Using Social Media For Your Local Section

ACS Leadership Institute
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Social Media at a Glance

The Good
• It’s a great tool to supplement communication outreach
• Facebook/Meta and Twitter provide a simple & inexpensive way to do live videos from events
• Provides an additional way to directly connect with people

The Bad
• Increased concerns with business practices and security (privacy breaches, “fake news”, use of data)
• It’s easy to start a social media account, but takes work to make one successful
• You can’t edit a Tweet once it’s online. If there are mistakes you need to delete and repost, or reply with a correction (get to know people who feel very strongly about your and you’re)

The Ugly
• Trolls can make life miserable for people online, harassing users, posting offensive content, and more
• Nothing ever really disappears from the internet
ACS Social Media Metrics

**ACS Facebook (@AmericanChemicalSociety)**
- 752,143 followers. Averaged over 7,000 impressions per post in 2021

**ACS Twitter (@AmerChemSociety)**
- 140,000 followers. Averaged over 7,500 impressions per post in 2021

**ACS LinkedIn**
- 144,592 Followers. Averaged over 2,500 impressions per post in 2021.

**ACS Instagram**
- 52,800 Followers. Averaged over 5,000 impressions per post in 2021.

Content includes promotion of ACS programs, ACS members, the benefits of ACS membership, media coverage of research in ACS journals & other general chemistry news

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Social Media Basics

- Keep posts short enough that someone doesn’t need to click to read more. *(TL;DR)*
- Find other accounts you can tag in posts to help increase the engagement of your content. (Ex. you want to include ACS in a Twitter post, type @AmerChemSociety)
- Hashtags can help your content become part of a larger discussion. The more general the hashtag the larger the audience. (Ex. #Chemistry #Science #Volunteer)
- Research accounts or hashtags before including them in a post
- Posts that include images or graphics do better than posts that do not have an image
- Include alternate text for images to make posts more accessible to all audiences
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)
    • Cover Photo (820x312)
    • About Section
    • 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 Posting & Managing Facebook

• There are several things you can do when posting to Facebook, such as uploading photos and videos, checking in at a location, starting a Facebook Live video and more
• Content can be scheduled to post at a later date and time or to target a specific demographic
• Photo albums are a good way to share a large number of images
• Creating an event is another way to post about outreach events or meetings that are featured on your page
• If you set up the Meta Business Suite, you can monitor both your Facebook and Instagram Accounts from one place
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
Setting up Your Account - Twitter

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

Tips for Posting on Twitter

- Keep it short—messages under 100 characters are more likely to have higher engagement
- Use Images, photos, graphics & GIF’s to increase engagement. (Photos that are horizontal generally look the best)
- Tag other institutions in your post to increase engagements. If you include ACS’s 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
- Make sure you are posting to the right account
Metrics

Metrics you can access on Twitter include:

- **Impressions** – The number of people who saw your post
- **Engagement** – Likes, Shares, Retweets and Comments.
- **Views** – How many people have watched and for how long.

Twitter provides analytics that measure how your channel & individual posts are performing (To see metrics, click “More” and then click “Analytics”, or click on a post)

Final Thoughts

- It's easy to start a social media account, it takes effort to make it successful. Manage expectations and be patient.
- Speak as a brand ambassador for ACS
- Moderate comments on posts.
- Experiment with things like Facebook Live during Section meetings and other events
- If you are setting up a new account or taking control of a current one, make it evergreen
- You are not alone. ACS staff are happy to help you brainstorm how to use social media tools like Twitter to enhance your local section’s programming, community outreach, and other activities
- Looking for content? Following other ACS social accounts and Local Sections and retweet their content. Visit [www.acs.org/social](http://www.acs.org/social) for a comprehensive list of ACS social media accounts
LinkedIn Groups

- LinkedIn can be an invaluable tool in networking and in a job search, but its appeal and usefulness for Local Section outreach is limited
- Creating a LinkedIn page for a Local Section 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 on their personal LinkedIn page
- Creating a LinkedIn Group is a way to facilitate communication among the Section members. It can be used for sharing job information, research news or articles, and networking opportunities
- A drawback for Groups is that it does not offer metrics or data on use.
- You can create a Public Group that is discoverable by others, or a Private Group that is invite-only
LinkedIn Groups

How to Create a LinkedIn Group

- Log into your LinkedIn Profile
- Click the “Work” tab at the top, and then click the “Groups” Icon from the menu.
- 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. Listed means the Group can be seen by other people and will be part of their profile
- 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 https://www.linkedin.com/groups/12269166/.