

Social Media Tips and Tricks

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Best Practices:

- ☐ Check that you have been transparent
 - “I’m a scientist @FredHutch. Opinions are my own, reposts aren’t endorsements.”
- ☐ Check that you have cited and/or tagged sources and collaborators
- ☐ Check that you are not violating patient or intellectual privacy
- ☐ Check if you are using sarcasm or tone that might be lost in translation
- ☐ Check that you have added a creative element
 - Use stories, anecdotes, images, videos, art, GIFs, poetry, cartoons (<https://getavataaars.com/>), memes (<https://giphy.com/categories/memes>)
 - Be cautious about jokes or memes - they may not target right audience - going virally isn’t automatically a good thing
- ☐ Check that necessary colleagues or collaborators have reviewed the content
- ☐ If you are unsure, don’t post it!

Content to Share:

- Walk through how to do specific tasks with your software
- Recruit new users and contributors
- Report releases, new features, papers etc.
- Describe your work & your colleagues’ work
- Advertise learning opportunities & work opportunities
- Convey thought leadership & measured critiques
- Share anecdotes and images that humanize your work
- Explain concepts to lay audiences

Check if your institute has a Social Media Policy with guidelines or restrictions on the usage of social media.

These tips are adapted from the Marketing and Communications group at Fred Hutch.

Tools:

- Typefully (<https://typefully.com/>) and Buffer (<https://buffer.com/>)
 - Manage and cross-post to most popular platforms
 - Schedule your content
 - Collect engagement metrics
 - Collaborate with others on content
 - Use AI to help you write content
- RSS feeds (<https://rss.com/blog/how-do-rss-feeds-work/>) and Tiny Tiny RSS (<https://tt-rss.org/>)
 - Host feeds for free and aggregate and distribute them
- Substack (<https://substack.com/about>)
 - Create blogs or newsletters to update subscribers with embedded tracking of engagement (works with RSS feeds)

- Newsletters on LinkedIn (<https://www.linkedin.com/help/linkedin/answer/a517925>)
 - Separate from the organization profile, allows for user subscriptions and engagement with comments and questions
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Tips:

- **Efficiency**
 - Archive everything so other team members can access and review to help with inspiration and reposting
 - Repurpose posts for different audiences
 - Use Typefully (<https://typefully.com/>), Buffer (<https://buffer.com/>), or other tools to post the same content on multiple platforms, and plan and schedule posts in advance
 - Templates can be really useful - helps create professional looking posts quickly
 - LLMs can help write content
 - **General**
 - Review what kinds of posts and post times/channels that seem to get best engagement
 - Encourage community feedback for tool improvements
 - If people send feedback, you can respond to them individually by email, especially if it becomes a negative conversation
 - ***Let ITN know about your blogs, feeds, handles etc so we can help you connect with people!***
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Great Examples:

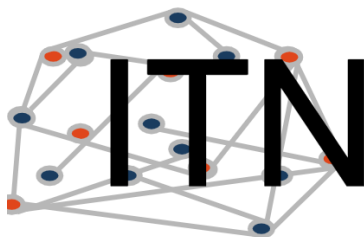
- NHGRI Twitter feed with great memes:
https://x.com/genome_gov (https://x.com/genome_gov)
- Galaxy Social media archive:
<https://github.com/usegalaxy-eu/galaxy-social>
(<https://github.com/usegalaxy-eu/galaxy-social>)
- Cancer Genomics Consortium LinkedIn with effective use of templates:
<https://www.linkedin.com/company/cancer-genomics-consortium> (<https://www.linkedin.com/company/cancer-genomics-consortium>)

ITN Social Media

Handles:



- LinkedIn
(<https://www.linkedin.com/company/itcr-training-network>)

- YouTube
(<https://www.youtube.com/@itctrainingnetwork>)

- Podcast
(<https://www.buzzsprout.com/2219246>)

- Bluesky
(<https://bsky.app/profile/itctraining.bsky.social>)

- X
(<https://twitter.com/itctraining>)




(<https://www.itctraining.org/>)

Authors: This cheatsheet is the product of discussions from the ITCR OPEN Group (<https://www.itctraining.org/open>) with panelists Ino de Bruijn (<https://www.linkedin.com/in/inodb>), Tali Mazar (<https://www.linkedin.com/in/talimazar/>), and Jeremy Goecks (<https://www.moffitt.org/research-science/researchers/jeremy-goecks/>), with additional contributions from other ITCR participants including Obi Griffith (<https://oncology.wustl.edu/people/obi-l-griffith-phd/>), Greg Caporaso (<https://cap-lab.bio/>), Jeff Leek (<https://tleek.com/>), and others. It was summarized by Carrie Wright (<https://www.itctraining.org/team>) and includes best practices from the Fred Hutch Social Media Group.