

Getting Started with Social Media: *FACULTY EDITION*



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Getting Started: What Accounts to Use



- Recommend for every faculty member to have a LinkedIn Profile and IT'S FREE
- Things to include as part of your profile:
 - Short bio
 - Link to faculty bio or website
 - Connect to Purdue College of Engineering
 - Banner image of your research or Purdue image **cropped to** 1128 x 376 pixels for profiles.



Getting Started: What Accounts to Use



- What to post on LinkedIn
 - Publications – with tag/mention of the publisher and contributing colleagues by name
 - News media / School news / Medium articles
 - Graduate student success / grants / lab updates
 - Photos from your lab/research (landscape 1200x630 or square 1080x1080) with updates on your work
 - Tag your school and the College when possible.
 - Include a link related to your post (article/lab site/college) LinkedIn will shorten your link.



Getting Started: What Accounts to Use



- Creating an account
 - Twitter names are 16 characters, so be mindful of your choice
 - Chose a personal name (first initial/lastname) or a Lab name (@smithlab or @doegroup or @energeticslab)
 - Edit your Twitter profile information
 - to include a short description about you/your lab and what your Twitter account will be about
 - Include a link to faculty bio or website
 - Banner image of your research or Purdue image **cropped to** 1500x500 pixels for profiles.



Getting Started: What Accounts to Use



- What to post on Twitter
 - Publications – with tag/mention of the publisher and contributing colleagues by name
 - News media (national/local news, Medium, shares from other orgs)
 - Grad student /Lab success (awards, grants, new members)

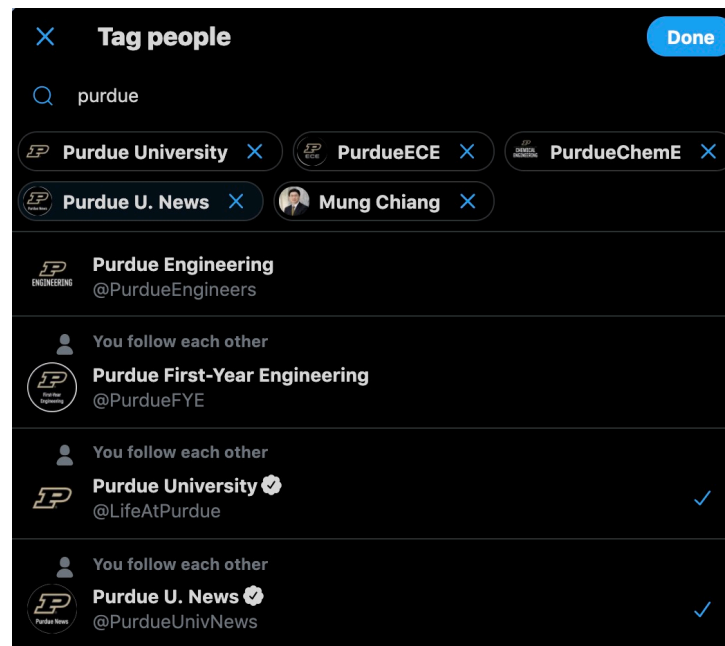
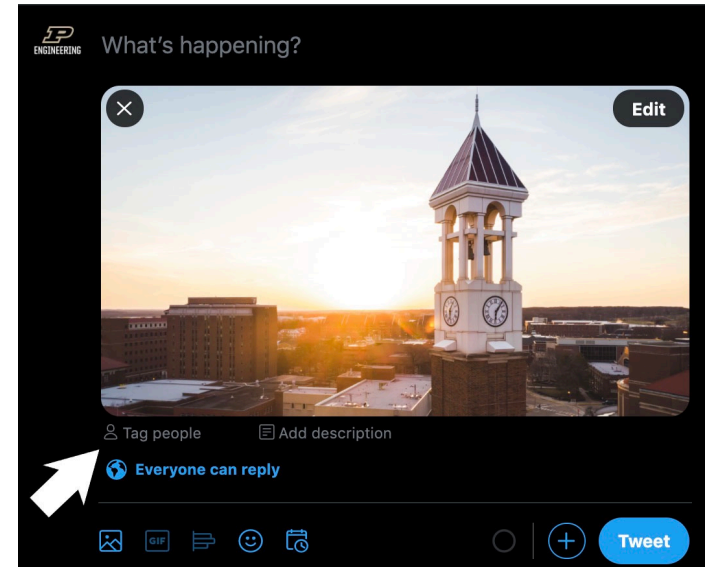
- Posts should always include
 - Photos (NOT SQUARE) from your lab/research (1200x630), video, gifs
 - @Mention your school/College (1-2 per post – tag others in photo)
 - #Hashtags popular hashtags in your research community (1-2 is plenty, don't over # your posts)



Getting Started: What Accounts to Use



- How to @Tag accounts in a photo
 - Upload a photo to your Tweet
 - Select the "Tag people" link under the photo
 - On "Tag people" screen, type in the account name or Twitter handle to "tag" that user on your photo. Those users will see your post in their notifications and be able to like or retweet.
 - You can "tag" up to 10 accounts, so try to choose at least one that isn't following you to get more engagement from new people.



Q & A

Additional Resources:
engineering.purdue.edu/Communications



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