TSRL Website and Social Media Strategy

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Objective: present a united front between the TSRL website, twitter, facebook, and linkedin to reach potential collaborators as the primary audience

Twitter:

**Twitter Handle**:

**Bio**:

**Website**:

**Image/Background**:

**Who to Follow (UC Davis**):

**Who to follow (Global):**

**Strategy**:

* Generate a Following: Follow accounts in the beginning with goal of getting followed back.
* Tweet daily at least once
* Tweet at least weekly with content links, if not more with original content.
* Tweet/Retweet (RT) that fall under TSRL umbrella.
* Use hash tags for easy searching when character limit allows.
* The more original content TSRL can generate, the more likely people who follow us will RT our links to their followers.
* When RTing relevant links/stories, give credit to source (ie via @phylogenomics) and add comment or modify tweet (MT= modified tweet) to add our spin.
* Read outside articles before RTing. If the article is bad, TSRL looks bad for pointing our followers to bad info.
* Link out to facebook, linkedIn, website to drive traffic to our content/business development pages

Facebook

LinkedIn

Website