

Social Media at the Summer Science Exhibition

Social media is an excellent way to promote your exhibit in the build up to the exhibition and throughout the week, to prospective attendees and those who are following it online across the globe.

There are lots of different ways to get involved on social media. You might want to:

- Set up new accounts for your exhibit/project
- Use your existing social media accounts
- Get your department or main university account involved

Key information

Follow the Royal Society on social media:

- Twitter - @royalsociety
- Facebook - @theroyalsociety
- Instagram - @theroyalsociety

The exhibition hashtag is **#summerscience**

- Hashtags help people, the Royal Society included, find your content and share it with their audience.

Before the Exhibit

- Decide if you are going to create new accounts for your exhibit/project.
 - Some of our past exhibitors have chosen to do this, as it allows you to post as often as you need to and gives you control of the message. Running the social media activity for the exhibition could be a great development opportunity for a member of the project team.
 - However, building up a new social media account can take a lot of time and dedication. It may be more beneficial to identify existing personal or partner accounts that will post for you.
 - You may also choose to just get involved using your own social accounts.
- Share your account handles with the Royal Society and any partner organisations including your main university social media team.
- Chat to your university social media team and share any plans and ideas you have with them (as well as the hashtag and any account handles you'll be using).
 - They may be able to support you with content on the main university channels or provide some social media training.
- Share regular updates.
 - Who is your audience? Plan content that will appeal to them.

- Tailor the content to the platform, e.g. strong images for Instagram, short videos on Twitter.
- Instagram Stories last for 24 hours and are a great way to share 'behind the scenes' content. Don't be afraid to get in front of the camera and talk to your audience.
- Think visually; posts with videos tend to do better than just images, and images tend to perform better than plain text.
- Be social; it's not enough to post your content, talk to your audience when they talk to you.
 - Ask your audience questions.
 - Reply to their comments.
 - Find accounts similar to you and talk to them.
 - Like and share posts from other Summer Science exhibits.
- Use the tag #summerscience.
 - This helps people, the Royal Society included, find your content and share it with their audience.
 - Check #summerscience (or follow it on Instagram) for opportunities to like, post or share.
- Have fun, explain the science.

During the exhibition

- Make sure you tag your posts on Twitter and Instagram (including Instagram Stories) with #summerscience.
- We want to share your posts with our audience, but we cannot share everything.
 - Tag us in your best content or send us a message to let us know about a great post.
 - If you tag us in your Instagram Stories, we'll add a selection to the Royal Society Instagram Story.
- Be social; reach out to other exhibits to learn about them; like their posts; reply to comments, let us know how it's going. This gives you a reason to post more frequently and encourages people to interact with you.
- Think visually; share photos and short videos that explain the science behind the fun.
- We will have a Twitter wall on a large TV display featuring all tweets on the hashtag #summerscience making your posts more easily discoverable to a wider audience.
- Tag any relevant partner institutions from the list you've created, either in the image or post.
- Post something new each day which explains the science behind your exhibit.
 - research papers (if public-facing)

- website
 - key facts
 - interactives
 - multimedia
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- During the week, the Society will be creating video content around the Exhibition that we can use for the rest of the week. Tell us about the best shots and videos we could create around your exhibits.

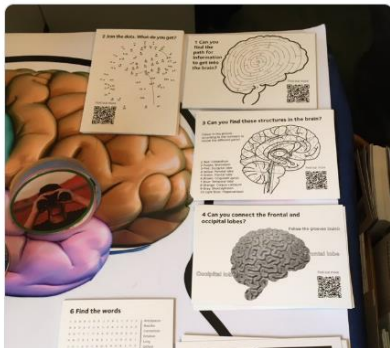
 - Avoid photos of any school pupils who have no photography stickers. Make sure you understand how consent for images and video works.

 - We'll be coming round on the Monday for 30-second pieces to camera with each exhibitor team for a quick-fire science pitch about the team and their research. How would you explain your exhibit? What do you want people to take away?

The more material, the better. Let's spread the word as far and wide as possible online and show the great science on display at the exhibition.

Breathe Oxford
@BreatheOxford

Have you been trying out some of our puzzle postcards this week at @royalsociety #SummerScience? Need a sneaky peak at the answers? medsci.ox.ac.uk/breathing-with...



Bristol Engineering
@BristolUniEng

Last day today, thank you for having us @royalsociety 🙌 we've had a blast at the #SummerScience Exhibition with our stand The Great Bristol Shake Off 🥳 Shakes, fails, fun and not a #soggybottom in sight 🙌
#shakeitoff #shakennottstired
#shakeitlikeapolaroidpicture #allthehuns



DriverLeics
@DriverLeics

It's been a fantastic week running our Trusted Autonomous Vehicles stand at the @royalsociety Summer Science Exhibition. Lots of visitors (2,500 only today!). Thanks to organisers, sponsors and visitors! We hope to be back soon! #driverleics #SummerScience



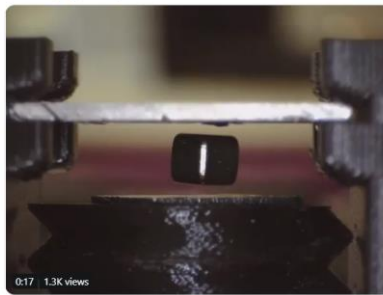
ORCA Hub
@ORCA_Hub

A huge thank you to everyone who visited us at @royalsociety #SummerScience last week to find out about @ORCA_Hub and play with our robots! Thank you and well done to the team who worked so hard all week. We hope you enjoyed #ORCAsummerScience! @EPSRC @UKRI_News #Robotics



Lancaster University
@LancasterUni · Jul 5

It's not magic – it's physics! 🙌 Watch the demo of a cube floating in mid-air describing the incredible properties of ultra-low temperatures. This is just one of the amazing experiments at the @LU_IsoLab exhibit The Art of Isolation @royalsociety #SummerScience



The University of Sheffield
@sheffielduni

A typical BBQ releases more greenhouse gas emissions than an 80-mile car journey - but choosing vegan or chicken could reduce its impact.

Our scientists are showing how diet contributes to #ClimateBreakdown with a @royalsociety #SummerScience exhibit: shef.ac/2NsJ4UM



The Open University: School of Physical Sciences
@OU_SPS

Wow wow wow. Our @royalsociety #SummerScience stand #LivingOnTheMoon is looking fabulous today. Now, we just need to transport it to London where we hope to see many of you next week. Good work Moon team! Check out our webpage for more details: livingonthemoon.info

Thomas Barrett @ThomasJ_Barrett · Jun 24
The stall is almost perfect! Final checks are going well. One week to go for #SummerScience @royalsociety #LivingOnTheMoon. Look forward to seeing everyone there 🙌 @OU_SPS @OU_SpaceRA

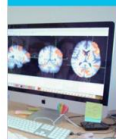


Breathe Oxford
@BreatheOxford

If you want even more breathing & neuroscience content plus excitement from #SummerScience, look out for our Twitter takeover!

Medical Sciences @OxfordMedSci · Jun 17
Ever wondered what role your brain plays in your breathing? Find out from @BreatheOxford scientists @royalsociety #summerscience exhibition 1-7 July, or from their #TwitterTakeover, Mon 1 July medsci.ox.ac.uk/breathing-with...

MONDAY 1st JULY



twitter
TAKEOVER

Breathing with your Brain at the Royal Society Summer Science Exhibition

www.twitter.com/OxfordMedSci

3:04 PM · Jun 17, 2019 · Twitter for iPhone