

Social media training for member networks

Finding and planning content





How do you find relevant content?

- What subjects are of interest to your community?
- Is there somewhere you can find all the information you need?
 - Website (e.g. [NobelPrize.org](https://www.nobelprize.org))

Planning your content

Planning your content: Target audience

Is this message for your members or members of the public?

- Consider if you need to use jargon
- Will you use specialised hashtags or can you tie in with something more general (e.g. [#ClimateChange](#), [#WorldAIDSDay](#))?

Who is this event for? Consider the [demographics of social media use](#):

- Facebook is great for reaching an older audience
- LinkedIn works best for contacting professional audiences
- Different countries use social media differently – if you want to reach members in India you should promote your event on Facebook!

Planning your comment: Tone of voice

- Keep it simple: keep the text clear, concise and inclusive
- Do not talk *at* them, but rather to them
- Use emojis on twitter and Facebook to tone down the message
- Add personality to the text – allow your online identity to be seen

Developing content

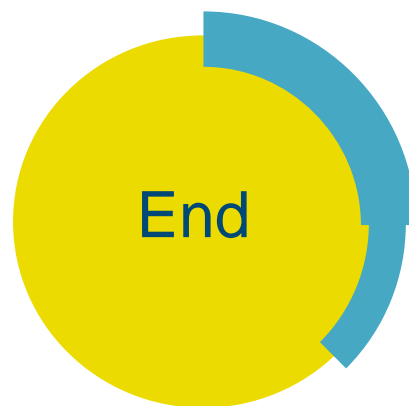
Break down your content to make it more engaging



Start by **engaging** your audience with an opening statement or question



Make your text **informative** but concise – character limits are limits , not targets!



Finish with a **call to action** : direct people to a link to register or learn more

Find

- Find content on Twitter by searching for the relevant words or hashtags
- Find content on relevant websites.

- Find content on Facebook by searching for the relevant words or hashtags
- Find content on relevant websites.

- Find content on LinkedIn by searching for the relevant words or hashtags
- Find content on relevant websites.

Plan

- Use a soft tone for your message

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Stay present

- Be active
- Post regularly – once or twice a week is fine!
- Engage with relevant people

If you struggle for time and can't post regularly, then there are ways to schedule your posts in advance. We will cover this during our [third webinar](#).

OF CHEMISTRY



Twitter is a fast paced
channel.

Use short fun copy, be

Thank you