

Social media for beginners

An introduction to Twitter,
Facebook and LinkedIn

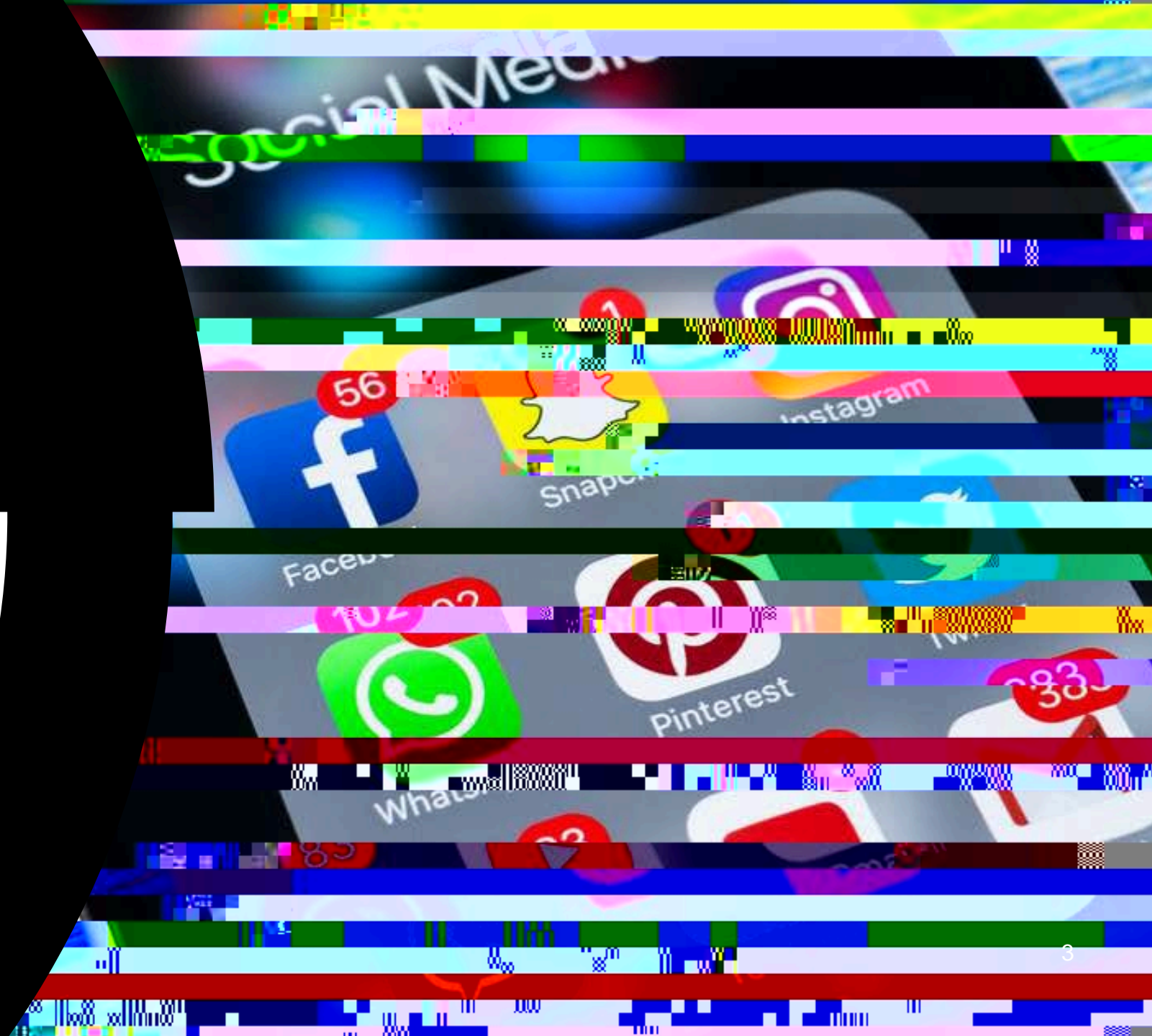
We will cover

Introduction to:

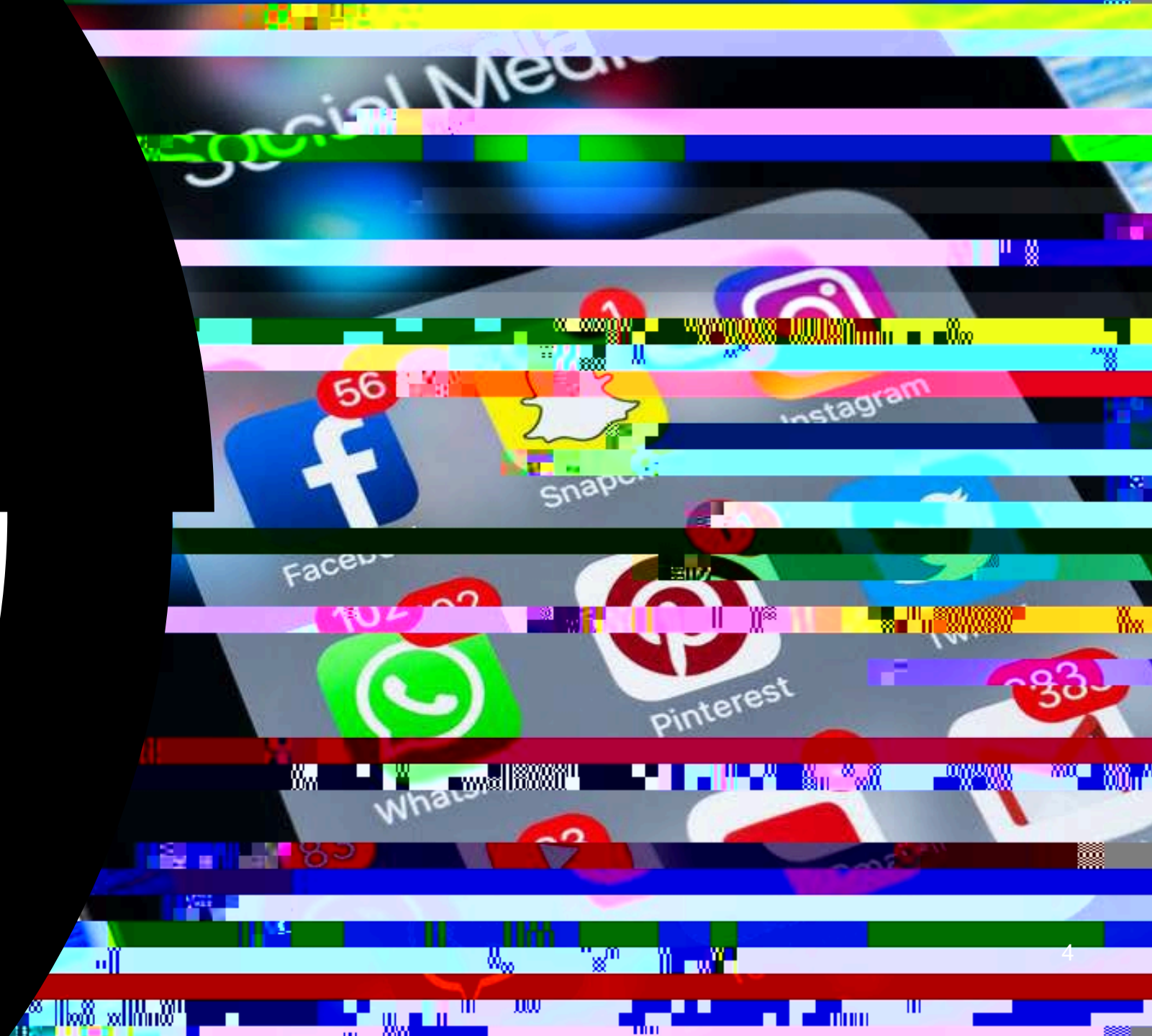
- Social media
- Twitter
- Facebook
- LinkedIn
- How to build your tweet
- How to build your Facebook post
- How to build your LinkedIn post

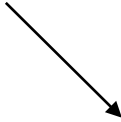
What is social media?

Websites or applications that enable users to create and share content or to participate in social networking to interact with other users, or to find people with similar interests to one's own.



What is social media?





Twitter explained



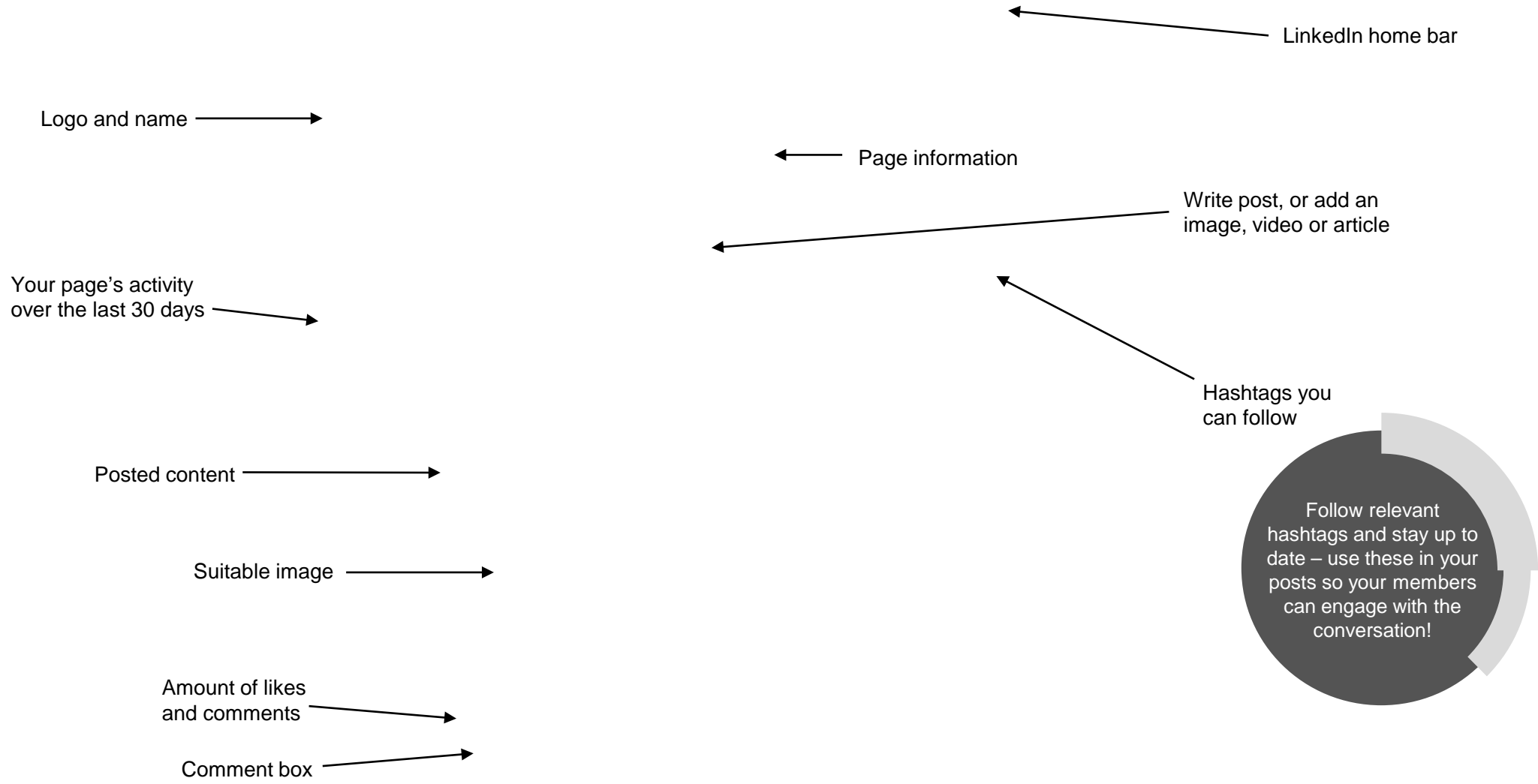
Your Facebook profile

How it looks

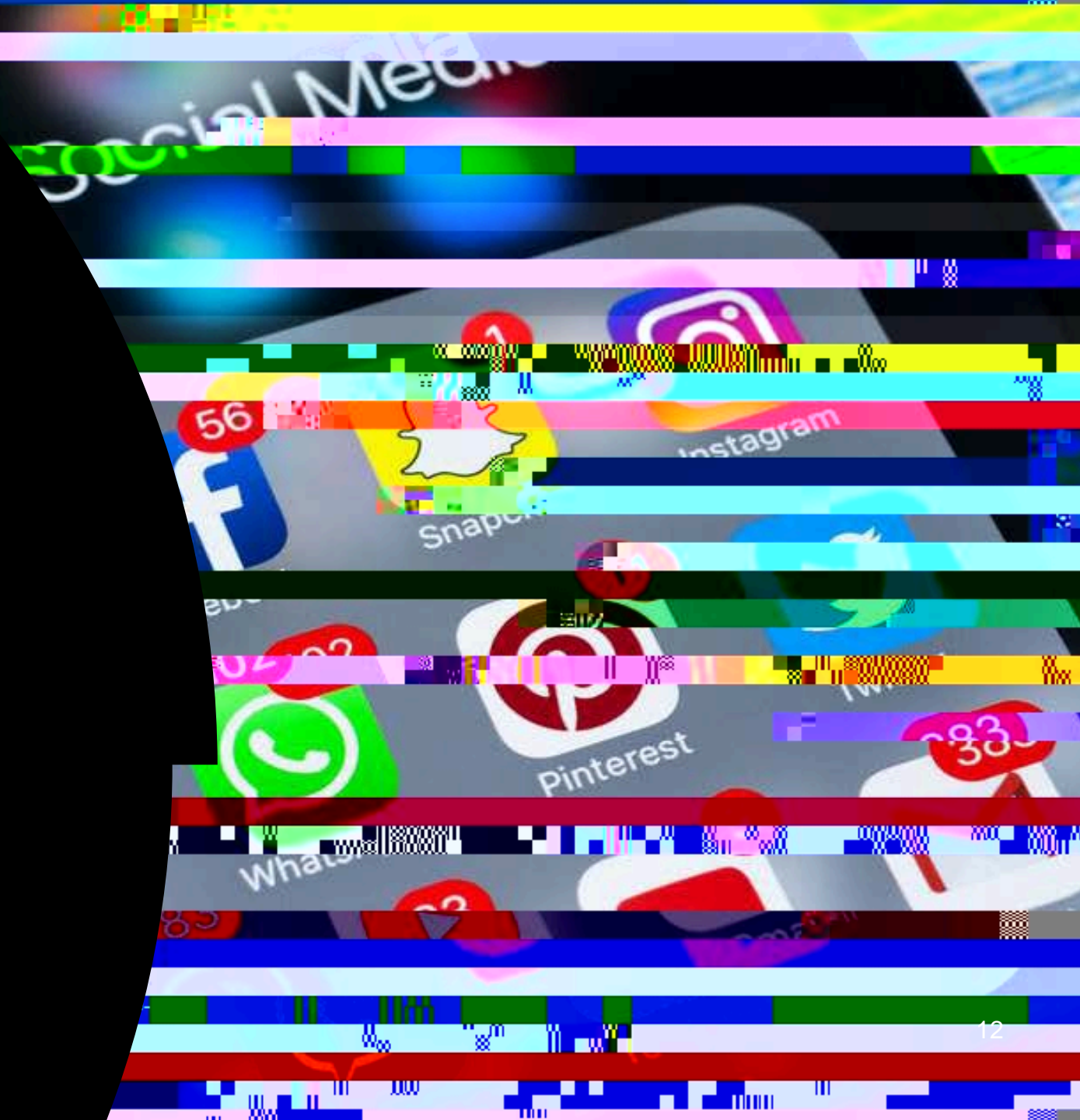


Your LinkedIn profile

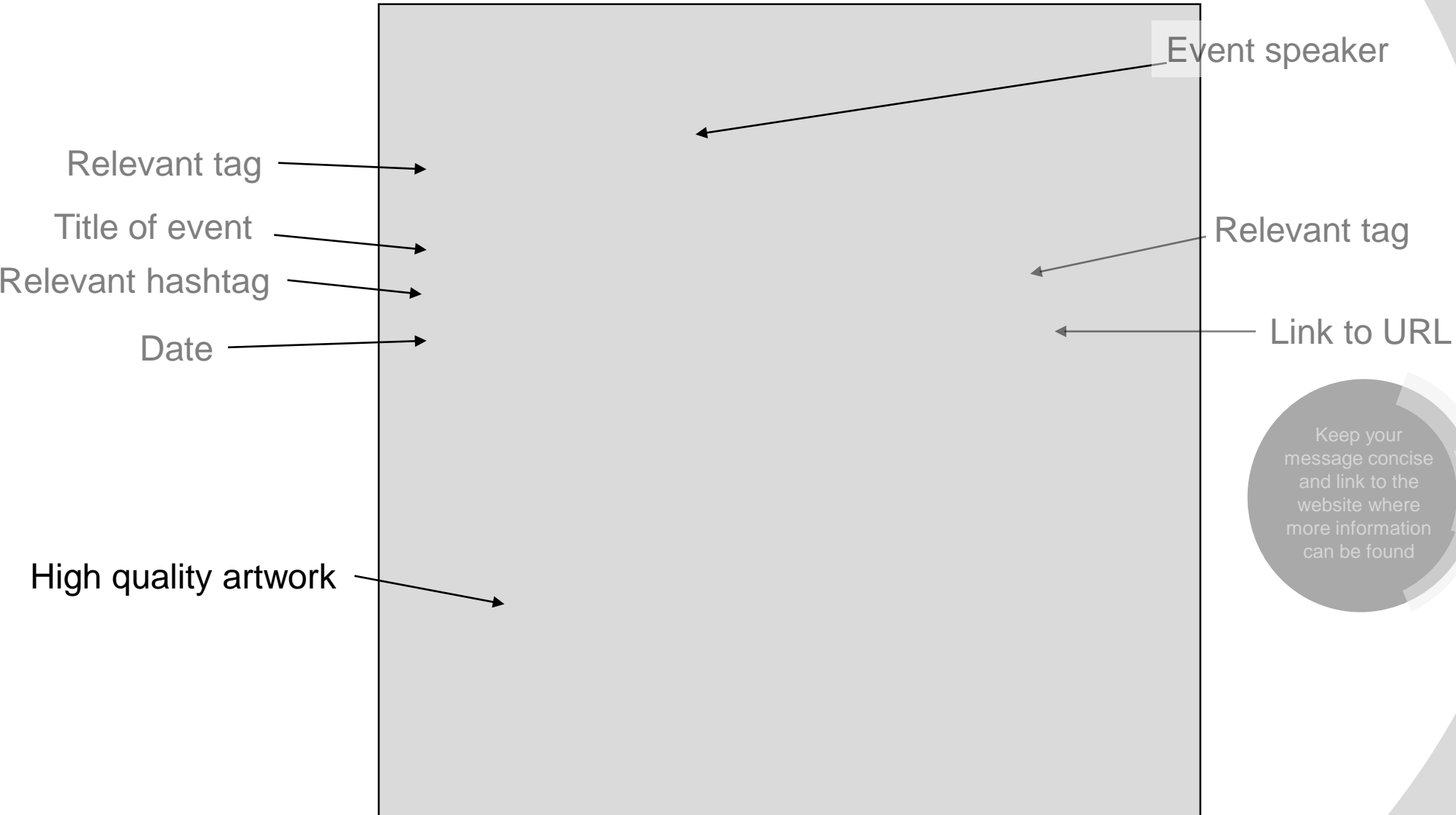
How it looks



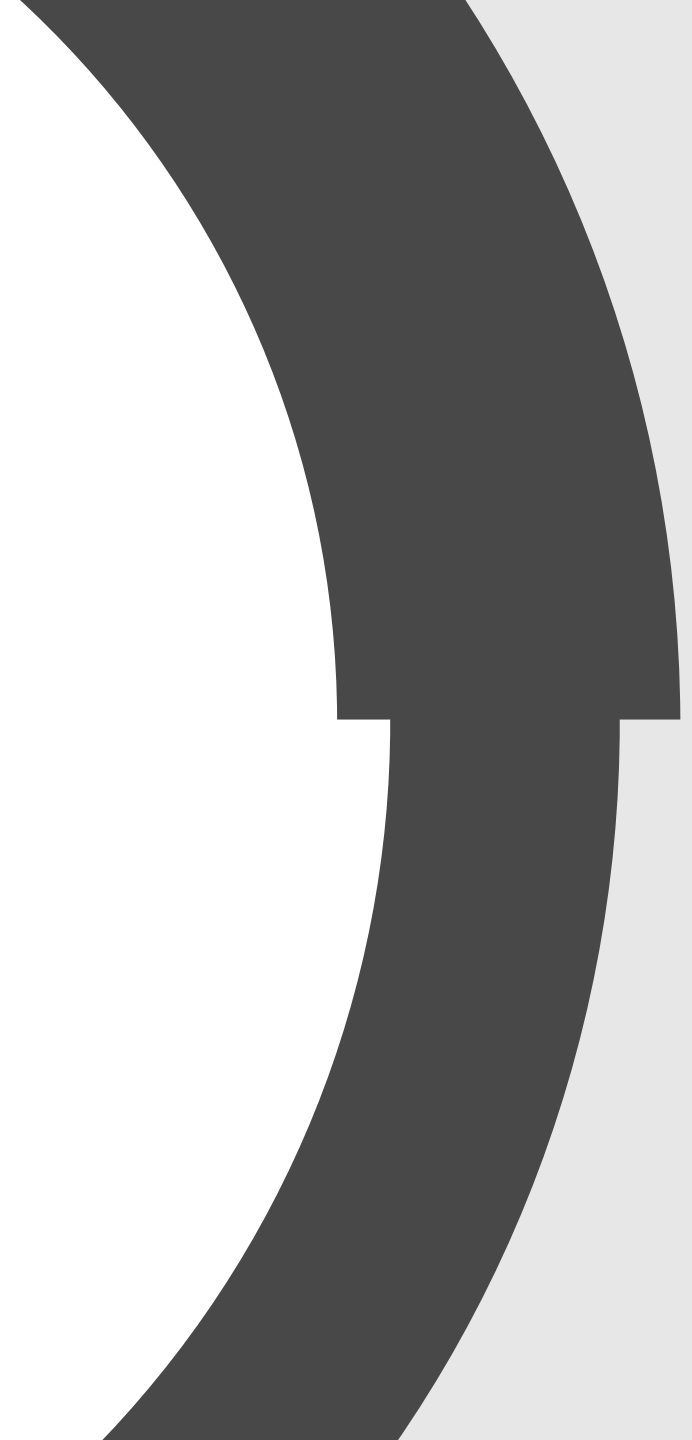
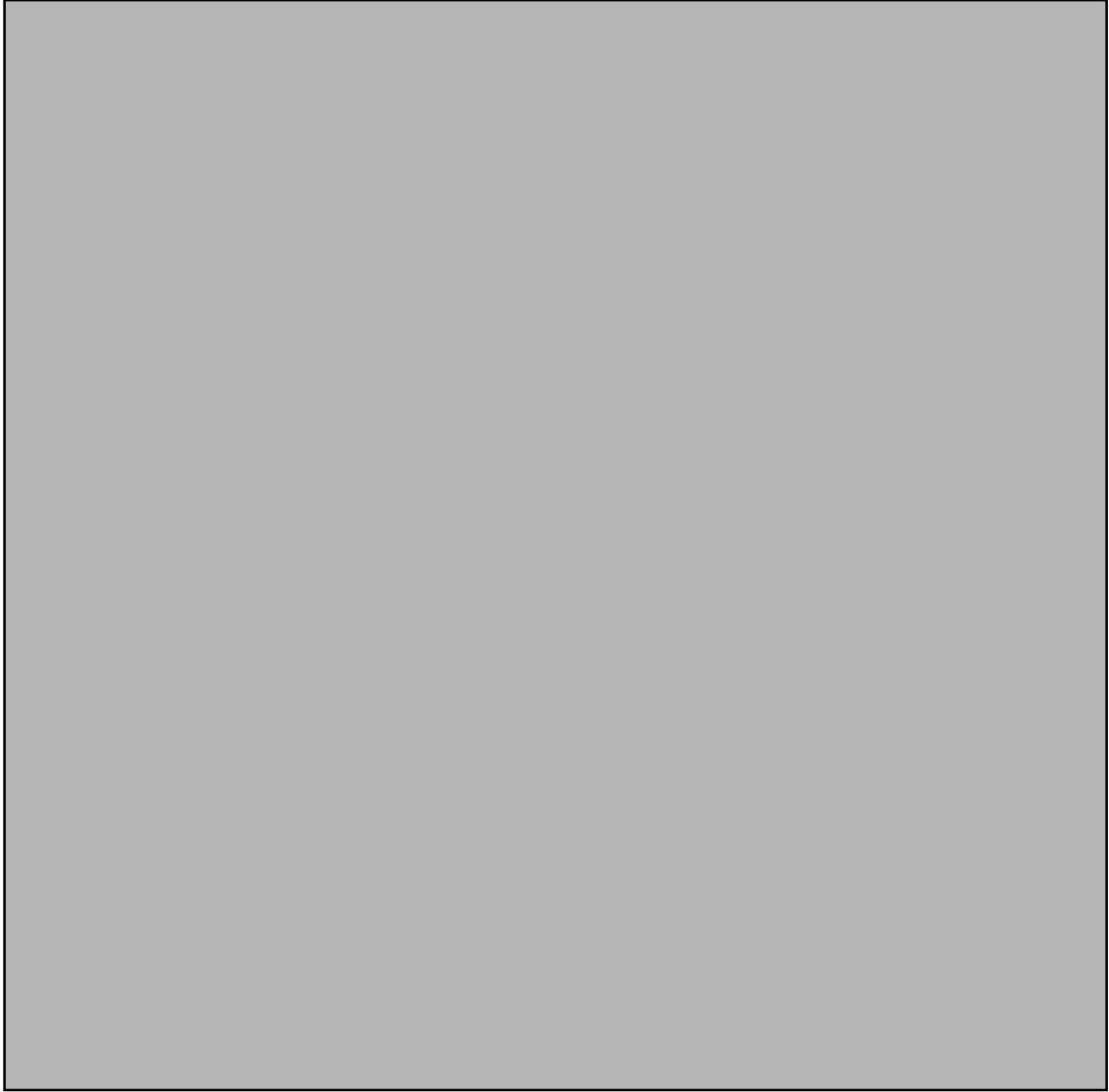
Writing your posts



Twitter: What to include



Keep your message concise and link to the website where more information can be found

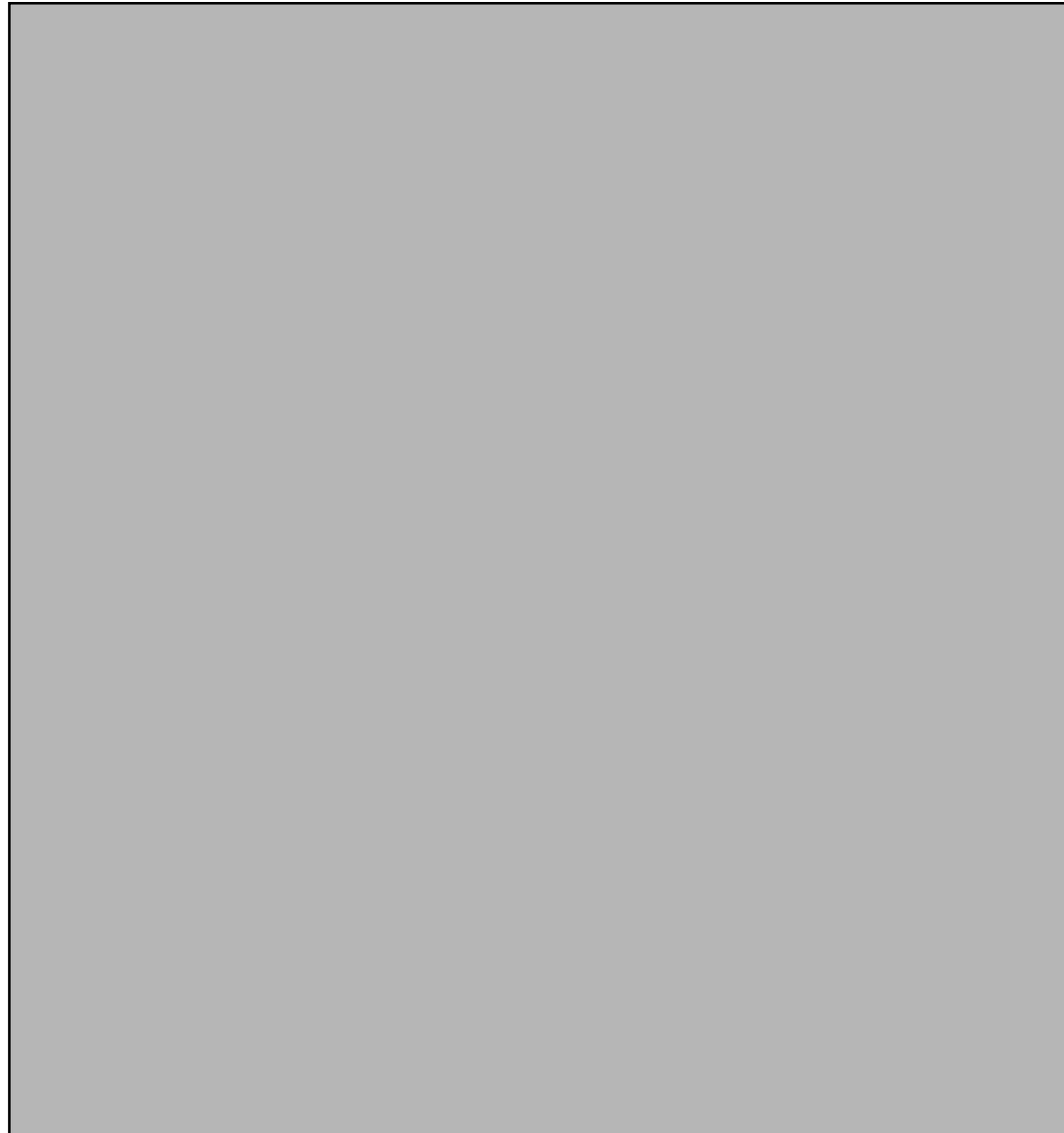


LinkedIn: What to include

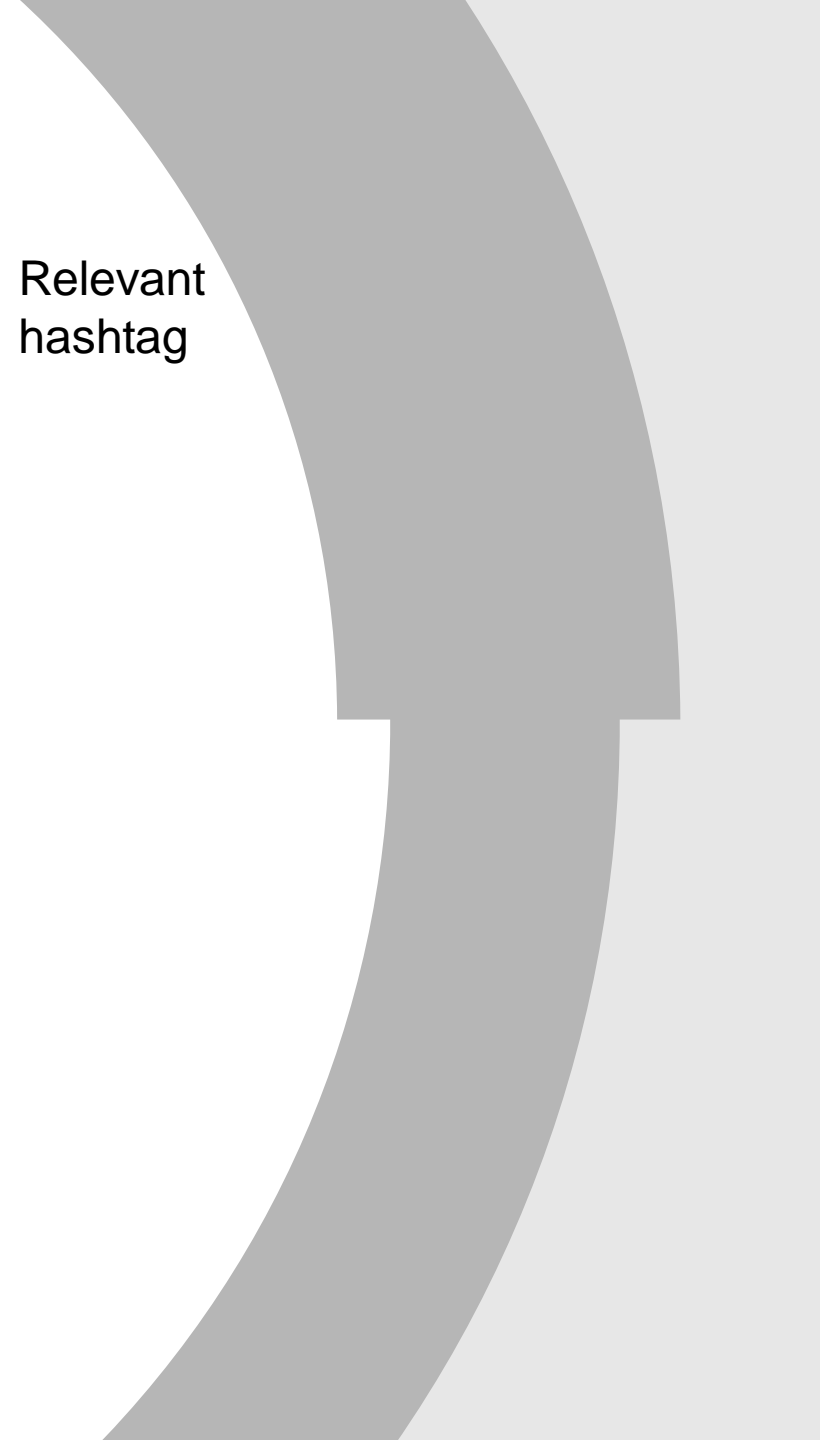
Signposting

Relevant hashtag

High quality video



Relevant
hashtag



Summary

$\frac{1}{2}$

$\frac{1}{2}$

$\frac{1}{2}$

$\frac{1}{2}$

$\frac{1}{2}$

$\frac{1}{2}$

$\frac{1}{2}$

$\frac{1}{2}$

$\frac{1}{2}$

$\frac{1}{2}$



Questions?

social@rsc.org