

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.

Follow the Royal Society on social media

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

Before the Exhibit

- Decide if you are going to create new accounts for your exhibit.
 - This will allow you to post as often as you need to and gives you control of the message.
 - Alternatively, identify personal or partner accounts that will post for you.
- Share your account handles with the Royal Society and any partner organisations including your main university social media team.
 - 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.
- Share regular updates
 - Tailor these to your platform, e.g. strong images for Instagram, short videos on Twitter.
 - Think visually; posts with videos tend to do better than just images, and images tend to perform better than plain text.
 - Who is your audience? Plan content that will appeal to them.
- 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, Facebook and Instagram= with #summerscience.
- 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 posts.
- Post something new each day which explains the science behind your exhibit
 - research papers (if public-facing)
 - website
 - key facts
 - interactives
 - multimedia
- 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.