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Social Media in Science Tips



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So, you want to use social media effectively in science?

Social media is ubiquitous in today's world. Leveraging social media accounts effectively doesn't always come naturally. Seeing social media as a conversation you are engaging in, and following these ten tips will help you make the most of your accounts and presence.

1 Understand your goals.

What do you want to get out of this experience, and what do you want to give to this experience? Are you seeking a personal or professional presence? Do you want to reach a small audience or the world?



2 Choose the platform that fits.

Platforms serve different purposes that vary with geography and discipline. Find the platform that meets your needs. For example, chemists are active on Twitter and it can be a great place to connect with colleagues, share research, and hear about job / postdoc opportunities. If you're in China, a WeChat account is essential.



3 Set up a professional presence.

Don't leave empty spaces — complete your name, your descriptive information, and be sure to add a photo or image.



6 Figure out what works for you.

What topics do you enjoy discussing and where can you have the most impact? Social media engagement is a personal and professional opportunity.



5 Find your communities.

One of the most exciting activities on social media is finding new communities who share your interests. Leverage community hashtags to help keep in touch and remember to engage regularly with other users. Social media rewards engagement and will strengthen your network.



4 Use platforms wisely.

If you use multiple platforms, share relevant information for that specific platform. If you are posting content you wouldn't want a professor or employer to see, remember to keep your profile private.



7 Add personal flair.

Be yourself, be authentic, and share a hint of your day-to-day life. Don't duplicate other accounts, your actions should stay true to your goal and to you. Celebrate your achievements and share lessons learned.



8 Be engaging.

A picture is worth a thousand words. Include graphics, videos, hashtags, and tag other accounts where appropriate.



10 Use social media frequently.

Set aside time for social media and stay current. Identify and use social media tools to plan your posts. Don't ignore an account for weeks or months — that can send a negative message to your community.



9 Promote your social media presence.

Include links on your email signature line, on posters, and in presentations to your social media accounts so new connections can be strengthened online.



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