

# Professional social media

## science & communication

### Advantages

- Help build and establish your organisation's DNA and identity
- Reinforce your network
- Fast & cheap tool of massive communication
- Cross media from other social platforms / websites



### Limitations

- Short life
- Lost in the mass
- Time consuming
- Impact is long term and not always measurable

### When

Depending on the social platform and the type of content.

Try to stick to a schedule: it will help your planning if you post always at the same time and you will create a sort of rendezvous with you audience

Your BFF in planning: <https://sproutsocial.com/insights/best-times-to-post-on-social-media/>

### How

- If using images/videos/GIFs (which is highly recommend) pay special attention to the format and the quality – each platform has its own standards. In doubt, go for square ^^ - 800px. It should do to trick each time
- You can use graphic design app if you have and master them, if not keep it simple and classy. PowerPoint or Keynote can be be useful
- Stick to your visual identity: remember that your posts have to be identifiable within milli-seconds in the scrolling process. Your logo, your colours, and your fonts
- Use # and @ to boost your post impact

### Tips and tricks on how to start!

- Create a basic background template to save you some time in the future
- Prepare some posts in advance if you can, to always have something ready
- Everything does not have to be about you, your actions or your products! You will benefit from being part of a community that shares interests, news and knowledge
- Share other people'/organizations' posts WITH comments or appreciation



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# YouTube Video

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### *Advantages*

- Images capture the attention than audio only and moving images more than still images
- Many options for personalised content

### *Limitations*

- More complex than other tools
- More equipment needed to start

*When* If you want or need to convey a message using visual elements

### *How to start for free*

- **Camera**  
Your camera's smartphone is probably good enough to start, as long as it can shoot at 1080p resolution
- **Microphone**  
Smartphone's microphone is probably good enough to start. You can improve it using the external microphone which comes with any earbuds
- **Editing software**  
Several free options: Video Editor (it comes with windows 10), iMovie (it comes with any Mac), OpenShot Video, Shotcut, DaVinci Resolve
- **Free music**  
YouTube audio library contains hundreds of free to use music and audio effects tracks. Several free editing software have free music and audio effects tracks (iMovie)

### *Tips and tricks on how to start!*

- Content is king: a perfect and expensive set up will help you only if you have a great content
- Write a script and create a story
- Start with a hook to capture the audience. Relatable situations work very well (I was in line at the supermarket..., I was waiting the bus...)
- Try to create an original content but start with something you like.
- A shorter video works better than longer video (usually)
- Look at similar videos to understand what already exists
- Create a timestamp with the different segment of your video
- Create a clear format which can be easily identified by your audience & stick to it.
- Don't be afraid to try. Every day, nearly 4 million videos are uploaded on YouTube, if your first one is not perfect it won't ruin you



# Memes

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### *Advantages:*

- One image is worth thousand words
- Humour is universal
- Cheap
- Boost engagement of your community
- Enrich and diversify your communication

### *Limitations*

- Low level of details (short text)
- Informal tool
- Important to know your audience

*When* If you want or need to convey a message using visual elements.

### *Where*

- Social networks: Twitter, Facebook & LinkedIn
- Newsletters
- Presentations

### *How*

Using a computer with basic tool. PowerPoint works well

### *Advices to start a MEME creation*

- Fun MEMES: make a selection of 3 to 5 MEMES that made you smile or laughb)  
Look for the blank version: justgoogle the key words of the meme description. In few minutes, you will find the good one. Important: make sure the quality of the image is high enough before working on it
- Do not overthink: creation of a MEME should not exceed 5-10 min. After selecting the one that inspires you most, write your first idea directly on the meme
- Share it in an informal way: once you are happy with it, share it with you friends, colleagues, or family and see the first reaction. They laugh? Well done! They don't laugh? Ask why. Maybe it's the wrong audience, maybe it needs editing



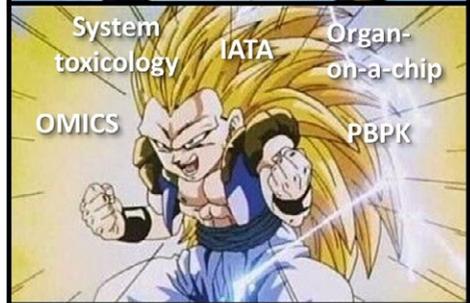
# Memes

## science&communication

### *Tips and trick on how to start!*

- Try to create an original content but start with something you like.
- Look at similar MEME to understand what already exists  
(Ex : <https://www.demilked.com/funniest-science-memes/>)
- Don't be afraid to try out. Every day, nearly thousand of MEME are created online, if your first one is not perfect, it won't ruin you

Scientist hearing for the first time about the regulatory process for having an alternative to animal testing validated



Mutations in Science Fiction



Mutations in real life

# Podcasts

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### *Advantages*

- Accessible, flexible, easy to personalise, more and more popular, light format
- Allows the audience to be informed without reading
- Diversity of formats and contents (interviews, panel discussion, solo, fictional, informative)

### *Limitations*

- Hard to advertise
- Offers limited interaction with the audience

### *Opportunity*

- When you want to provide means of self-reflection to a captured audience
- When you have a story to tell/a message to convey and no other suitable/available communication channel available (too short on social media or article)

### *How to make a podcast for free*

- **Materials**  
Your microphone' smartphone or a headset plugged into your computer is a good way to start
- **Free recording platforms**  
Zoom, Skype, Streamyard  
Anchor.fm (by Spotify) also allows to record and host podcasts for free
- **Free editing software**  
Reaper (unlimited evaluation version available for free), Audacity (open source), DaVinci Resolve (video editing).
- **Free sounds and musics to spice it up**  
YouTube audio library contains hundreds of free to use music and audio effect tracks  
Freesoundslibrary.com  
Zapsplat.com



# Podcasts

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## *Tips and tricks on how to start!*

- Choose a quiet place to record!
- Use blankets and pillows to reduce the background noise
- Use a microphone and headset to maximise the quality of recording
- Record a separated audio file for each participant
- Write a script, create a story – involve and prepare your guest(s) if applicable
- Include the audience in the narrative: use “We” instead of “I” or “You”
- Look at similar podcasts to understand what already exists
- Create a format that can be easily recognised by your audience and stick to it
- Record a tale ending with a call to action (social media, website, next episode...)
- You can quote a copyrighted content for max. 10 seconds without a license
- You can host your podcast for free on Anchor.fm