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.

**SOCIAL MEDIA BEST PRACTICES**

**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.

**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.

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

**DON'T ENGAGE IN HEATED DEBATES**
If someone attacks you or your research, don’t become embroiled in an online battle.

**THINK BEFORE YOU POST**
Remember, content lives online forever, sometimes even after you delete it.