



To stand out as a scientist today, it's about being active on social media to raise your visibility and advance your career. The myriad of platforms available enable you to share research, collaborate with peers, expand your network, keep up with the latest science news, and participate in discussion groups.

POST CONTENT REGULARLY

How often you post is up to you. But, as a general rule-of-thumb, you should post at least several times a week or month, not just once a semester, otherwise there's little value in being on the platform.

ENGAGE

Social media is "social," so two-way communication is essential. Retweet, comment, like, and share posts — and others are likely to do the same for you.



SOCIAL MEDIA BEST PRACTICES

INCLUDE VISUALS

Include a photo, video, or graphic. Content with visuals is more likely to be read and shared.

THINK BEFORE YOU POST

Remember, content lives online forever, sometimes even after you delete it.



DON'T ENGAGE IN HEATED DEBATES

If someone attacks you or your research, don't become embroiled in an online battle.

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