

Using Social Media in a more efficient way

with a focus on Twitter and Instagram

**sig
daz**

What are our topics for today?

Creating Content on Social Media

- How to create an attractive bio
- Captions aka your text
- How to write good captions
- The CURVE method
- How to write compelling headlines
- Pictures & Videos
- What to post
- How to use Hashtags
- Interaction on Social Media

Twitter

- Basics
- Retweets
- The perfect Tweet

Instagram

- Basics
- What to post on Instagram Stories
- The perfect Instagram post

How to make posting easier

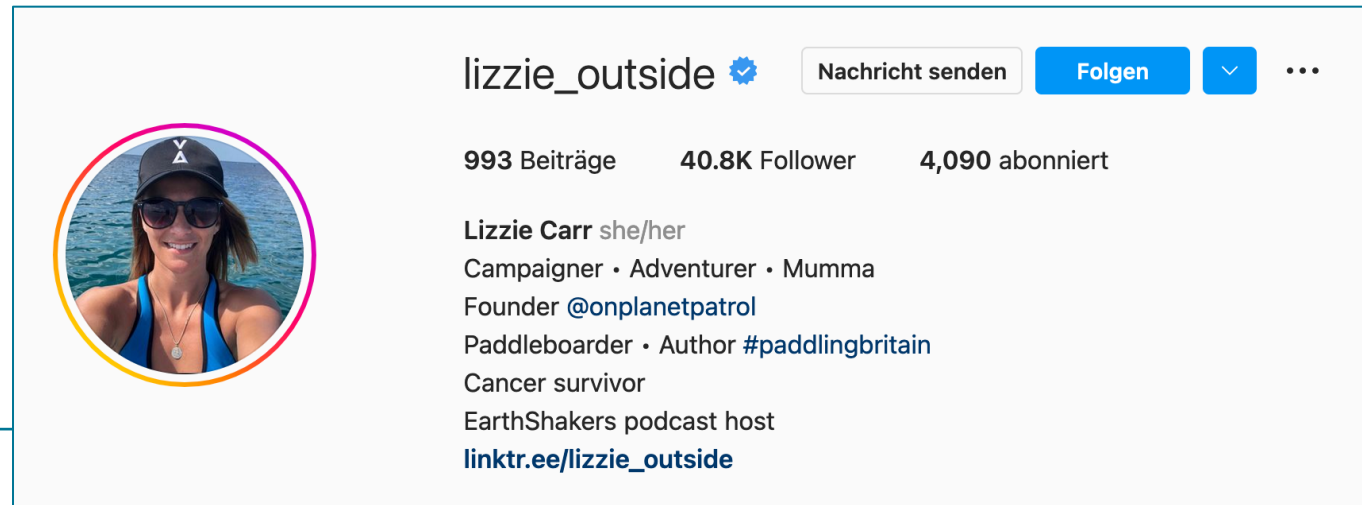
Creating Content on Social Media

Content is key – that counts for every
platform



How to create an attractive bio

- include who you are,
- what you do,
- and a call to action
- use keywords to be found easier
- find the right keyword by asking yourself what others would look for, e.g. climate activist
- talk about your achievements
- you can also be funny and use emojis



Captions aka your text

You can ask yourself the following questions:

- Is my content relevant?
- Is my content educational?
- Does my content bring value?
- Is my content easy to consume?

What else to consider?

- Have a strategy – even as an individual.
- Who's your target audience?
- What's your overall topic?
- Know the message of your post and write only about that! Don't get distracted!

Captions go hand in hand with visuals:

they should be an appealing whole in order to make it attractive for the viewer

How to write good captions

1/2

1. Write like a human and be personal and emotional (e.g. by stating your opinion)
2. Insert a break between paragraphs
3. Use short sentences
4. Use emojis (if necessary)
5. Use relevant hashtags (e.g. hashtags that are used by the account of scientist rebellion too #LevelWithUs)
6. Write the most important stuff first

How to write good captions

2/2

7. Include a Call to Action, which means tell the user what they should do after reading your post (Follow, Sign the Petition, Like, Save the tip for later...)
8. Use Power words (now, remarkable, easy, challenge, hurry)
9. Don't use lazy words (that, thing, very, some, just) – be creative
10. Tell a story
11. Make it easy to read for your target audience. If scientists are not your main target audience explain your topic in easy words!

The CURVE method

The Curve method is a technique that verifies value in your writing.

We recommend you validate at least two of the five elements in each article. CURVE stands for...



How to write compelling headlines

If your post is long, use headlines

- Include interesting numbers and data
- Your headline should have a max of 70 characters
- challenge the status quo
- promote immediate action

Pictures & Videos – people are highly visual beings

Which kind of pictures you should use:

- share pictures that trigger emotions
- craft eye-catching infographics, which are easy to understand, informative and engaging

Don't forget about videos!

- users prefer to watch a video rather than read an article
- But you've just read a super interesting study? Give them a summary in a video and link the study!

What to post

- Ask Questions
- Post about a recent study (use infographics or videos)
- Make announcements (e.g. about your actions/events)
- Post about your motivation to keep fighting for the climate
- Give your audience tips or do mini trainings on what they can do
- Keep an eye on whats trending
- Reuse content – it's not a crime

Even in those hard times: be funny...

people are on Social Media to entertain themselves

How to use Hashtags

- use the explore tab to find hashtags that are trending
- make them easy to remember and spell
- use them consistently
- give people a reason to use them
- You cannot add spaces or punctuation in a hashtag, or it will not work properly
- Twitter recommends no more than 2 hashtags per post
- On Instagram you can use around 10 hashtags per post and also in stories



Interaction on Social Media

Engage with your audience!

- Ask them questions
- share surveys or polls to encourage comments and interaction
- use video whenever you can

Use the power of a big group and support each other

- like
- comment
- share



Twitter

Basics, Retweets and
the perfect tweet



Basics for Twitter

How often should you tweet?

→ At least 10 times a day
(but only if you have
something to say!)

Which image size is best for Twitter?

→ There are too many different ones and Twitter is updating its sizes on a regular basis – but it's super easy to find on Google

Retweets

Retweet is not Retweet – but what's the difference?

- „Retweet“ is auto-retweet.
It is fast and very convenient.
- „Quote tweet“ allows you to add your own opinion about the topic.



Here is how to retweet a post:

1. Go over your Twitter feed, and look for a post that you want to retweet
2. In the bottom of a post, locate the retweet button
3. You will have two choices: „retweet“ and „quote tweet“

Retweets

DO

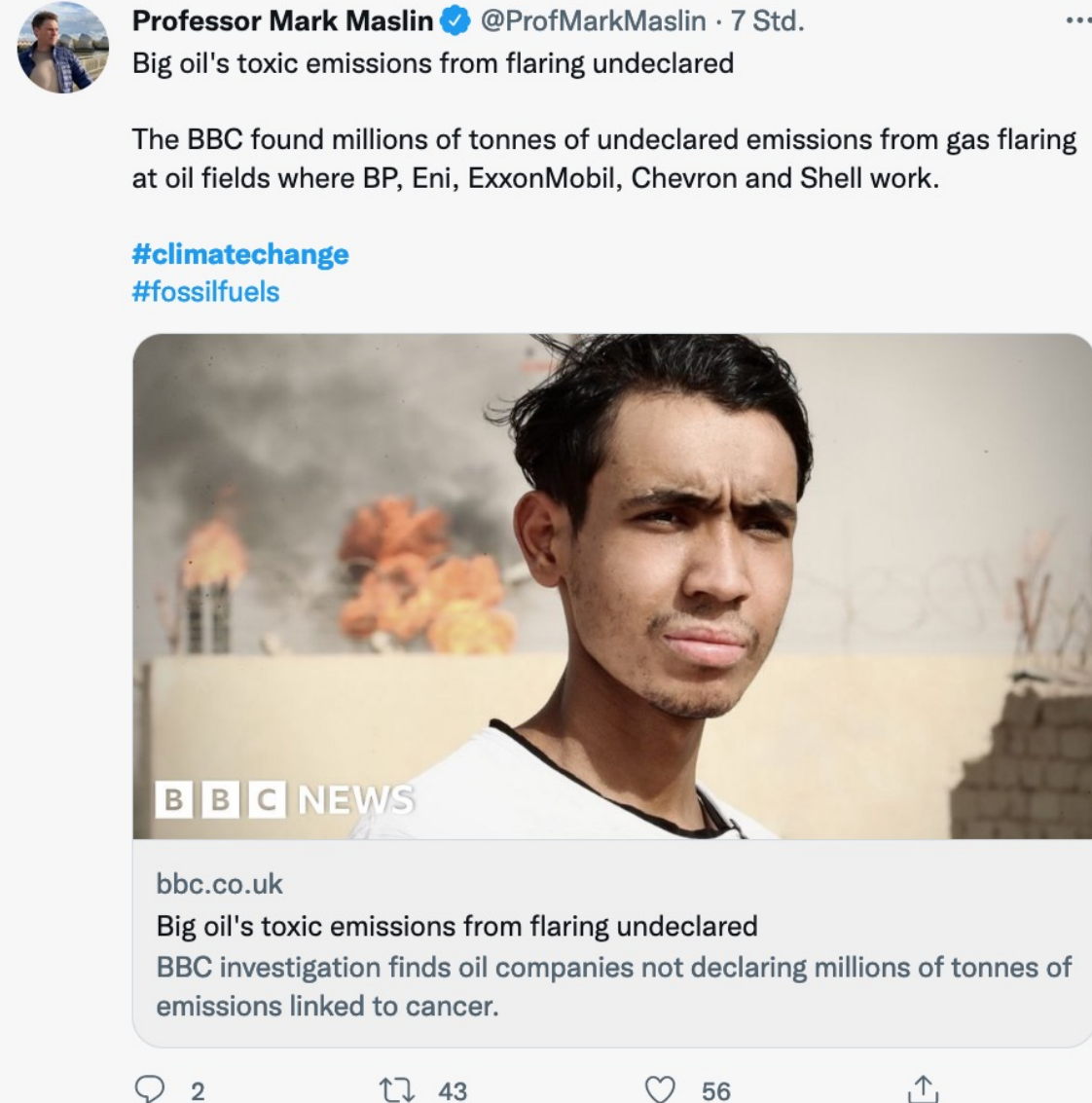
- Retweet beneficial information
- Share Twitters of other scientists (support each other!)
- Include a personal comment (quote tweet)
- Read the post carefully before you share it
- Retweets should be only about 10% of what you are sharing

DON'T

- Do not retweet if you want to thank the original tweeter, do that directly
- Do not retweet something that doesn't have any value for your audience
- Do not retweet something you don't agree with

The perfect Tweet

- includes a picture
- includes about 2 Hashtags
- doesn't have more than 100 to 150 characters (max 280)
- uses the CURVE method (Curiosity – Urgency – Relevance – Value – Emotion)



Instagram

Basics, what to post on Instagram stories and the perfect Instagram post



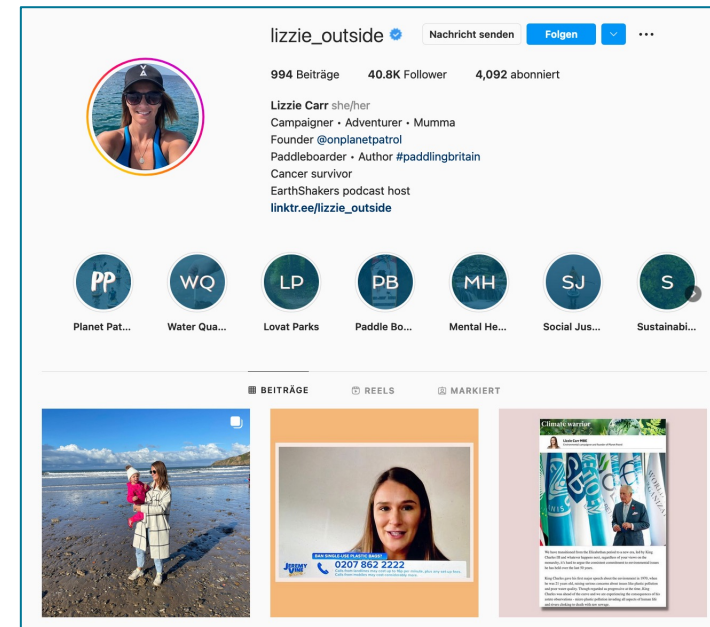
Basics for Instagram

How often should you post?

- about once a day for posts or reels
- around 1min on your Instagram stories (4 posts)

What type of post should you use?

- multi-image posts
- reels
- stories (and save them in your story highlights)
- and if you want to: go live



Which image size is best for Instagram? (at the moment)

- Reels and stories: 1080 x 1920 px
- multi-image posts / regular posts: 1080 x 1080 px or 1080 x 1350 px (but keep in mind, that the feed is still in a 1:1 ratio)

What to post on Instagram stories

Fun/Casual Topics to create a connection with your followers

Ideas: Polls, This or That, Motivation, your day as a scientist

Networking Topics to expose your account and give others a platform

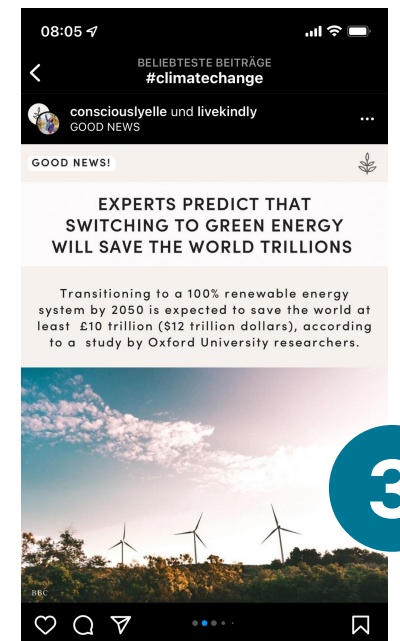
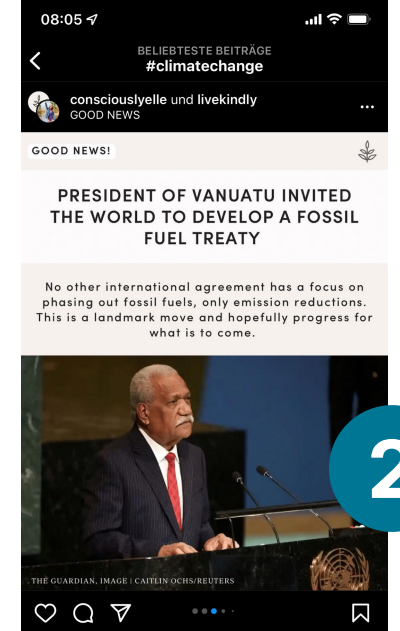
Ideas: repost an important post of someone else and tag them, Q&A's, tag other scientists that you admire + include a poll sticker and ask them who are their favourite accounts

Sustainability Topics to share knowledge

Ideas: a book you like, videos when you took part in a demonstration, quick tips for more sustainability

The perfect Instagram post

- includes multiple images (size 1080 x 1350 px) or is a reel (size 1080 x 1920px)
- is easy to consume
- has a clear message and is kept short
- includes about 10 hashtags
- uses the CURVE method



How to make posting easier?

- use a free planning tool
- my favorite one: Buffer



Free

For individuals and businesses getting started with social media.

\$0

Manage up to three channels
Billed at **\$0/year**

[Get started](#)

- ✓ Basic publishing tools
- ✓ Landing page builder

[See all features](#)

An underwater scene with a blue tint. In the foreground, there is a large, branching coral structure. In the background, a school of small fish swims near a rocky reef. Sunlight rays penetrate the water from the surface.

Questions?

sigs
daz

Let's keep in touch!



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