

## Social media - what's out there?

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### If you're new to the social media world...

**Twitter** is an ongoing public conversation where people all over the world can post short messages (140 characters is the limit) which are picked up and responded to by others who share their interests. If you have a particular area of research interest you will soon find yourself communicating with others who share that interest. Twitter is a fast and brief form of staying in touch. You can check Twitter in your spare moments to see what like-minded people are talking about.

Learn the basics of Twitter [here](#)

**Facebook** is a social networking site where people share their lives, their interests and their holiday snaps with their Facebook 'friends'. Since the line between professional and social life is not a clear one, Facebook, used with care, can be a great way to stay in touch with research colleagues from all over the world. If Twitter is a conversation, Facebook is more like having penpals, with no limit to the content you can post and the links you can add.

Learn what Facebook is all about [here](#)

**LinkedIn** is Facebook for professionals. On LinkedIn you post your professional profile and apart from keeping in touch with other people in your field and building a network, it can be a useful tool if you're looking for a job or thinking about changing jobs. LinkedIn puts you in an online space where others in your field, including prospective employers, know you exist and can see what your areas of expertise are.

More about LinkedIn [here](#)

**Instagram** is a free app for iPhone, iPod touch, iPad and Android. It allows you to apply filters and location data to photos and share them on other social media sites like Facebook and Twitter. It can be particularly useful for scientists working in the field wanting to send photographs of what they are working on to colleagues back in the office or lab.

Find out how to use Instagram [here](#)

**Pinterest** is your personal online pinup board, an image-based social media site where you can 'pin' and share videos or images that interest you. You'll find yourself connecting in a very visual way with others with the same tastes and interests.

Check out how to use Pinterest [here](#)