Users will remember this and are more likely to return to your profile and engage with your content and conversations.



Frequency

- Try to tweet at least 1 per day, if you can tweet more that's great. If you don't have the content yourself to tweet so frequently you can share content you find from other accounts.



Read more twitter best practices



Facebook is a way to communicate directly with your followers. It's great for posting photos, videos and driving followers to articles.

It's quick and easy to set up a new account at <https://www.facebook.com/>.

First Steps

- 1 Build and maintain** a community by searching for immediate connections, colleagues, and organisation and invite them to like your page. Add the Facebook icon to your society communications so that people you're communicating to can find your Facebook page.
- 2 Discover** which content is most popular by testing different types of messages. Some might be about an article, some might be society news, or information on an editor. The type of posts that receive the most engagement through likes, shares, and positive comments are the ones to continue.
- 3 Engage** with others by commenting on relevant conversations, responding to people who have questions for you and conversing with credible accounts. Credible accounts generally have a large following, interacting with them will increase the visibility of your profile.
- 4 Follow** other accounts that are relevant to your field, for example be sure to follow the relevant Wiley subject level account(s).

Profile pictures

are the first impression your friends and followers will get of your journal. You might want to use a society logo, or journal logo.

Craft posts

that encourage comments and meaningful conversation to increase your journals organic reach on Facebook.

Hashtags

can be used more sparingly on Facebook than on Twitter and Instagram. Use them to spread awareness for events, conferences and webinars.

Tags

are a way to mention other accounts in your post.

For example, you may want to tag a society or a conference page. If you're replying to a comment you should @mention the account you're replying to, so they see your comment.

Example post



Humanisation

Facebook allows for longer posts than twitter but you should still convey your main message first.

Use everyday language to make your posts more approachable and easier to digest.

Call to action

requests ask your followers to carry out a specific action. For example, 'Click here'.

Share

other account's posts to your community.

Imagery and videos

are eye catching and increase engagement of your post. Use your own photos or you can find free stock images from [Shutterstock](#) or [unsplash](#). Stand out with bright & bold photos, use templates with your logo, use photos from conferences or illustrations from an article.

Best Practice Tips



How to engage your audience

- 50 characters maximum is the most effective length for a post, even though Facebook does allow for more detailed, longer posts.
- Facebook Groups allow you to update a large community of people about upcoming articles or events. You can make these Groups closed, secret or public.
- Creating Facebook Events is a useful way to notify your audience of an upcoming article release or a special launch event.
- Set up a 'Facebook Business Page' to get access to Facebook analytics. This enables you to track your profile's progress, and enables you to advertise on your page.

To ensure you have an equal balance of original and shared content, use the 5: 3: 2 method.

- 5 – **Curation:**
content from relevant sources
- 3 – **Creation:**
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- 2 – **Humanisation:**
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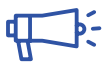
Multimedia & images

- Drive more engagement by including an image or video instead of plain text. For example, create a video abstract for your article, keeping the video between 20 seconds - 2 minutes.
- Square images outperform landscape images.
- Facebook prioritises videos on news feeds, therefore it is a valuable tool to drive engagement on your profile.
- Many will be viewing videos on a phone screen and without sound so use subtitles to create caption overlay.
- [Image sizing best practices](#).

Free Resources:

- Image Creation: [Canva](#)
- Video Creation: Free tools listed [here](#)
- Subtitle maker tool: [amara](#)

LIVE VIDEO: Use Facebook's live video option which you can access directly from a mobile or electronic device. This gives the opportunity to engage with your followers in real time, answer their questions, respond to comments and promote your latest material through a video, for a conference or webinar.



Voice

- Your tone of voice should be **clear** and **concise** as this is less content for the reader to digest at a glance.
- Use a catchy title and description for posts and using key terms to maximise your page's discoverability.
- Be conversational, don't write out numbers, use symbols such as / - & and speak in layman's terms.
- Be authentic the tone of your account should represent your journal or society and don't forget it's important to be human with your tone.



Timing

- Facebook prioritises posts by high engagement not chronology, which means posting new and interesting content is key.



Frequency

- Try to post at least a few times per week, if you can post more that's great. If you don't have the content yourself to post so frequently you can share content you find from other account's posts that would be relevant to your audience.



Read more Facebook best practices



Instagram is great for sharing quotes, stories and photos. However, if the goal is to drive traffic to your journal Facebook and Twitter are more suitable. To sign up you'll need to download the Instagram app from the app store or go to [instagram.com](https://www.instagram.com) and follow the details to set up.

First Steps

- 1 Build** up a following. Instagram enables your content to reach extensive connections. You can do this by: searching names and hashtags relevant to your journal and following users. If you have a personal Instagram account send a story @mentioning your new Instagram account and ask your followers to follow the new account. It might say 'Follow our new account @wileyecology for the latest from marine mammal science.' Ask your colleagues to do the same and spread the word.
Like other users posts so that they notice the new account.
- 2 Discover** which content worked well. Content that received the most likes, 'regrams', comments and mentions. Reword, repurpose and reuse.
- 3 Engage** with others by commenting and liking relevant posts, especially those posted by verified profiles as they have more followers.

Instagram Stories

are great if you're at an event like a conference and want to make multiple posts throughout the day. Stories only last for 24 hours and then disappear. You can see who's viewed your story.

Hashtags

can be used more disposably on Instagram than on other social media sites, with a limit of 30. Stick to hashtags relevant to your brand. They are useful for spreading awareness of events, such as conferences and webinars.

Captions

can be used to summarise your journal and engage readers.

Example post



Emojis

are universally understood small images that can help set your desired tone in and alongside your posts. Emojis improve engagement by 48%.

Mentions

are a way to interact with other users within your own posts; this increases your society's visibility. For example, you may want to @Mention an event, or an author, or society member. If you're replying to a comment under your post you should @mention the account you're replying to.

Best Practice Tips



What content works well

- Link your journal page in your bio. This is the first section of information they will see on your profile.
- Add a caption. These are seen immediately alongside the image or video posted. Make sure it serves a purpose by showing your journal's brand, as well as creativity and personality.

To ensure you have an equal balance of original and regram'ed content, use the 5: 3: 2 method:

5 – **Curation**: content from relevant sources

3 – **Creation**: content you have created

2 – **Humanisation**: personal and fun



Using multi-media and images

- Keep Instagram video posts between 20 seconds and 1 minute. Instagram caps videos at 1 minute.
- Use Instagram Stories to update your followers on the journal's latest developments and events. Use the polls, swipe up links and 'Ask a question' options to encourage engagement on your profile.
- Many will be viewing at the videos on a phone screen and without sound giving less time to catch attention. Use a free subtitle maker tool.
- [Image sizing best practices](#).

Free Resources:

- Image Creation: **Canva**
- Video Creation: Free tools listed [here](#)
- Subtitle maker tool: **amara**

LIVE VIDEO: Remain up to date with technology by using Instagram live video option which you can access directly from the mobile or electronic devices app. This gives the opportunity for you to engage with your followers in live time, answer their questions, respond to their comments and promote your latest material through a video, for a conference or webinar.



Voice

- Your tone of voice should be **clear** and **concise** as this is less content for the reader to digest at a glance.
- Be authentic, the tone of your account should represent your journal or society and don't forget it's important to be human with your tone.
- Occurrence of posts shown on an Instagram newsfeed is determined by:
 - Interest: depending on your past behaviours with other profiles, how interested you are likely to be in the post.
 - Recency: timely posts are prioritised over week-old ones.
 - Relationship: how close you are to the person who shared the content.



Timing

- Experiment with posting at different times to see what times get the most engagement, try commuter times and lunch hours.
- Respond to comments in good time to show your account is reliable. Users will remember this and are more likely to engage with your content and conversations.



Frequency

- A successful Instagram feed should share high quality images and videos at least 3 times per week.



Read more Instagram best practices