

American Chemical Society



Social Media in your Local Section

Wednesday, March 27, 2024

1pm ET

Agenda



- Welcome
- Presentation on Social Media
- Question & Answer
- Survey & Closing Remarks

Social media pros & cons

- **The Good**
 - Great tool to supplement existing communication channels (web site, email, newsletters)
 - Simple, inexpensive way to share video from events
 - An additional channel to connect directly with people
- **The Bad**
 - Easy to start an account, but takes time and effort to grow one
 - Speed and ease of posting can lead to typos and content errors that spread quickly
- **The Ugly**
 - Trolls can make life miserable – harassing users, posting offensive content and more
 - Increased concerns with business practices (privacy, safety, security)

Hallmarks of social media

- **User-generated** content (status updates, photos, videos)
- **Interactive** (like, share, comment)
- **Relationship** focused (friends, colleagues, communities, organizations, causes)
- **Mobile** (check-in, location-based)
- **Immediate** (real-time interactions, live video)

Snapshot of ACS social media

Flagship ACS Channels (March 2024)



- **Facebook (facebook.com/AmericanChemicalSociety)**
 - 730,000 followers – only channel decreasing in audience
- **LinkedIn (linkedin.com/company/american-chemical-society)**
 - 202,000 followers – professional topics, fewer impressions/higher engagement
- **X/Twitter ([@AmerChemSociety](https://twitter.com/AmerChemSociety))**
 - 208,000 followers – news and events; listening and support
- **Instagram ([@AmerChemSociety](https://instagram.com/AmerChemSociety))**
 - 59,000 followers – younger audience; images/short videos with a focus on people, fun, “cool” science

Snapshot of ACS social media

Beyond the main channels



- Channels for **ACS brands**: ACS Publications, CAS, AACT, C&EN
- **Specialty** channels: @ACSUndergrad; @ACSPressroom – ACS has moved to streamline many of these to avoid overly segmenting our audience (e.g., consolidation of ACS Webinars and meetings accounts into main channel)
- **ACS American Chemical Society on WeChat** – Chinese-language content for ACS Publications, CAS, ACS meetings/webinars
- **Member-run accounts** for ACS Local Sections, Technical Divisions, & other member communities. Staff support through training, resources and policy.

Social media basics

- First thing to ask: **Do we need this?**

Successful social media channels require...

- A consistent, significant volume of content (varies, but should never be more than a week without a post)
- Willing volunteers with time, resources and know-how
- A specific audience who is using that platform (don't try to reach senior chemists on Snapchat)

What makes the most sense?

- Where is the audience you want to reach? What content are you planning to share?
- Facebook & LinkedIn have both Pages and Groups
 - Pages are like personal profiles for organizations, businesses, brands or public figures.
 - Groups are communities centered around a common interest or topic. Less public, more peer-to-peer sharing.
- X/Twitter & Instagram
 - Only offer accounts. More likely to use hashtags.

Where to start?

- Find relevant accounts you can tag in posts to help increase the engagement of your content (example – if you wanted to include ACS in a X/Twitter post, type @AmerChemSociety)
- Hashtags can help your content become part of a larger discussion. The more general the hashtag the larger the audience. (#Chemistry, #ACSFall2024, #CCEW)
- Be sure to research accounts or hashtags *before* you include them

Create engaging content



- Keep posts short and interesting. Posts with fewer than 100 characters typically perform better. **(TL;DR)**
- Posts with images have higher engagement than posts without them



“We had a great time at the outreach event in San Juan.”

Accessibility for social media

- Include alt text for all images
- Ensure videos have captions
- Use and promote more accessible hashtags (#NobelPrize not #nobelprize)

- Consult the ACS Inclusivity Style Guide (acs.org/inclusivityguide)



American Chemical Society @AmerChemSociety · May 1

Discover the over 630 oral and poster abstracts submitted to #NERM2023, happening at @Northeastern from June 14-17! Register by May 8 to take advantage of early registration rates! Learn more at fal.cn/3xS99 #Chemistry #Science #ChemTwitter

The poster for the ACS Northeast Regional Meeting 2023 features a city skyline at sunset. The text on the poster includes 'NERM 2023', 'ACS Northeast Regional Meeting 2023', 'Chemistry: Crossing Intersections', 'June 14 - 17, 2023', and 'Northeastern University, Boston MA'. The ACS logo is in the bottom right corner, and the text 'MEETINGS & EVENTS' is at the bottom. An 'ALT' label is visible in the bottom left corner of the image.

Image description

ACS Northeast Regional Meeting 2023
Chemistry: Crossing Intersections
June 14-17, 2023
Northeastern University, Boston MA

Dismiss

Avoid controversy and keep things civil



- If you set up a social media presence for your local section, remember you are communicating on behalf of ACS.
 - Keep your message positive.
 - Avoid political statements, especially partisan attacks or endorsements.
 - Some topics may be appropriate for you to comment on as an individual chemist but not as “official spokespersons for ACS.”
- Moderation may be necessary with a group or in a comment section
 - Consider a policy to keep your group free from personal attacks, offensive language or imagery, or inappropriate commercial content.

Setting up your account - Facebook



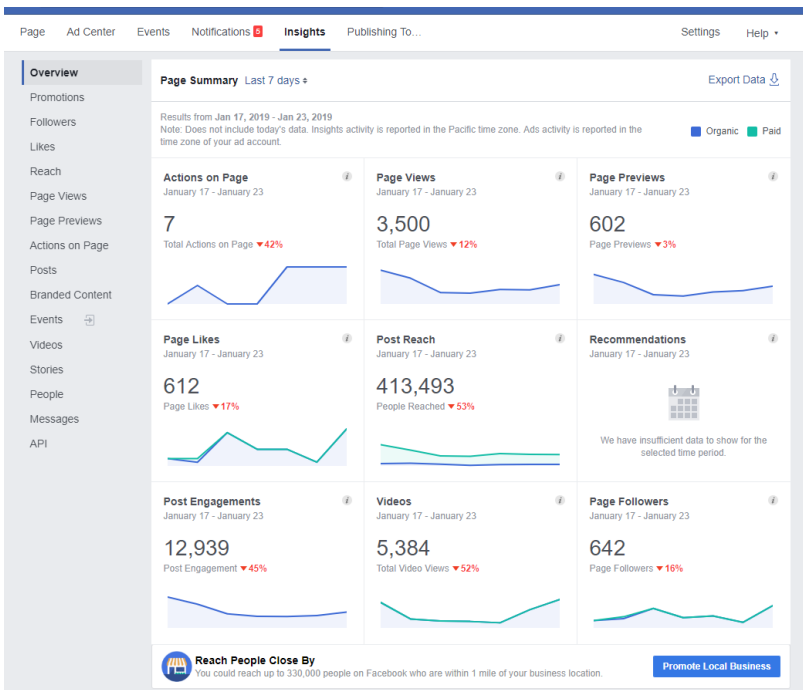
- Setting up a Facebook Account
 - Create a Facebook profile or log into your existing Facebook page
 - Edit your profile and update the following
 - Profile photo (180x180 pixels)
 - Cover Photo (820x312 pixels)
 - About info (including a “bio” of up to 255 characters)
 - Add events or photos that you want to start sharing
 - Head to the settings tab to set privacy settings, page information, add admins and other page controls
 - Find pages to like and follow that can begin populating your page (ACS, ACS Publications, C&EN, other ACS Local Sections)
 - Start engaging!

Tips for managing Facebook



- Content can be scheduled in advance (be careful, though) or targeted to a specific region
- Photo albums are a good way to share multiple images
- Creating an event is another way to post about outreach events or meetings and feature them on your page
- If you set up the Meta Business Suite, you can monitor both your Facebook and Instagram accounts from one place
- More than one person can (& should) be set up as an account admin

Facebook metrics

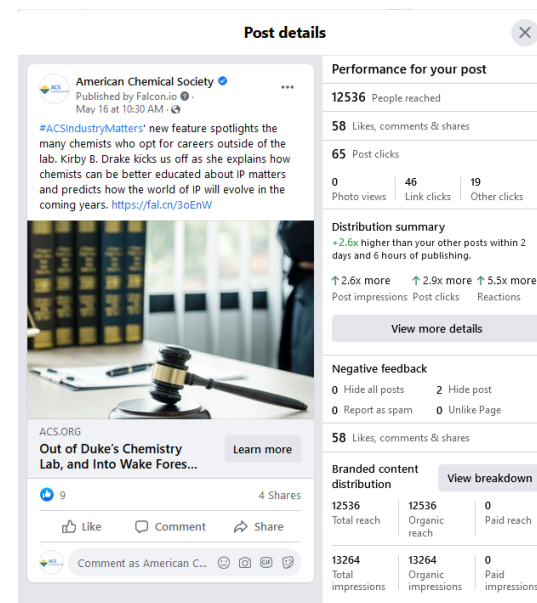


Facebook Insights provides FREE detailed metrics, including:

Impressions – The number of people who saw your post

Engagement – Likes, Shares, Comments, Clicks, etc

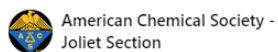
Views – For videos, how many people have watched & for how long



Facebook examples



Featured



Upcoming event: Tuesday, April 23rd- See the flyer for all the details.

Hosted By The Joliet Section of The American Chemical Society

Date: Tuesday, April 23rd **Agenda:** 5:30PM - Dinner (Provided)
6:00PM - Awards (Dinner Continues)
6:30PM - CCEW Battery Demos
7:00PM - Speaker

Location: Olivet Nazarene University
Reed Building Room 330

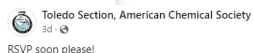
**One University Avenue
Bloomington, Illinois 61814** **RSVP:** To provide an accurate count for dinner, please RSVP by April 12th at <https://forms.gle/5Z2v48975xctFuP49>

Speaker: Eric S. Johnson, Ph.D. Research Fellow at Procter & Gamble
Eric Johnson is a Research Fellow in their Care R&D. He has responsibility for leading the next generation of technologies and formulation science for P&G's global shampoos business. Eric received a BS in Chemistry from Olivet Nazarene University and PhD in Organic Chemistry from Purdue University. He joined P&G in 1998 and for the past 25 years has created a range of technologies and formulation used worldwide on brands like Head & Shoulders, Aftershave, and Natural



Congratulations to our new officers for 2024-2025.

Chair: Eryn Maltese
Secretary: Nettie Davies
Treasurer: Amy Pratl
Community Outreach Coordinator: Nicole Yuede
Chemistry Olympiad Coordinator: Dr. Chris Condeiu



RSVP soon please!

CHEMISTRY

meets

Scandium 21 44.956	Oxygen 8 15.999	Neon 10 20.180	Sulphur 16 32.065
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Owens Natural Sciences and Culinary Arts Departments, in collaboration with the Toledo Section of ACS, bring you The Chemistry of Baking!

- Bake SCONES
- Learn about leavening agents
- Make butter

Date: Saturday April 20th 2024
Time: 1:00 PM to 3:00 PM

Where: Owens State Community College



Setting up your account – X/Twitter



- Choose the email that the account will be registered under
- Edit your profile and update the following
 - Profile Photo (400x400 pixels)
 - Bio (including link to a website)
 - Header Photo (1500x500 pixels)
- Follow at least 50 accounts to start (@AmerChemSociety @ACSPublications @cenmag, etc)
- Start engaging!

Tips for posting on X/Twitter



- Keep it short — messages under 100 characters are more likely to have higher engagement
- Show don't tell. Use images, graphics & GIFs to increase engagement. (Photos that are horizontal generally look the best)
- Tag other institutions in your post to increase engagement. If you mention ACS' account in your post, we are more likely to see it and retweet
- Hashtags make your content part of a larger conversation, but use the correct hashtags (#ACSFall2024, not #ACSFall24 or #ACSdenver)
- Make sure you are posting to the right account


X/Twitter metrics



Metrics on X/Twitter are undergoing an overhaul right now, but among the most important are:

Impressions – The number of people who saw your post

Engagement – Likes, Shares, Retweets and Comments

Tweet activity		X
	American Chemical Society @AmerChemSociety #ACSSpring2024 Sci-Mix is open! See & interact with researchers from a variety of ACS technical divisions, wander through the Local Sections area, & talk with our high school ACS #ProjectSEED students. pic.twitter.com/Zfj7Uz5J8y	Impressions 3,515
		Total engagements 104
		Media engagements 72
		Likes 12
		Hashtag clicks 7
		Retweets 5
		Detail expands 4
		Profile clicks 4

X/Twitter examples



ACS-GHS @ACSGHS · Mar 21
 Join ACS-GHS for Chemists Celebrate Earth Week event as part of the 2024 Green Mountain Energy Earth Day at Discovery Green on Saturday, April 20, 12:00-5:00pm. We need volunteers to help staff the booth. Contact acs-ghs@acs-ghs.org acsghs.wildapricot.org/event-5640208?...



SAZACS @ACS_SAZ · Mar 16
 The Annual 2024 Boberg Memorial Tie Dye Party was a great success! There were so many innovative tie-dye ideas, buckets of soda ash, and a rainbow of dyes to choose from. Thanks for hosting the party, Kathy and Steve!

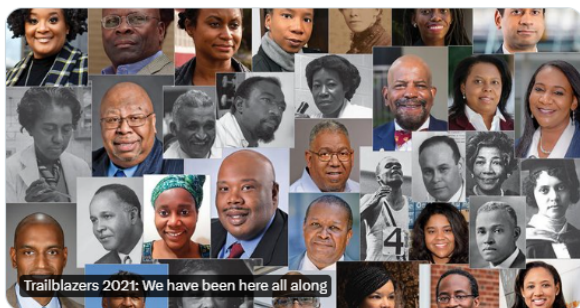


ACS CSW @ACS_CSW
 Learn more about key CSW member (and president-elect!) Allison Aldridge's amazing career in the newest @Science_Is_US post!

Science_Is_US @Science_Is_US · 1h
 "We talk about representation more openly now; how if you can see it, you can be it, but we can't take that for granted," says analytical chemist Allison Aldridge, Ph.D. Learn more about her career in our newest #PeopleofScience profile: [instagram.com/p/C4-wycng4yU/](https://www.instagram.com/p/C4-wycng4yU/)



SCALACS @SCALACS1 · Feb 6
 Celebrating Black History Month, get to know these trailblazers in chemical sciences and engineering!



Trailblazers 2021: We have been here all along
 From cen.acs.org

ACS Brazosport @brazosport_acs · Feb 2
 ACS Brazosport is calling for nominations for our 2024 High school Scholarships, with two \$1,000 scholarships to graduating seniors from Brazoria County! Applications due April 1st. Checkout our website for more information: ow.ly/mOal50QxnSm



LinkedIn overview



- Valuable tool in networking and in a job search, but its appeal and usefulness for Local Section outreach can be limited
- For most sections, creating a LinkedIn Page is not a good use of resources. If you are looking to promote an outreach event, it's better for individual members of the Section to promote it through their personal LinkedIn accounts
- LinkedIn Groups can be a useful way to facilitate communication among your members. They can share jobs, research news, and networking opportunities



LinkedIn groups

How to Create a LinkedIn Group

- Log into LinkedIn and visit [linkedin.com/groups](https://www.linkedin.com/groups)
- You will be given a list of groups you are currently a part of, and near the top you can click on the “Create a new group” tab.
- Fill out the Group name, About section and Rules. Decide if you want a Public or Private group and determine Permissions.
- Invite others to join the Group, post a welcome message and other content and get the ball rolling.
- A great example of a LinkedIn Group is the ACS Innovation Hub. You can find it at [linkedin.com/groups/12269166/](https://www.linkedin.com/groups/12269166/).

LinkedIn examples



 **Ronghong Lin, PhD** • 3rd+
Senior R&D Chemist | Volunteer
5mo • 

Dear ACS members, you are welcome to join the next ACS Pittsburgh Local Section Environmental Lecture on Wednesday, October 18, at 7:00 pm EST. Please follow this link (<https://lnkd.in/eTnaW3YM>) and add the event to your calendar if interested.



ACS Local Section Pittsburgh Environmental Lectures

Unforeseen Impacts To Water Quality During Managed Aquifer Recharge
October 18, 2023, 7:00-8:00pm (EST)

 **Sarah Fakhreddine, PhD**
Assistant Professor
Civil and Environmental Engineering
Carnegie Mellon University

Population growth and climate variability highlight the need to enhance freshwater security and diversify water supplies. Subsurface storage of water in depleted aquifers is increasingly used globally to offset the temporal disconnect in water supply and demand, often caused by variability of soil and...

 **Chemical Society of Washington**
250 followers
3w • 

Award season might be almost over, but our have just begun! Join us on the 14th and celebrate the 2024 College Chemistry Achievement Awardees! This award recognizes outstanding seniors in Chemistry or Biochemistry, selected by their univer: ...see more

 **ACS Local Section**
Chemical Society of Washington

6:00 EST March 14, 2024

COME CELEBRATE THE 2024 COLLEGE CHEMISTRY ACHIEVEMENT AWARDEES
Have dinner* with us and celebrate these stellar chemistry and biochemistry undergraduates.


 Anna Hasker	 Bianca Woodward	 Annie Liu	 Baiyue Zhao	 Alexa Mehlman
 YuJai Lin	 James Serventi	 Noah Hornstein	 Erin E Hurley	

*in-person dinner does cost \$30, \$15 for students


Register Virtually or In Person (1155 16th St NW, Washington, DC)

  13

1 comment • 3 reposts

 **Carolina Ibarra (She/Her)** • 3rd+
Ex-teacher turned Social Media Strategist | Building Engagement and Su...
★ Admin • Admin • 3w

Would you like to put a smile on a young scientist's face? The San Diego ACS Local Section is looking for an army of volunteers to help with the largest North County family-friendly STEM event of the year, Super STEM Saturday! Multiple : ...see more



Final thoughts



- It's easy to start a social media account, it takes time and effort to make it successful. Manage expectations and be patient.
- Looking for content? Following other ACS social accounts and retweet/share their content. Visit www.acs.org/social for a comprehensive list of ACS social media accounts
- Experiment!
- Remember – you're communicating on behalf of the entire ACS
 - Moderate comments, share appropriate content, be respectful

Final thoughts

- Plan for succession and emergencies – multiple leaders should be able to access your accounts (admins, group emails, 2-factor authentication)
- If you are no longer using an account, let your followers know and close it down.
- You are not alone. ACS staff are happy to help you brainstorm how to use social media tools to enhance your local section's programming, community outreach and other activities

Questions?



Chris McCarthy

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Josh Miller

Senior Social Media Manager

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socialmedia@acs.org

Please take our quick survey



ACS Speaker Directory



- A resource for our component group leaders to access a wide range of speakers for their in-person, hybrid, and asynchronous events.
- The directory provides users with access to over 1,000 speakers who are available to present technical science talks, lead career development & professional advancement presentations, explore general interest, popular science topics, and more.
- All local sections are highly encouraged to use this resource.

www.acs.org/speaker-directory

The promotional graphic for the ACS Speaker Directory is set against a yellow background with blue circular accents. It features the ACS logo and text that highlights the directory's value for local section leaders. It includes a list of benefits, a QR code, and contact information.

ATTENTION LOCAL SECTION LEADERS:
Are you looking for a speaker for your next meeting or event? The ACS Speaker Directory can help connect you with ACS members who want to share their expertise and passion for chemistry.

ACS is proud to present the ACS Speaker Directory – a resource for local section leaders to access a wide range of speakers for their in-person, virtual, hybrid, and asynchronous events.

Browse the ACS Speaker Directory to:

- Review speaker bios and talk topics
- Find the right speaker for your intended audience and event.
- Connect with speakers from around the world.

The ACS Speaker Directory is designed to be an easy way to access a diverse group of global speakers. This new resource provides access to hundreds of speakers available to present technical science talks, lead career development & professional advancement presentations, explore general interest, popular science topics, and more.

Check out the ACS Speaker Directory today at acs.org/speakerdirectory

Questions? Email lsar@acs.org
#ACSSpeakerDirectory

ACS Speaker Directory Mini-Grants



- \$200 Mini-grants available to the first 100 Local Sections that book and host a Speaker from the ACS Speaker Directory in 2024.

Apply Today



ACS Speaker Directory Local Section Mini-Grant

Yes! Our local section used the ACS Speaker Directory to book a speaker in 2024. *

Yes

Local Section *

Event Organizer

First Name * Last Name * Local Section Role *

Email Address *

Speaker Name

First Name Last Name

Date event was held *
mm/dd/yyyy

Title of Talk *

Presentation type *

In-Person
 Hybrid
 Virtual

Please share details about the event. *

Have you booked or are you planning to book additional speakers using the ACS Speaker Directory? *

Yes
 No

Our section accepts the \$200 ACS Speaker Directory Mini-grant. Mini-grant payments will be processed monthly, and payments will be remitted directly to the local section treasurer. Mini-grant payments are limited to one per local section for speakers booked in 2024. *

Yes
 No

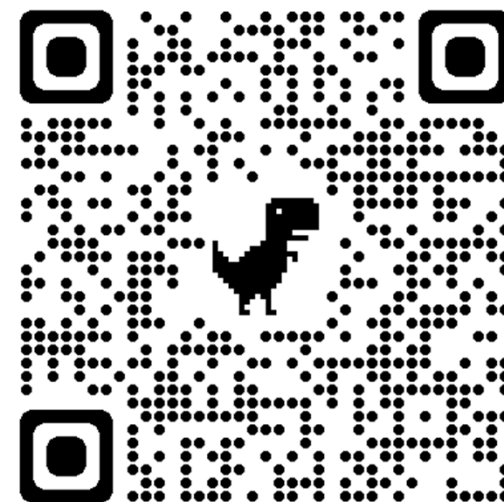
Thank you for using the ACS Speaker Directory.

Add Your Local Section Events to the ACS Events Hub



We are pleased to announce that local sections may now post their events on the ACS Events Hub. Want to add your event, please complete the intake form:

<https://www.acs.org/events/formlocalsections.html>



Upcoming Webinar: Involving Industry Members in Your Local Section



- What: How to involve industry members in your local section outreach and activities
- When: **Hosted virtually** on Wednesday, April 17, 2024 at 1pm ET
- Local Section Webinar Schedule & Registration: www.acs.org/localsections



THANK YOU!