Table of Contents

Why use social media? ................................................................................................................................. 2
Dos and don’ts of using social media........................................................................................................... 2
Getting started............................................................................................................................................. 3
Which platform is best for me?..................................................................................................................3
Making social media part of your day........................................................................................................4
Top tips for tweeting ...................................................................................................................................4
Dealing with negative comments and trolls ...............................................................................................5
Useful resources ............................................................................................................................................6

Why use social media?

- Get the attention of journalists and the mainstream media
- Connect with peers, other researchers and the interested public
- Keep others up to date with your research
- Inspire others to become interested and involved in your field

Dos and don’ts of using social media

**Do:**
- Interact with other pages/people (comment, share, like, retweet, favourite).
- Endeavour to answer questions within four hours of them being posted.
- Maintain your professionalism.
- Use a disclaimer: “The comments on this site are mine alone and do not reflect the views of Curtin University.”
- Behave in accordance to Curtin’s values.
- Keep work-related information up-to-date.
- Separate your personal and professional social media accounts.
- Consider the implications of sending and accepting friend requests from colleagues, business partners and students.
- Keep your accounts secure: update passwords regularly, keep login details safe, beware of phishing emails.
- Understand that not all interactions will be positive. See our steps for dealing with negative comments and trolls further down.

**Don’t**
- Don’t just talk at people – actively engage with your followers.
- Don’t post sensitive or confidential information.
- Don’t use the Curtin logo.
- Don’t post about research that’s yet to be published or is embargoed.
• Don’t publish copyrighted content. You must have permission.
• Don’t engage in conduct that is likely to bring discredit to Curtin or will damage Curtin’s reputation.
• Don’t use Curtin’s name to promote or endorse a product, cause or political party or candidate.

Read our social media guidelines for staff for more dos and don’ts. If you’re not sure how to act, please ask the Curtin Media Team for help.

Getting started

1. Decide on a purpose
• What do you aim to achieve with your social media presence? General awareness? Raising the profile of your research? Inspiring others to get involved in your field?
• Use social media in a way that reflects your purpose

2. Determine your ideal audience
• Build your followers and develop a content strategy accordingly

3. Decide on the tone
• How formal do you want to appear?

4. Decide on a platform

5. Create a profile
• Use a professional-looking photo of yourself and ensure you use a disclaimer along the lines of: “The comments on this site are mine alone and do not reflect the views of Curtin University”
• Describe who you are

6. Start following some key people in your field

7. Start composing your own posts and sharing/retweeting, commenting on and favouriting/liking other interesting content

Which platform is best for me?

Twitter
• Most popular platform amongst researchers
• 80% of Australian journos are on it
• Short (140 character) messages
• Fast and brief way of staying in touch
• Hashtags a useful tool for broadening the reach of your posts

LinkedIn
• Social network for professionals
• Connect with colleagues and other researchers in your field
• Option to post shorter updates or longer (blog-like) posts
• Join conversations in LinkedIn Groups of interest

Facebook
• Most popular social network in Australia
• Mostly used as a way to stay in contact with friends and family
• Best to separate your professional profile from your personal profile

Instagram
• Mobile photo sharing and video sharing app
• Popular with those under 30
• Useful for researchers working in the field whose work is very visual

Making social media part of your day
• Share publications, blog posts, pictures, videos and links related to your work
• Engage in conversations to build relationships and find out what people are interested in knowing about
• Scan posts published by others to gauge what’s important in your followers’ minds
• Review your metrics to see what’s working and what isn’t

Using social media at conferences
• Share insights from the conference with those unable to attend
• Use and monitor the conference hashtag to engage with attendees

Top tips for tweeting
• Check before publishing – watch spelling and grammar, use correct punctuation and ensure what you are writing is accurate
• Grab people’s attention - write as if you are writing a newspaper headline
● Engage – mention others in your tweets, follow hashtags and start conversations with others and reply to those who interact with you
● Retweet with careful consideration – what you retweet reflects on you
● Don’t just tweet to promote yourself. Start conversations.

What’s a hashtag?

A hashtag is a word, or string of words (with no punctuation or spacing), prefixed with the hash symbol ‘#’; e.g. #HurricaneSandy.

Hashtags are used to categorise information. You can use the Twitter search function or an aggregator like TweetDeck to see a list of all content that includes a particular hashtag. It’s like a topic filter.

Hashtags can be used:
● If your tweet is related to an event, campaign or a conference; e.g. #iwa2012busan
● If your tweet is related to a disaster or a natural phenomenon; e.g. #HurricaneSandy, #TotalSolarEclipse
● To give context or to broaden the reach of your post; e.g. #coalseamgas
● As a meme (a common idea, behaviour, or style that spreads from person to person); e.g. #fail, #todo

What’s a mention?

A mention is a post that includes the username of another user. For example, @CurtinUni. Whoever you mention will receive a notification.

This is another tool to engage with other users or to broaden the reach of your content. By mentioning a high profile influencer in the area you are publishing about, means they might share the content with their large fan base.

You also need to include a user’s username when you are replying to a post. For a reply, ensure the username is placed at the start of the post.

Dealing with negative comments and trolls

How to respond

Ask yourself these questions:

1. Is the comment classified as:
   ● offensive
   ● defamatory
   ● profane
• indecent
• slanderous
• discriminatory
• obscene
• soliciting
• threatening; or
• illegal?

If so, delete or hide their comment and block the user.

2. Can you add value to the conversation?
   • Respond with information

3. Are they just providing feedback?
   • Thank them for their feedback and pass it onto the relevant area

4. Does what they are saying make no sense?
   • Have a look at their account – do they post similar things regularly? It’s possible they are a troll and do the same sort of things on other pages as well. Ignore them for now. Most of the time they will just go away.

Record the evidence

Make screenshots of any negative comments and your responses just in case you need to draw on it later.

Ask for advice

Unsure how to respond? It’s always best to be cautious and ask for help. Contact the Curtin Media Team for assistance.

Useful resources

• Curtin social media resources: https://web.curtin.edu.au/social-media/
• AusSMC online media training portal: www.ScienceMediaSavvy.org
• Science Magazine’s guide to social media for scientists: http://www.sciencemag.org/careers/features/2014/02/scientists-guide-social-media
• SciLogs’s reasons for scientists to use social media: http://www.scilogs.com/the-leap/some-academics-still-dont-get-social-media/
• Contact the Curtin Media Relations Team: http://news.curtin.edu.au/media-centre/media-relations-contacts/