#SciComm via Social Media

A guide to choosing the best social media channels to share your science

<table>
<thead>
<tr>
<th></th>
<th>Twitter</th>
<th>Tumblr</th>
<th>Instagram</th>
<th>Facebook</th>
<th>Blog</th>
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</thead>
<tbody>
<tr>
<td>Time</td>
<td>Low</td>
<td>Medium</td>
<td>Low</td>
<td>Varies</td>
<td>High</td>
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<tr>
<td>Length</td>
<td>Shortest</td>
<td>Short(ish)</td>
<td>Varies</td>
<td>Varies</td>
<td>Long</td>
</tr>
<tr>
<td>Images</td>
<td>Sure!</td>
<td>Yas!</td>
<td>Must!</td>
<td>Sure!</td>
<td>Ok!</td>
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<tr>
<td>Audience</td>
<td>Peers/Public</td>
<td>Public</td>
<td>Peers Fam &amp; Friends</td>
<td>Fam &amp; Friends</td>
<td>Peers</td>
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<tr>
<td>Ages</td>
<td>18-29</td>
<td>18-24</td>
<td>18-29</td>
<td>25-54</td>
<td>21-35</td>
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</tbody>
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HAVE A PLAN.
Don’t sign up for any site before you know what you want to say to what audience – and what you want them to get out of it.

Keep it:
• **Simple** - If anyone from your best friend to a neighbor can’t understand you, rephrase your message.
• **Interesting** - We live in an age of short attention spans. Use catchy phrases and striking images to capture readers’ attention.
• **Relevant** - Know your audience. How can your content reflect your visitors’ interests and behaviors?

Post:
• **Often** - Social media sites and feeds must be updated frequently (from once a day to once a week). Why visit your site again if there’s nothing new?
• **Strategically** - Joining every site out there will be overwhelming and exhausting; start out with one or two and go from there.
• **Wisely** – Social media can be seen by everyone, and it’s all too easy for tone to shift from informal to unprofessional.

Make friends and try again: Find others, make connections, and add links. Become part of a larger network in order to reach others. It takes time to acquire followers to your sites and feeds; don’t give up if you’re not immediately noticed.

Your Turn!
What’s your plan?

Who’s your audience?
____________________________________
____________________________________
____________________________________

What’s your outlet?
____________________________________
____________________________________
____________________________________

What’s your primary goal?
____________________________________
____________________________________
____________________________________

Name some notable hashtags/individuals in your area.
____________________________________
____________________________________
____________________________________

Visit [www.agu.org/sharingscience](http://www.agu.org/sharingscience) for more tips and tools on using Social Media!