Social media guidance

Social media is a great way to share insights into your work, grow your visibility and build your network. Last year, on Twitter alone, Alzheimer’s Research UK had over 30 million impressions. This means our message of hope is getting out there. You can play a massive part in helping people support the amazing research you’re doing - because seeing is believing.

Alzheimer’s Research UK uses a number of social media channels to bring research to life and share stories about people affected by dementia. The main ones are:

- **Twitter**  
  @AlzResearchUK (main channel, sharing fundraising info, research updates, personal stories)  
  @ARUKscientist (for researchers, with funding calls, resources and career development)

- **Instagram**  
  @alzheimersresearchuk

- **Facebook**  
  @AlzheimersResearchUK

Tips for posting

- Find your voice – even if you’re posting on behalf of a group, be friendly, enthusiastic and human – be yourself.
- Know your audience – if you post mainly about conferences, papers and your research, the majority of your followers are likely to be other researchers
  - Keep your main audience in mind when posting – if it’s researchers then think about what they want to hear about, and look out for things that may interest them – new funding, conferences, symposiums, training opportunities, new papers published etc.
- If you want to reach members of the public, then you’ll need to do things slightly differently.
  - Things that seem everyday to you are interesting to people not so familiar with research. Showing the process of research as well as the results can help people to understand science better and make it more tangible. Lab kit, microscopes, even pipetting!
  - Sharing your motivations and passion for the work you do shows the human side of research and can be very engaging for those who donate and support research.
  - We may see content that you create and want to repurpose it for our channels. So do tag us in your posts so we can see all the great things you are sharing (check our handles at the top of the page).
- Post regularly – you don’t have to post every day, but it is good to try and share something new every week. Small updates can be just as engaging and keep your followers thinking about you.
  - If managing the account as part of a group, nominate a lead person and rotate this responsibility (every few weeks or each month). This avoids the situation where no one posts because they think someone else will.
- Plan ahead – think about upcoming things you could post about. For example, if you have a conference coming up, you could post short updates about your preparation, as well as at the event itself. You could follow up afterwards with highlights and any positive interactions.
- Use photos and videos – try and use images and videos in as many posts as possible. They really help capture people’s attention and get more people reading your post. Take plenty of photos of things from your day-to-day life as these may be useful to bank for when creating posts in the future.
- You should encourage people to interact and comment on your posts. You could pose questions and use functions, such as polls in Twitter, to stimulate conversation on a topic.
- We understand you don’t always have enough time to produce new and exciting content. So, until your next cellfie goes viral, visit our channel and share our stories, scientific updates and social campaigns
with your audience. This will help keep your channels alive, increase the reach of our message of hope and tell keep your followers coming back for more.

- Scheduling – if you want to create the appearance of always being plugged into the conversation at key times of day, then you can explore scheduling. Tweetdeck is Twitter’s scheduler, on Facebook you can do it directly, and there are a range of 3rd party apps for Instagram.

Things to avoid

- Dementia research can often be misreported in the media or online. Be mindful of the sources of information you are sharing and if in doubt, you can always link to the ARUK news pages (http://www.alzheimersresearchuk.org/about-us/latest/news/) or ARUK blog (http://dementiablog.org/).

Examples from our channels

Click the images to see the examples.