

# TOP 10 TIPS FOR SOCIAL MEDIA

1

## GOOGLE YOURSELF

You already have an online presence, so update content, keep pictures and info current, and make sure you are portrayed positively.

2

## BE AUTHENTIC AND TRANSPARENT

Think about how you want to present yourself and your work. Post like you talk. If you make a mistake, be transparent about it. Remember, deleted content doesn't always stay deleted. Use the power of social media responsibly.

3

## UNDERSTAND THE PLATFORMS

Each platform (Facebook, Instagram, Snapchat, Twitter, etc.) has pros and cons. Become familiar with the functionality, why you would use each platform, and who's on it.

4

## KNOW YOUR AUDIENCE

Identify who you want to connect with, and what content they are interested in.

5

## USE HASHTAGS AND KEYWORDS

Hashtags and keywords are great for keeping up with trends and topics you are interested in. When you use keywords it boosts your visibility to people interested in you and the topics you are posting about.

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6

## MAKE IT EASY FOR YOURSELF

Use apps to create content, automate posts, and measure analytics. Apps can help you optimize your content and grow your audience across platforms.

7

## KNOW WHAT'S WORKING

Check analytics to know if what you're posting is being viewed, liked, and shared.

8

## BE CONSISTENT AND CROSS- PROMOTE

Be consistent with your messaging and posting schedule. Cross-promote your content by adding links for all your social networks to your website's main page, email signature, and anywhere else that makes sense.

9

## CREATE AND SHARE CONTENT

Share content purposefully. When creating content, visuals are key; if you didn't create them, make sure you have permission to share them. Showcase your personality, share what you're interested in, and talk with (not just to) your fans.

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## STAY CONNECTED

Stay connected and turn your social media relationships into real-life connections!

Sciencetelling™ Bootcamp media training is one of many resources we provide for National Geographic Explorers. Apply for a grant at [natgeo.org](http://natgeo.org)

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