

SOCIAL MEDIA 101

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What is social media?

Social Media are web-based communication tools that enable people to interact with each other by both sharing and consuming information. These applications allow the creation and exchange of User-Generated Content (UGC) and engagement.

How is SEF using social media?

QUT Science and Engineering Faculty (SEF) recognises the important role social media plays in further building a SEF community; academic collaboration; promotion of research; development and delivery of learning and support services; and building QUT's reputation as a selectively intensive research university. Further, market research performed by QUT with students in 2017 shows most students follow their supervisor (and other researchers, organisations and journals) on social media, including Twitter and LinkedIn.

Social media has a number of advantages over traditional communication formats in terms of flexibility of information exchange, speed of dissemination and global reach. The benefits of using social media for research include establishing new connections and strengthening existing ones; keeping up to date with topics in your field of research; and promoting your own scholarly work.

By using social media, you can provide opportunities for public global dialogue, continuous discussions in the online space, and greater interaction. Think of social media as a conversation. This conversation is going on whether you are involved or not. To stay relevant and be part of the conversation, you need to stay connected, but you also need to move from connected to connecting – join the conversation with great content!

Compliance

QUT staff are required to act in compliance with the relevant QUT Code of Conduct.

QUT staff should be aware of the Guidelines for Use of Social Media and QUT Social Media Policy, available in the Manual of Policies and Procedures (MOPP).

The Social Media Guidelines for Learning and Teaching are also available in the MOPP, and are designed to provide staff and students with information regarding the use of social media for learning and teaching purposes.



KEY SOCIAL MEDIA PLATFORMS

Anyone who needs to make professional connections should be on LinkedIn. Known as the social network for your career, you can promote yourself and your work, outline your education and work experience, make connections with professionals and apply for jobs.



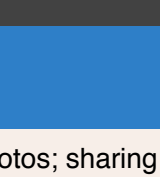
Most of us already know that Facebook is the top social network on the web. The platform has over 2.20 billion monthly active users, and reaches far and wide around the globe. 83% of users are outside of the USA, though Facebook is not used in Russia, China and most of Africa.



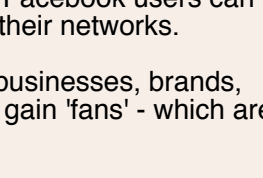
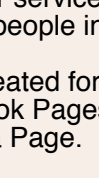
Twitter has become a top source for real-time news sharing. For a micro-blogging site with a 280-character text limit, Twitter sure has made its mark online. Twitter's big appeal is how rapid and scan-friendly it is: you can track hundreds of interesting tweeters and read their content with a glance.



Instagram is an online mobile photo-sharing, video-sharing and social networking service that enables users to take pictures and videos, and share them on a variety of social networking platforms. More than 70% of communication is non-verbal, and using imagery and videos is a powerful way to encourage audiences to think, feel and do.



facebook.com/qutscienceandengineering



linkedin.com/showcase/qut-science-and-engineering-faculty

#qutstem

FACEBOOK



Facebook is a social network for keeping up with friends; sharing news/photos; sharing and discovering content; planning events; and customer service. Facebook users can see only the profiles of confirmed friends and the people in their networks.

Facebook Pages are public profiles specifically created for businesses, brands, celebrities, causes, and other organisations. Facebook Pages gain 'fans' - which are people who choose to 'like' a Page.

Facebook Groups are a place for group communication and for people to come together around a common cause, express objectives, discuss issues, post photos and share-related content. Facebook Groups are user-created and have varying levels of privacy and security.

BEST PRACTICE

- Keeping attention is critical, so keep posts short and specific. Data shows Facebook Page posts that are 40 characters in length receive 86% more engagement over others, and Facebook Page posts that are 80 characters in length receive 66% more engagement over others.
- Include images whenever possible. Facebook posts with an image have an 87% interaction rate over plain-text posts. Be sure to use visuals wisely and always set a high standard for quality.
- Tell good stories and create conversations about your content.
- Consistently promote, promote promote!
- Think headline, not article – get attention, and then add a question, action or link.
- Post at least once a day - this is the best frequency to get and keep 'likes'.

HOW CAN I USE IT?

- Connect and establish networks - not only with other academics but also individuals and groups outside universities.
- Self-promotion - if you have an article published in a scholarly journal or blog piece, post a link to it and the academics who you count among your 'friends' have access to your latest work.
- Promote openness and sharing of information.
- Engage in social commentary; give and receive support.
- Publicise and develop research, and increase views of published articles.
- Join Facebook Groups, as these are a great way to engage in discussions with those who have similar interests to yours and with influencers in your particular research community.
- Use Facebook as a networking tool.

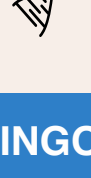
HOW IS QUT SCIENCE AND ENGINEERING FACULTY USING IT?

7900+ Number of SEF Facebook fans*

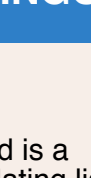
Communicate to SEF students, and promote key opportunities, events and key activities required of/by students.



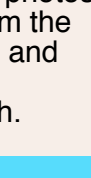
Reinforce student choice to study STEM at QUT.



Publish high-quality visual content, often, and extend brand campaigns.



Increase student and alumni engagement, and showcase alumni and student achievements.



Market SEF to prospective students.

LEARN THE LINGO

Reaction (including 'Like'):

Reactions allow other users to express their feelings to your post.

Timeline:

Your timeline is your profile page. It is where you can see your posts and posts you've been tagged in displayed.

News feed:

Your news feed is a constantly updating list of stories on your homepage. It includes status update, photos and videos from the people, Pages and Groups you're associated with.

Tag:

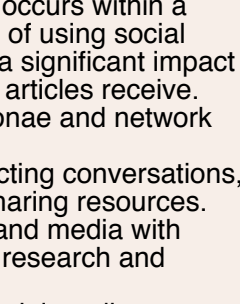
A tag links a person, Page or place to something you post, like a status update or photo.

Post:

A microblogging feature to inform other users of your actions or thoughts, or to post a weblink, photo or video.

TWITTER

Twitter is a micro-blogging site – it's interactive, instant and informative with a wide audience. Many users are spectators rather than active participants, using the platform to discover content, articles and news. Others use it for 1:1 engagement with friends, peers, celebrities and brands.



While scholarly chat and self-promotion abounds, Twitter also acts as a virtual water cooler - a place where academics go to build community. You can use Twitter to keep up-to-date on the landscape of your field, share your research, get your name out in the media, and express your ideas concisely.

BEST PRACTICE

- Don't treat Twitter like Facebook – it serves a different role and requires a different approach.
- Use text-based, image and video content.
- Post at least once a day, but more is better.
- Vary times slightly and space out your tweets.
- Keep it short and sweet, to adhere to Twitter's 280-character limit.
- Use tags and hashtags to allow your content to reach further, and cross-promote with partners and collaborators.
- Using hashtags is great for community building and provide opportunities for academics to interact with and learn from each other.
- Treat Twitter like a talking business card and the people you are interacting with as your peers in this alternative working world.

HOW CAN I USE IT?

- Increase views of published articles, engage in social commentary, and request assistance from, and offer advice to, others.
- Cite articles and converse about your content. Evidence shows citation often occurs within a week of publication as a result of using social media and tweeting can have a significant impact on how many views published articles receive.
- Construct a professional personae and network with others.
- Use at conferences by intersecting conversations, questions, note-making and sharing resources.
- Share resources, information and media with other academics, and discuss research and teachings.
- As a professional academic social media user, you are expected to have opinions in particular about your area of expertise.

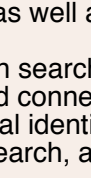
HOW IS QUT SCIENCE AND ENGINEERING FACULTY USING IT?

3280+ Number of SEF Twitter fans*

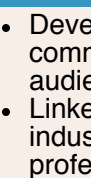
Push research and teaching news for STEM and urban development.



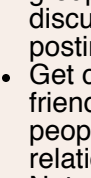
Promote research stories and drive traffic to the SEF website, blogs and content platform: The LABS (thelabs.sef.qut.edu.au).



Position SEF as a leader in innovative STEM research that addresses global challenges.



Real-time social engagement (at events).



To reach new audiences.

LEARN THE LINGO

Handle:

Your username - it is how you're identified on Twitter and is preceded by the @ sign.

Hashtag:

Categorises tweets and keeps tweets grouped together – search a hashtag by clicking on it.

Like:

The heart icon is known as a 'like' - used to endorse or save a tweet for later. Find your likes by clicking the Likes tab on your profile.

Tweet:

The noun to describe the message on Twitter.

Retweet:

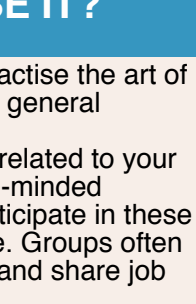
Use the retweet icon to auto-retweet another user's tweet or share with an added comment for context.

Direct Message:

A private message you can only send to someone who is following you.

LINKEDIN

LinkedIn is the world's largest professional network and is a great way to promote your personal brand online. It provides a way to connect with other professionals. LinkedIn is strictly used for exchanging knowledge, ideas and employment opportunities, and has increasingly become a leading tool for helping individuals expand their networks, as well as find jobs in their field.



LinkedIn is usually one of the first websites to show up in search engine results and is, therefore, a great tool to establish your online presence and connect with professionals. Use your LinkedIn profile page to build your professional identity online. On this page, emphasise your employment history, education, research, and skills and knowledge.

BEST PRACTICE

- Think of LinkedIn as a more dynamic and visual version of your resume. Include traditional professional information, such as your education, work experience, awards and hobbies. Rather than just list this information, LinkedIn allows you to expand on each point.
- Share projects you are particularly proud of.
- Include a headshot on your profile; try not to use a selfie or other casual image. You want to present yourself as polished, dressed as you would for a job interview. Your QUT staff profile image is a great one to use for consistency!
- Boost your discoverability with help from your network - ask for endorsements of your skills and knowledge.
- Request recommendations - this will help you network passively using your profile.
- 'Cold call' people you want to get to know - use LinkedIn messaging to send a short note.

HOW CAN I USE IT?

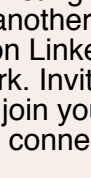
- Develop a routine of writing and practise the art of communicating complex ideas to a general audience.
- LinkedIn has thousands of groups related to your industry or niche - you can find like-minded professionals in your area who participate in these groups and show off your expertise. Groups often discuss latest trends, post advice, and share job postings.
- Get connected to your existing web of co-workers, friends and collaborators, or ask to be introduced to people you don't have pre-existing relationships with.
- Network with other members - called 'Connections' - up to three degrees away. Remember, networking is all about building meaningful relationships.
- Get the latest news, inspiration and insights specific to your industry and research.

HOW IS QUT SCIENCE AND ENGINEERING FACULTY USING IT?

In 2017, the SEF Communication Team launched a new SEF Showcase Page in 2017, replacing the use of a LinkedIn Group that existed for a number of years, but had low engagement. We are working to increase audiences on this channel!

330+ Number of SEF LinkedIn followers*

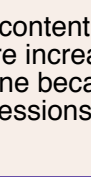
Connect with students, staff alumni and industry members.



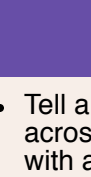
Share industry awards and successful partnership outcomes.



Promote high-quality research news and stories with a corporate angle, and opportunities to partner for research.



Share industry and research events, including invitations.



Promote SEF successes involving collaborators and funding partners, and showcase alumni.

LEARN THE LINGO

Connection:

LinkedIn members who have accepted an invitation to connect. A connection is an indicator that you and a person are connected to each other.

Degrees:

This shows you how you are connected to a person even if it's through a number of people. Includes 1st, 2nd and 3rd degree.

Company Page:

A place for businesses to include information about their business, and create updates about their business and industry.

Network:

A group of users that can contact you through connections up to three degrees away.

Recommendation:

A way to recommend a friend or colleague, based on their professional experience, to anyone who views their profile.

Invitation:

Sent to an existing member or another person not on LinkedIn to join a network. Invite someone to join your network and connect with you.

Introduction:

A private message which is a way to introduce yourself to those you are not currently connected to.

Groups:

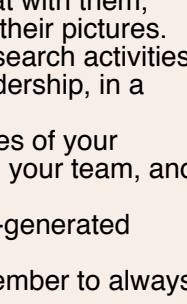
These can be public or private. It allows users to come together and talk about a specific subject on one page.

Endorsement:

Skill endorsements recognise your 1st-degree connections' skills with one click. They also let your connections validate the strengths found on your own profile.

INSTAGRAM

Instagram is a mobile-based photo-and-video sharing social network, which enables the sharing of images and creation of community among users. Similar to Facebook or Twitter, everyone who has an Instagram account has a profile and a news feed.



The tool is all about visual sharing - everyone's main intention is to share and find only the best photos and videos. As we all say, "a picture is worth a thousand words." Every day with about 80 million images are shared with over 400 million active Instagram users. Users can apply digital filters to photos and videos, and share them across other social networks including Facebook and Twitter.

The platform's surging popularity signifies a shift from editorial content to imagery and more people are using Instagram to engage in visual storytelling. Photos are increasingly becoming the way in which people are sharing and consuming information online because images are global, distributable and digestible – they are quick, creative expressions, non-linear, and shared consumption experiences.

BEST PRACTICE

- Use specific and relevant tags in order to make photos and videos stand out, and to attract like-minded Instagrammers.
- Instagram has high photo composition requirements - share high-quality, eye-catching content.
- Post on a consistent basis to engage followers. Posting regularly will go a long way in keeping your audience engaged and growing.
- Set up tags for specific events and projects, and share them with followers in order to generate discussion and debate around a particular image.
- Use relevant hashtags generously to expand your audience. These could be related to your location, type of business, industry, industry events, industry terminology etc. People interested in those things will be much more likely to find you, especially since users are now able to follow hashtags.
- Engage your followers as further than a well-crafted visual. For example, ask questions in your captions that people will be eager to answer.

HOW CAN I USE IT?

- Tell a story - this is the best way to get a point across in a memorable way. Frame your content with a larger narrative. Narratives should be emotional, raw and invigorating.
- Start building a community around yourself on Instagram. Social media is a community building and two-way communication tool. Make personal connections with people - find other people who share your interest, follow them, chat with them, send them messages, comment on their pictures.
- Disseminate and showcase your research activities and achievements, and thought leadership, in a visual way.
- Share photos from behind-the-scenes of your research ideas and experience, and your team, and promote culture.
- Leverage influencers to create user-generated content you can then reshare.
- Record and share videos. Just remember to always shoot landscapes, not portrait!
- Get inspired by what others are sharing, including friends, brands and influencers.

HOW IS QUT SCIENCE AND ENGINEERING FACULTY USING IT?

80% of SEF Instagram followers are based in Australia*

Highlight student, staff and alumni activities, and the culture of the Faculty.



Share life on campus and how to make campus life easier.



Share photos and videos, and utilise Instagram stories, during events - to take advantage of real-time social engagement.



Increase awareness of events, activities and campaigns within SEF.

Share user-generated content related to Faculty activities and events.

Student-focused promotions, of events, activities and things students need to know.

LEARN THE LINGO

Like:

The measure of appreciation of a post. A like is represented by a heart icon.

Stories:

Short-form content (photos or videos) that remains on a user's profile for 24 hours. Your current Stories and Stories created by those you follow appear in circles across the top banner of your feed.

Filter:

An editing feature that you can apply to your post to enhance features and colours.

Comment:

A note or a reply that a user leaves under a photo or video.

Feed:

Your feed is a collection of current posts shared by those you follow, designated by the house icon on the bottom navigation panel.

Home:

The screen denoted by the house icon in the bottom navigation panel shows the posts of everyone you are following. Also referred to as the 'feed'.

Followers/Following:

'Followers' are the people who follow you. The people you follow are your 'following'.

Tag:

A tag on Instagram includes the tagged accounts' username on the original post. You tag someone in a post's content, such as a person in the image, a location where the photo was taken, or a product shown.

Explore:

The search function on Instagram. Tap the magnifying glass in the bottom navigation panel.

Share your story/promote your activities!

If you have great content to share or something to promote on SEF social media platforms, email some information, photos, and/or video to: sef.comms@qut.edu.au

Social media training and assistance

Social media training and assistance is available to QUT staff, facilitated by the SEF Digital Communication Coordinator. To discuss options, send an email to: sef.comms@qut.edu.au