



SOCIAL MEDIA GUIDELINES

FOR NATIONAL SCIENCE FOUNDATION ENGINEERING RESEARCH CENTERS

SEPTEMBER 2019

GENERAL TIPS

- Remember that people are scanning social media feeds and have short attention spans. Less is more.
- Use everyday language that your audiences will understand. Avoid overuse of acronyms.
- Watch for national awareness days/events, participate and cross-promote across your social media channels.
- Consider carefully which social media channels to open and participate in. Each channel requires “care and feeding” to keep it active and alive. An inactive channel signals that the institution is inactive.

TWITTER

- Tweet every day, multiple times a day if your schedule allows.
- Aim for a balance of sharing your center’s content, retweeting NSF and affiliate content, and participating in conversation threads.
- Use hashtags and Twitter handles in your tweets to encourage sharing across the platform.
- Include a photo that helps illustrate your tweet whenever possible (see example to the right).

FACEBOOK

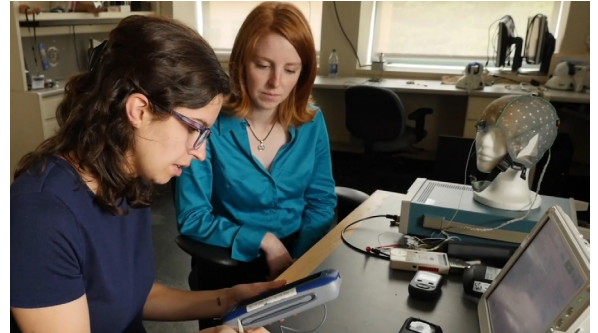
- Facebook is similar to Twitter, but it isn’t as necessary to be as “up to the minute” as you would be on Twitter. A post a day on Facebook is sufficient for an ERC.
- Facebook is a bit more visual than Twitter, which tends to be more “newsy.” Make sure to include photos with your Facebook posts whenever possible.
- Like Twitter, share center content, “like” affiliates and their posts, and participate in online conversations.

LINKEDIN

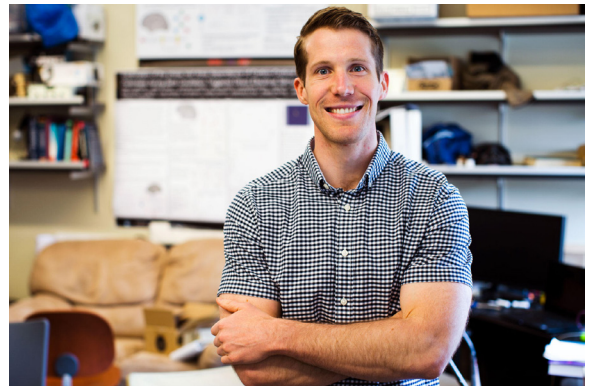
- LinkedIn is an excellent platform for projecting a professional presence and connecting with industry affiliates. Post in a manner similar to Facebook.

SOCIAL MEDIA INFLUENCERS

This is something our center is experimenting with in the 2019-2020 school year. We will be recruiting CNT-affiliated students to live-tweet events and post about CNT-related experiences on most of our social media channels. To secure student commitment, it’s good to have them sign a contract and pay them for their time at a work-study student rate. The peer-to-peer voice a student can provide on social media is a promising way to increase engagement and the amount of postings a center can produce. We are happy to share contract templates with other ERCs (see contact info below).



TWITTER, SAMPLE POST: CNT researchers @UW, with support from industry affiliate @Medtronic, are developing brain-controlled deep brain stimulators, which can be used to better treat #Parkinsonsdisease and essential tremor. centerforneurotech.org/news/story/eng...@NSF@NSF_ENG@UWECENews@uwnews#NSFfunded@uwmnewsroom



FACEBOOK, SAMPLE POST: David Caldwell, a CNT student member at the University of Washington, recently talked with Gabriel Spitzer on KNKX Public Radio about research applicable to development of sensory-enabled prosthetic limbs. #NSFfunded University of Washington College of Engineering #ThisisUW University of Washington News UW Medicine



LINKEDIN, SAMPLE POST: Mehrdad Jazayeri, CNT member at MIT, is senior author of a new study that identifies brain activity patterns underlying our ability to interpret sensory input, demonstrating how past experiences and expectations influence perception. <https://lnkd.in/g6E4xNG> #neuroscience #neurotechnology