

SOCIAL MEDIA

Guidelines for Researchers

Social media is an important part of how researchers communicate, whether it be to recruit or engage with participants, or to disseminate research outcomes. Here are some things to consider when using social media as part of your research.

RECRUIT

Social media can be used effectively to help recruit participants for research. Sharing links on various social media sites can help get the word out to potential participants, but paid advertising, particularly on Facebook, allows for very targeted messages to reach people based on their age, gender, interests and geographic location.

The Office of Marketing and Communication can assist in developing and delivering paid social media advertising and can work with very limited budgets if required. Usually a minimum of \$5 per day is required.

Ad text for social media need to be very concise and should be accompanied by a relevant photograph or image without text.

Character limits for each are:

Facebook - headline 25 characters, post text 90 characters and link description 30 characters.

Twitter - message 140 characters (including 22 characters for url).

For more information contact the Digital and Social Media Manager.

To submit an ad request visit westernsydney.edu.au/socialad

ENGAGE

If your research will involve engaging with participants via social media, consideration needs to be given to the channel to be used and the type of account to create.

Our Media, Social Media and Public Commentary policy requires that official social media sites (those that use the University name or logo) must have approval from the Office of Marketing and Communication prior to their creation.

If you plan to use Facebook to engage with participants for your research, the creation of Facebook **Groups** is recommended instead of Facebook Pages. To find out more about the difference, visit bit.ly/fbpagevsgroup.

To submit a request to create an official social media site visit westernsydney.edu.au/socialchannel

DISSEMINATE

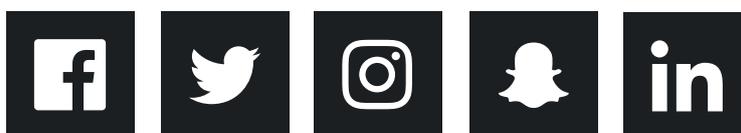
Getting information about the outcomes of your research out is important. By sharing information on various social media sites, you can reach very broad or niche audiences depending on your requirements.

Writing pieces for sites like The Conversation is a great way to share results, and to increase engagement with your research. Many of the articles published by our staff are republished on the University's news centre website at westernsydney.edu.au/newscentre are also picked up by mainstream media.

We are also keen to publish stories about research outcomes on the University's social media channels.

To submit a request to have a post published on the University's social media channels visit westernsydney.edu.au/socialpost

For more information contact the Digital and Social Media Manager.



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