



# 10 TIPS and TRICKS

## to use social media as an EARLI SIG

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### 1 CHOOSE YOUR MEDIUM WISELY

Social media are very common practice, and there are many channels to choose from. Apart from the most popular channels such as Facebook, Twitter and LinkedIn, there are countless other social media networks to explore, each with their own scope and focus. Before you start your venture into social media, it is important to choose your medium wisely. Look into the nature of the existing channels, and assess whether they would be best suited for the promotion, visibility and communication of your SIG.

### 2 MAKE YOURSELF SEEN

Choose a name which best represents what you stand for. SIGs are advised to use EARLISIG# as a name, to show that you are part of the EARLI network, and are representing a specific SIG.

In the description or tagline, you can add the specific topics or themes relevant to your SIG.

### 3 BE PART OF A NETWORK

In order to quickly gain a representative amount of followers, make sure to check out the followers of the EARLI and JURE networks. Engage in conversations by regularly replying to messages. Include EARLI Office in your messages, so they can be picked up by the Office and spread to an even larger audience.

### 4 #USEHASTAGS

Add to the broader discussion, by using known hashtags in the content you share. Check out the EARLI social media channels to become aware of the used hashtags, such as #EARLI2017 for the EARLI Conference or #JURE2017 for the pre-conference. Stimulate your SIG members to use your own #EARLISIG hashtag to increase your SIG's visibility!



## CREATE YOUR OWN CONTENT

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Sharing information from other social media channels is great, but make sure to also generate your own content. Interactive content such as polls are a great way to engage your audience. Photos and videos are also a good way to create a buzz!

## KEEP IT UPDATED!

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There is nothing more sad than a "dead" social media account. Keep your audience engaged and interested by regularly sharing new content. Try using a schedule to plan ahead, so there is a steady stream of content. There is no "right" amount of messages per week, but once a week during quieter times seems to be a good average.

## LINK YOUR CHANNELS

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If you are active on multiple social media outlets, it could be useful to link them. This way, a message shared on one channel, is immediately also shared on another. This allows you to engage your audience across the different channels, and saves you a lot of time!

## SPREAD THE WORD!

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Once you are active on social media, make sure to tell everyone about it! Add the social media links to your SIG website and all other SIG communication (e-mails, flyers, ..). This way, you can build up a representative audience of followers in a quick and easy way.



## USE IT TO ITS FULL POTENTIAL

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Apart from sharing news, links and photos, most social media channels offer a lot of extra functionalities such as live-tweeting, social media walls, polling, ... . There are also numerous ways you can track your social media activity to assess whether your social media efforts have been successful. Explore these options, so you can really use your social media channels to their full potential.

## THINK BEFORE YOU SHARE

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Being active on social media has quickly become immensely popular. There are thousands of interesting users and accounts which can provide you with additional information to share. However, always be mindful of the content you are sharing and make sure you don't accidentally endorse people or ideologies you might not fully support. As you are not only acting as a representative of your SIG, but also as a member of the EARLI community, it is essential to be fully aware of what you are sharing before you do so.



# Question?

These social media tips and tricks are intended to help SIGs in their social media endeavours.

Should you have any questions or need any help with setting up your social media account, please do not hesitate to contact Ruben Hendrickx at the EARLI Office.