

# Tips for making social media part of your working day

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## Consider your purpose

- Ask **what you are hoping for** by sharing your work with a wider audience. Is it about general awareness, uptake of a new practice or technology, understanding public perception or increasing the audience for publications?
- Decide **who** you would ideally like to be engaging with in your network and build followers accordingly.
- Decide on the **tone** in terms of how formal you might be, or what type of information about yourself (personal and professional) you will post.

## Use different mechanisms

- Posting a **mixture** of articles, short comments and photos enriches the experience for your audience.
- Don't be afraid to **engage**. Conversations build understanding and trust.
- **Scan** social media for items that are currently of interest to the broader public and where relevant find ways to link your work to these interests.
- **Don't** feel you need to use social media to post everything about your life (unless you want to). Use social media in a way that reflects your purpose.

## In summary:

Here are some things you might like to remember when sharing your day-to-day work through social media:

1. **Sharing** publications, blog posts and links provides access to your work for the general public as well as journalists and policy makers.
2. Engaging in **conversations** allow you to build trusted relationships and what people are interested in knowing about your work
3. **Journaling** by writing short pieces such as blogs or opinion pieces are another way to grow your audience and find ways for them to connect with your work
4. Social media can provide a useful news **scanning** service so you know what's on people's minds.
5. **Metrics** can provide insights as to when and how interacting is more effective.