

Social Media - 'how (and why) to use Twitter and Facebook'

*If you need a little **persuasion** in terms of using social media then read **page 1**.*

*If you are persuaded, but want to know **how to get started** and use social media then go to **page 2**.*

Why use social media

Social media allows you to connect with friends, family, colleagues and partners.

Professionally, social media can be a powerful tool for disseminating messages. When used wisely it is a great way to build professional networks and share information to increase awareness and recognition of ones work. Twitter and Facebook allow 'mass communication' and delivering of messages to all people following you (Twitter) or who have liked your page (Facebook). Social media is used more and more as essential tools for sharing and disseminating new reports, articles, findings, events and more.

Communication through social media is also a step away from 'one-way communication' (reports, articles) and instead fosters interaction and discussion with interested parties. Stepping away from the standard 'newsletter' genre makes it possible to interact with readers and this way you are forced to strengthen your science communication skills.

In addition to sending information, it is also a great tool to gather relevant information (information posted from organisations/people that you are following). Remember, you can chose who you want to 'hear' from.

Specific topics/conferences etc. use specific hashtags and when following this you can tailor your information flow and get the information that you would like. You can also follow what people are saying about your topic and jump into the discussion with your own views.

How to use social media

Facebook – www.facebook.com

How to sign up

Go to the website and 'register' with e-mail, name, password, age etc. The steps are easy and you are automatically guided through the necessary steps. This includes choosing a profile photo and cover photo.

If you already have a personal profile, but want to set up a page for your organisation then log onto your own profile -> click on 'create page' in the menu to the left.

Get started

Once you have 'liked' a page you will receive updates from this page on your profile's home page. Same way, when people have 'liked' your page (or are friends with you on Facebook) they will see your posts on their homepage.

'Like' and be 'liked' is often a good way to get more people to recognize your page. However, do think about who/what you like as this is something your friends/followers can see.

Posts are written in the empty field on your page (which you'll find by clicking on your name).

Twitter – www.twitter.com

How to sign up

Go to the Twitter website and register. Your username is with an @ in front and this will be your Twitter name. Think carefully about this, as it is difficult to change once registered. Chose a profile photo and cover photo same way as with Facebook.

Get started

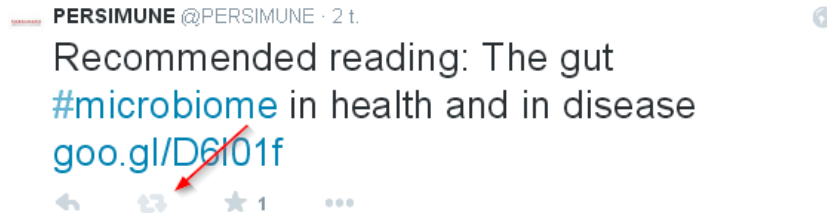
Twitter is an information network/micro-blogging platform that allows sending and reading "tweets".

A "tweet" is a message that consists of 140 characters (including space). If you have a link that you would like to insert (and it takes up too much space) go to google.com and search for URL shortener. Here you can insert your longer link and get a short one in return.

Hashtag (#): A hashtag is used to mark keywords or topics in a tweet. If you click on a hashtagged word in a tweet all other tweets marked with that keyword will show. You can also search for a hashtag, e.g. #HIV and then all tweets with this hashtag will occur. Examples: #HIV, #hepatitis, #PERSIMUNE

@ is used with addressing a person or account. E.g. if you want to make Rigshospitalet aware of your message you can direct it to them by including @Rigshospitalet in your tweet.

Retweets: When you retweet a message this message is then shown on your own profile. Re-tweet by clicking the 're-tweet sign' under the message.



Want an easy overview?

Consider using Tweetdeck (tweetdeck.twitter.com): Arrange all you favourite # or users and keep an easy overview of tweets and relevant news. This is a good way to avoid information overload and tailor the information you receive.

Not entirely convinced of the usefulness of social media and want to know your impact?

Go to <https://analytics.twitter.com>

Login with your Twitter profile user details and see engagement rate, link clicks, retweets etc. You can also get an impression of who is following your profile by clicking on the menu tab 'Followers' at the top next to 'Tweets'.