



THE LONDON SCHOOL  
OF ECONOMICS AND  
POLITICAL SCIENCE ■

# Welcome to *What's in a tweet? Social media engagement with research*

## THIS SESSION WILL START SHORTLY

Please ensure you are on mute and turn your camera off. Post in the chat if you have questions at any time. Please note the session is being recorded.

### **PRESENTER**

Dave Smith, Head of Social Media

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[lse.ac.uk/kei](https://lse.ac.uk/kei)

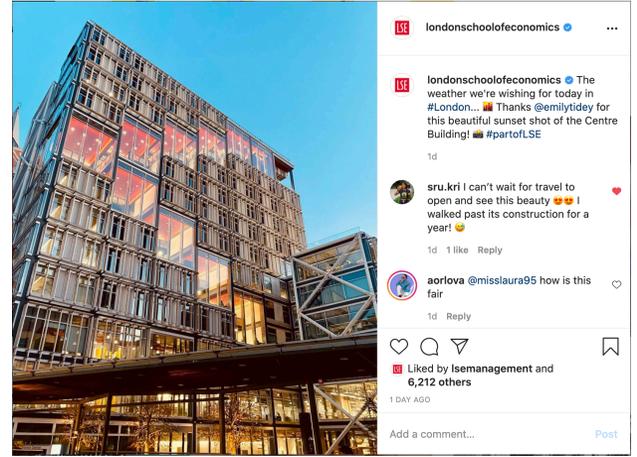
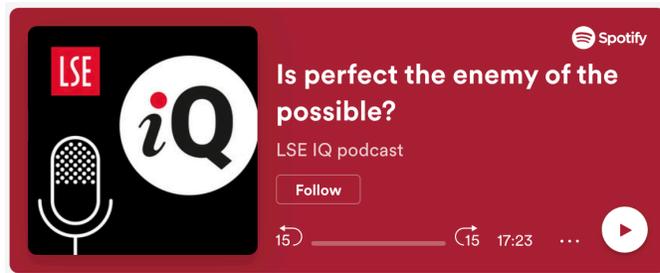


KEI Integrated Service / LSE Communications Division ■

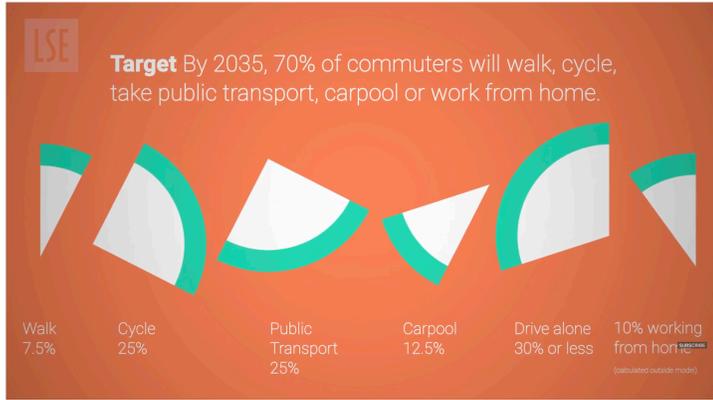
# Communicating research on social media

1. What to post
2. Making content engaging
3. Owning your online brand
4. Engaging video content

## 1.1 Identify your content outputs



Lockdown rules won't be respected if they prioritise business over hu...  
 More household-centred, realistic guidelines in England would be likely to gain greater compliance, says Laura Bear, a professor of ...  
[theguardian.com](https://theguardian.com)



## 1.1 Identify your content outputs

- TIL
- Research milestones
- Conference updates
- Recognise a colleague's achievements
- Interesting blog post or news article

*#inspo*: Prof. Brian Schmidt on Twitter >> *@cosmicpinot*



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# 1.2 Know the tools available on each social media platform

Imagining our Futures  
Saturday 07 March 2020  
6:30pm to 8:00pm

**SHAPE THE WORLD**  
LSE FESTIVAL 2020  
2-7 MARCH 2020

#LSEFestival

LSE - @LSEnews #LSE125

#TwitterPoll: Can technology stress at work impair partnerships at home?

Likely	62.9%
Maybe	21.4%
Not really	10%
Hmm	5.7%

70 votes · Final results  
9:30 AM · Sep 28, 2020 · Twitter Web App

londonschoolofeconomics

Live Q&A with @sevolunteering

We went live earlier today to ask about volunteering in challenging circumstances. #partofise

23w

hd.marin 23w 1 like Reply

affinitybyatool Bahrain 23w 1 like Reply

View replies (2)

s.simon8658 Hello. From Panama

10,474 views  
MAY 15

Add a comment... Post

LSE - @LSEnews #LSE125

#CYMI Highlights from our Election Night Party  
#LSEGE19

LSE - @LSEnews #LSE125  
LSE Election Night Party, 12-13 December 2019

Welcome 3w  
From Create Mode

please Vote!

TIME TO VOTE FOR TOMORROW'S CONTENT!

I want to learn about

MY COMMUNITY 44%	MY CITY 56%
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Share to... More

Pinned Tweet

LSE - @LSEnews #LSE125

Today, we're committing to becoming the first carbon neutral university in the UK for all our measured emissions.

Mitigating our emissions is one step on our journey as we continue to reduce our carbon footprint.

#Thread

LSE launches ambitious plan to embed environmental sustainability ac...  
LSE will be the first UK university to become carbon neutral, for all the emissions it currently measures.  
lse.ac.uk

5:30 PM · Oct 21, 2020 · Twitter Web App

View Tweet activity

39 Retweets 24 Quote Tweets 203 Likes

LSE - @LSEnews #LSE125  
Replying to @LSEnews  
We'll also embed sustainability into the curriculum to equip our students with the knowledge and skills to address climate change.

1 3 11

# 1. What to post



## 1.2 Know the tools available on each social media platform

- **Twitter:** polls, threads, RTs, topics, trends, hashtags, gifs, images, video
- **Instagram:** feed posts, Stories (and engagement tools), Reels, IGTV, Live
- **Facebook:** carousels, photo albums, live streams, Stories, event pages
- **LinkedIn:** Stories, event pages (both new)
- **YouTube:** Cards and end screens, stories, community posts

*#inspo*: The National Library of Scotland on Twitter >> *@natlibscot*



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# 1.3 Adapt your content to the platform and your audience

**University of Oxford** @UniofOxford · Oct 27

We're putting

- penguin spies
- volcano-exploring robots
- the largest migration on Earth
- smart water pumps
- and much, much more

on the map.

Explore a whole world of Oxford Global Research to discover what we're doing and where. [research.ox.ac.uk/map](https://research.ox.ac.uk/map)



4 21 76

**LSE** @LSEnews #LSE125

**#RefugeeWeek2020:** Does the media typically represent asylum seekers and refugees fairly?

Watch @MediaLSE's @robbiesharp work on participatory creative storytelling with the @ComfreyProject: [youtu.be/Zksgk-fstB0](https://youtu.be/Zksgk-fstB0)



**LSE** The London School of Economics and Political Science (LSE) 493,810 followers 3mo ·

A big virtual hello!

I'm **Bomi Okuyiga**, a Senior Economic Adviser at the Cabinet Office, and I graduated from LSE in 2014 with a BSc in Government and Economics. I joined the Government Economics Service through the Civil Service Fast Stream and now lead a team of economists in an expert committee, the Geospatial Commission, using my economics knowledge to build evidence that underpins public policy decisions.

Studying at LSE embedded the critical thinking skills I've needed to apply my theoretical knowledge to different settings. I've worked in four different government departments where the context and topics are always changing, but LSE's focus on rigour in the foundations of economics has been invaluable as I've progressed my career.

I'm also very passionate about diversity in the economics profession. I'm Head of Collaborations and Partnerships for **The Black Economists Network** which seeks to bring together and raise the profile of black students and professionals in economics-related fields.

Whether you're interested in **#economist** careers or have questions about related academic and professional interests, I'm really looking forward to connecting with you. Please introduce yourself and comment below, or tag others who may be interested!

**#networking**



1,202 · 93 Comments

# 1. What to post

**COVID-19** 31w



Here are **4 tips** from experts on how to **protect your mental health** during the coronavirus pandemic

Send Message



## 1.3 Adapt your content to the platform and your audience

- Like it or not, presentation matters.
- Be succinct. You don't have to include every detail.
- Be conscious of how people use the platform.



**Top tip:** Bookmark the Twitter card validator to preview links >>  
<https://cards-dev.twitter.com/validator>

## 2.1 General tips for better engagement

- Make your content relevant/personal/relatable.
- Make your content for the social media app you're using.
- Don't be repetitive.
- Be creative.
- Don't be afraid to ask others to amplify your message (but give them something to work with).

*#inspo*: Educational content for a “silly” music/dance platform >>  
[tiktok.com/tag/learnontiktok](https://www.tiktok.com/tag/learnontiktok)

## 2.2 Be engaged

- Chime in on conversations.
- Start new ones.
- Respond to other users.
- Comment, retweet or retweet with quote?

**Brian P Schmidt** @cosmicpinot · 21h

So [@ProfPCDoherty](#) I know the measured antibodies are blurry the whole story, but can you translate what this means

**BBC NEWS**

Covid: Antibodies 'fall rapidly after infection'  
This is likely to mean immunity levels decline and raises the risk of reinfection, researchers say.  
[bbc.com](#)

1 2 5

**Brian P Schmidt** @cosmicpinot · 21h

Replace blurry with not

## 2.3 Things to avoid

- Too many hashtags/username tags.
- Copy-pasted headlines.
- Stray URLs
- Bad formatting
- Worrying about likes  
(They don't tell the full story.)



### 3.1 Don't force yourself to be someone you're not on Twitter

- If you only want to post about your area of research, that's fine.
- If you want to mix it up, that's also fine.
- If you want to engage trolls from your personal account, go for it – but be aware of possible consequences.
- If you want to be humorous, you should!

## 3.2 Self-promotion

- Post about your work.
- Keep your bio up-to-date.
- Show your LSE affiliation.
- Be responsive to DMs and notifications.

**Top tip:** The more you post about your expertise, the more likely that will lead to new opportunities.



## 3. Owning your online brand



## 4.1 Why you should create video content

- Break down complex information
- Give firsthand insight
- Build trust
- Keep people engaged
- Encourage sharing
- Reduced attention span
- Video aids retention
- Effective communication tool

## Why you shouldn't create video content

- Because everyone else has one
- To regurgitate something you could put on a website or in a brochure
- Stats overload
- Long lectures/events
- Poor audio
- No dissemination plan

## 4.2 Upcoming video content workshops

- Optimising video for Twitter + Guide to Twitter Media Studio (Dec 2020)  
*The Social Media team will share some good and bad examples of Twitter videos, and provide a quick demo of Twitter Media Studio – how it works, and how you should be using it (if you have access) to get the most out of your video projects.*
- Optimising video for Instagram, IGTV, Stories and Reels (Jan 2021)  
*Instagram is the one app where horizontal, vertical and square videos all have a place. But why are there so many video formats for one app? And how should we be taking advantage of the peculiarities of each?*

# Questions?

Dave Smith

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