



Science and  
Technology  
Facilities Council

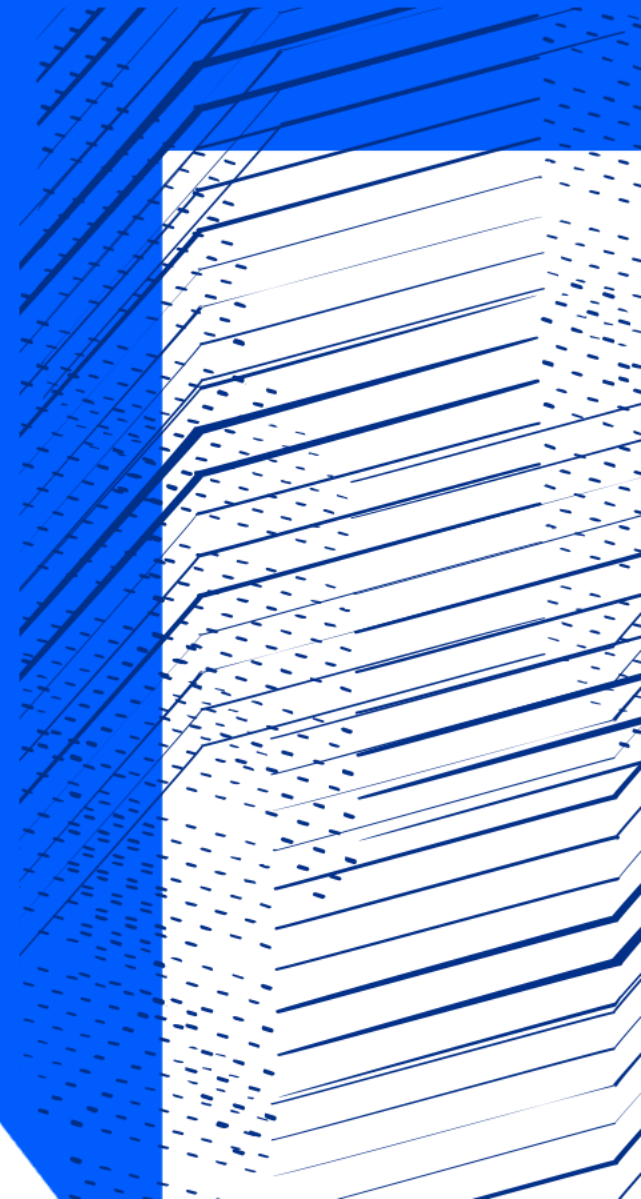
# Welcome



Science and  
Technology  
Facilities Council

# **Social media for raising awareness and building networks**

Zoe Hill & Amy Plath



# Agenda

**1** Introductions

**2** Building networks on LinkedIn and top tips

**3** Break

**4** Raising awareness on Twitter and top tips





Science and  
Technology  
Facilities Council

# Introductions



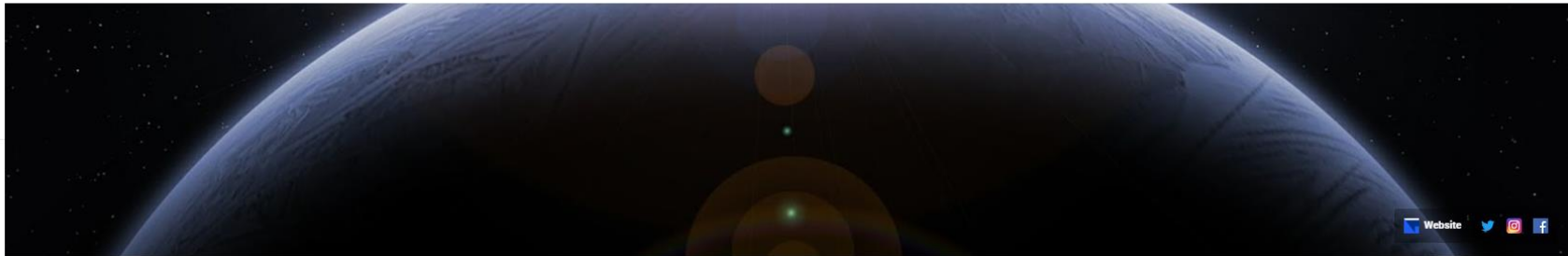


# Introductions

## Zoe Hill & Amy Plath

- Marketing and communicating the business facing activities of STFC
- CIM Diploma in Professional Marketing
- Business backgrounds and passionate about bridging the gap between pioneering science, technology and business
- 932% increase in LinkedIn visits in last 12 months
- 99% increase in LinkedIn followers in last 12 months

- YouTube
- Home
- Trending
- Subscriptions
- Library
- History
- Your videos
- Watch later
- Liked videos
- Show more
- SUBSCRIPTIONS
- Music
- Sports
- Gaming
- Movies & Shows
- MORE FROM YOUTUBE
- YouTube Premium
- Movies & Shows
- Gaming
- Live
- Fashion & Beauty
- Learning
- Settings
- Report history
- Help



**Science and Technology Facilities Council**  
9.88K subscribers

SUBSCRIBE

- HOME
- VIDEOS
- PLAYLISTS
- COMMUNITY
- CHANNELS
- ABOUT

**Welcome To STFC**

Prof. Mark Thomson  
STFC Executive Chair

0:02 / 3:41

**Welcome To STFC**  
5,183 views · 1 year ago

Executive Chair Mark Thomson talks about the exciting research being done at the Science and Technology Facilities Council (STFC).

The Science and Technology Facilities Council is one of Europe's largest multidisciplinary research organisations supporting scientists and engineers world-wide. Through research

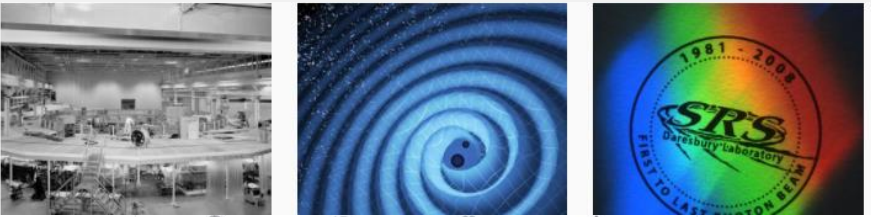
READ MORE

FEATURED CHANNELS

- Albert Einstein  
SUBSCRIBE
- BackstageScience  
SUBSCRIBE
- Sixty Symbols  
SUBSCRIBE
- minutephysics  
SUBSCRIBE

Newest Uploads [PLAY ALL](#)

<p><b>INSIDE THE COLD RADON EMANATION FAC</b> 2:15</p> <p>Helping in the search for Dark Matter   The Cold Radon...</p> <p>Science and Technology Facili... 209 views · 1 month ago</p>	<p><b>SPACE BLANKET TECHNICIANS</b> 1:57</p> <p>Space Blanket Technician Angela Ashill</p> <p>Science and Technology Facili... 95 views · 1 month ago</p> <p>CC</p>	<p><b>INSIDE THE ISIS NEUTRON AND MUON FACILITY</b> 5:20</p> <p>Neutron and Muon Source   Looking at Atomic Structure...</p> <p>Science and Technology Facili... 147 views · 3 weeks ago</p>	<p><b>MEET A TECHNICIAN</b> 2:10</p> <p>Meet a Technician   Luke Bladen - STFC Senior...</p> <p>Science and Technology Facili... 291 views · 3 months ago</p> <p>CC</p>	<p><b>HIGGS HUNTERS</b> 2:09</p> <p>Higgs Hunters at CERN</p> <p>Science and Technology Facili... 6.9K views · 1 year ago</p>
---	---	--	---	---



vation  
on  
ns

← **STFC Innovations**  
8,809 Tweets



**STFC Innovations**  
@STFC\_B2B

Science and Technology Facilities Council: Bridging the gap between pioneering science and business. STFC is part of UK Research and Innovation.

📍 UK 🌐 [stfc.ukri.org/innovation/](https://stfc.ukri.org/innovation/) 📅 Joined February 2011

1,307 Following 4,378 Followers

Tweets Tweets & replies Media Likes

📌 Pinned Tweet

**STFC Innovations** @STFC\_B2B · Dec 1

Space is one of the UK's fastest growing sectors, trebling in size in the last decade 📈

Want to exploit this?

We give businesses access to world-leading knowledge, unique facilities and the networks they need to succeed ✅


[#SpaceAtSTFC](#) | [#YourPartnerInSpace](#) | [@STFC\\_Matters](#)



1:15 59 views

🗨️ 1 🔄 1 ❤️ 1 📤 📺

[Show this thread](#)



**STFC Business & Innovation**  
Government Administration · 1,051 followers

Bridging the gap between pioneering science and business. STFC is part of UK Research and Innovation.

[Visit website](#)

100 followers in your network


Home About Videos

About

The Science and Technology Facilities Council (STFC), part of UK Research and Innovation, is a world-leading multidisciplinary science organisation. As well as working collaboratively with academia and paving the way in UK scientific... see more

[See all](#)

Recently posted videos



The UK space industry generates an income of around £15bn annually, growing by 4% every year. In the last decade, it has transformed into one of the UK's fastest growing industrial sectors. Want to exploit this? Whether you're a space start-up, a high-growth SME or multi-national organisation, we...

+More videos

Posts

All Images Documents Videos Ads Sort by: Top

**STFC Business & Innovation**  
1,051 followers

The UK space industry generates an income of around £15bn annually, growing by 4% every year. In the last decade, it has transformed into one of the UK's fastest growing industrial sectors. Want to exploit this? ...see more

**Whether you're a space start-up, a high-growth SME or multi-national organisation...**

Unlocking growth for space businesses | #SpaceAtSTFC

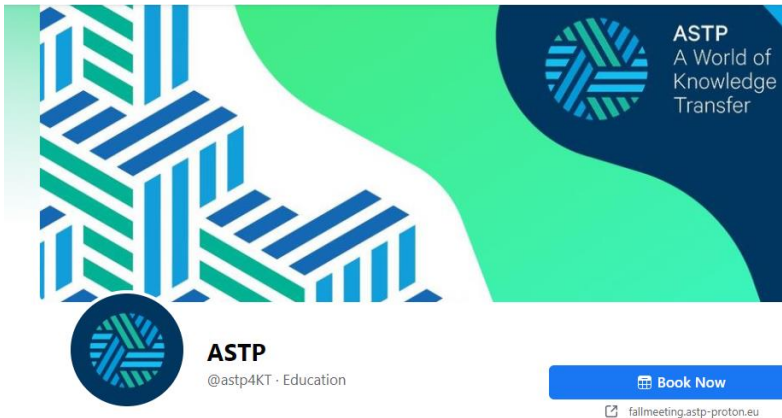
6

Your dream job is closer than you think

[See jobs](#)

LinkedIn





**ASTP**

@astp4KT · Education

Book Now

fallmeeting.astp-proton.eu

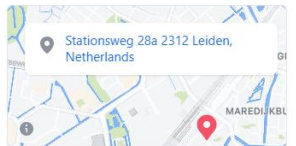
Home About Photos Reviews More

Like Message

- Home
  - Explore
  - Notifications
  - Messages
  - Bookmarks
  - Lists
  - Profile
  - More
- Tweet

**About**

See all



The European Association of KT professionals. We enhance the impact of public research on the society and the economy by promoting and professionalising knowledge and technology transfer in European universities and research institutes.

ASTP is the premier, European membership association for professionals involved in knowledge transfer between universities and research institutes.



We have developed new membership packages to reflect our new services and your needs. Check out the best membership rate for you here <https://bit.ly/31p0Ei0> #astp4kt

Like Comment Share

**ASTP**  
4,289 Tweets

**ASTP**  
@astp4KT

ASTP is the Europe's premier association for knowledge transfer professionals. Delivering networking, events and training across the globe. #KT #TT #astp4KT

Leiden, Netherlands · [astp4kt.eu](https://www.astp4kt.eu) · Joined August 2012

620 Following · 1,271 Followers

Followed by Knowledge Transfer Partnerships at KTN, CENSIS, and 15 others you follow

Tweets Tweets & replies Media Likes

**Pinned Tweet**

**ASTP** @astp4KT · Jul 21  
Visit the new ASTP website for all your #KT professional needs [astp4kt.eu](https://www.astp4kt.eu) #astp4kt

[www.astp4kt.eu](https://www.astp4kt.eu)

**ASTP** @astp4KT · 2h  
We have developed new membership packages to reflect our new services and your needs. Check out the best membership rate for you here [bit.ly/31p0Ei0](https://bit.ly/31p0Ei0) #astp4kt

Search

Home My Network Jobs Messaging Notifications Mail Work Try Premium Free for 1 Month

**ASTP**  
Non-profit Organization Management · Leiden · 1,723 followers

Home of Knowledge Transfer professionals in Europe

+ Follow Visit website

See all 26 employees on LinkedIn

Home About Jobs People Videos

**About**  
ASTP is the premier, pan-European association for professionals involved in knowledge transfer among universities and industry. By promoting and professionalising knowledge transfer practice, the association aims to en... see more

See all

**Recently posted videos**

Come Inside A World of Knowledge Transfer. New Membership packages to suit you. Available now here <https://bit.ly/31p0Ei0> #JoinASTP #astp4kt

+ More videos

**Posts**  
All Images Documents Videos Ads Sort by: Top

**ASTP** 1,723 followers · 2h · **+** Follow

We have developed new membership packages to reflect our new services and your needs. Check out the best membership rate for you here <https://bit.ly/31p0Ei0> #astp4kt

**People also viewed**

- ASTP** Non-profit Organization Management
- COAST** - Analytical Science and Technology Research **+ Follow**
- Alliance of Skill Training Partners (ASTP)** Non-profit Organization Management **+ Follow**

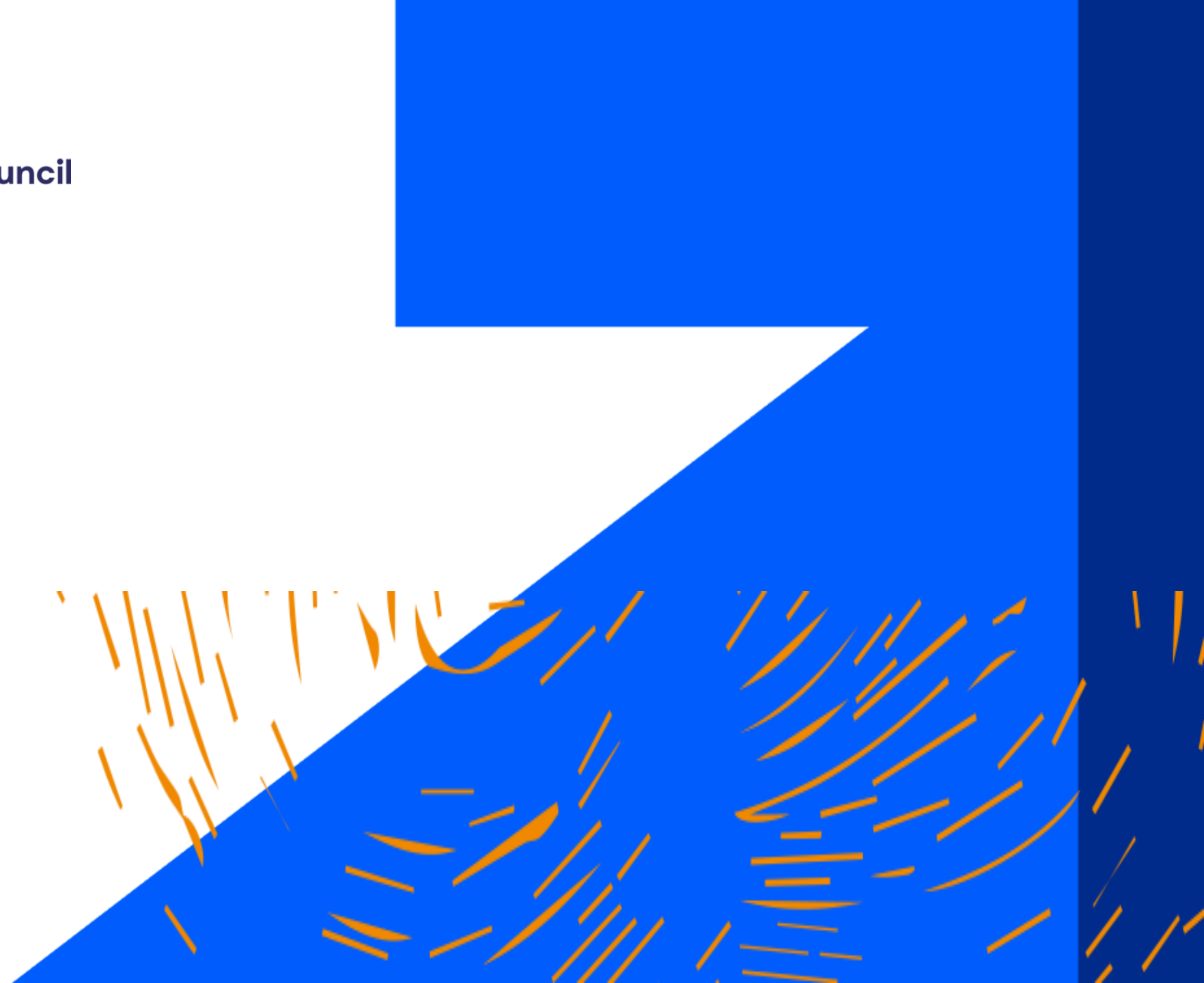
Show more





Science and  
Technology  
Facilities Council

# LinkedIn



# Why LinkedIn?

**630+m**

professionals

**“most effective place to  
engage with decision  
makers, influencers  
and leaders”**

# #1

for lead generation

**“Most decision makers  
will research online  
via social networks”**



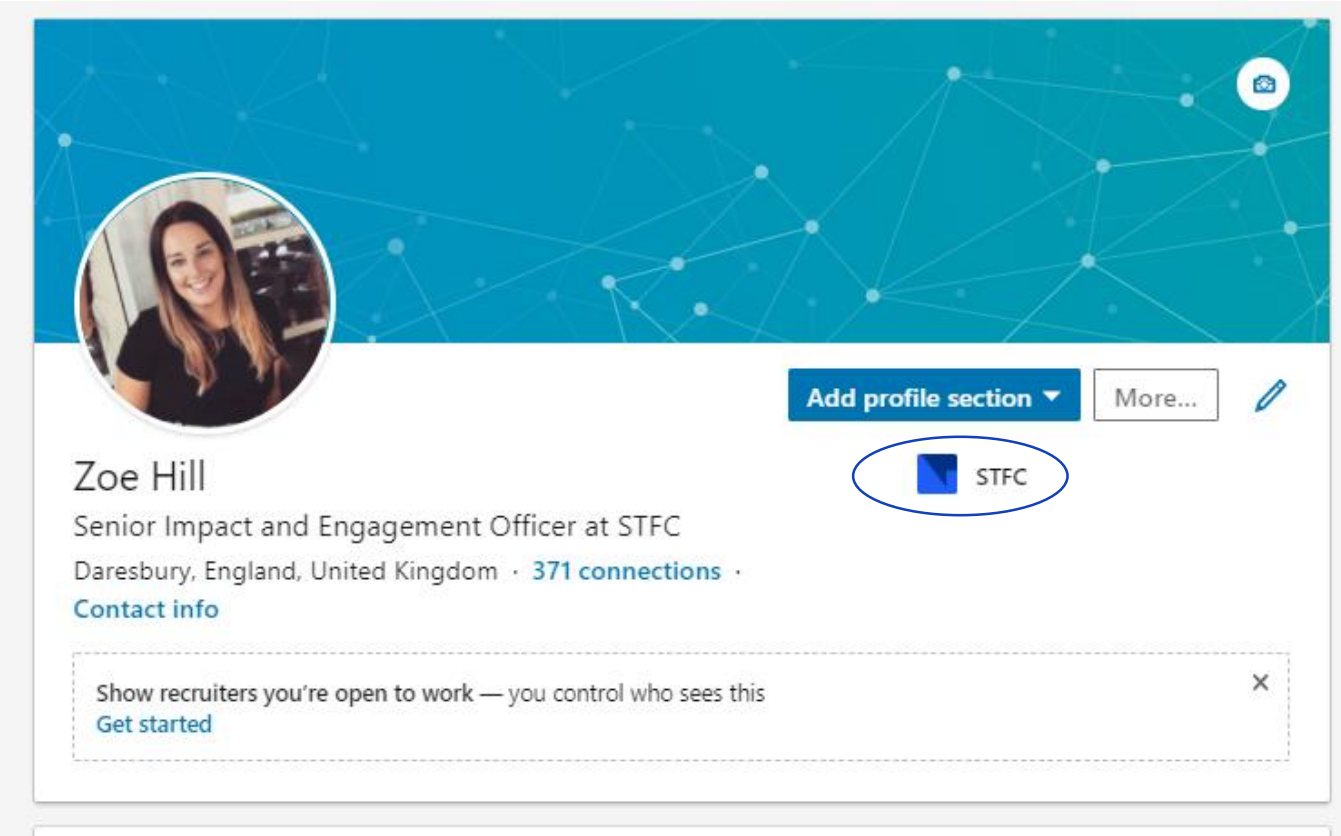
**“People trust people more than companies”**

**“Employees of a company tend to have 10x more followers than the company itself”**

# LinkedIn top tips


- [Make sure you're affiliated with your organisation/network](#)
- Keep your profile up-to-date
- Update your URL
- Share updates - but quality, not quantity!
- Help find talent for your organisation through sharing of job posts
- Network on LinkedIn – join relevant groups, add people in your network, follow companies






A LinkedIn profile card for Zoe Hill. The header features a blue background with a white network diagram and a circular profile picture of Zoe Hill. To the right of the profile picture are three buttons: 'Add profile section' (blue), 'More...' (white), and an edit icon (blue). Below the profile picture, the name 'Zoe Hill' is displayed, followed by her title 'Senior Impact and Engagement Officer at STFC', location 'Daresbury, England, United Kingdom', and '371 connections'. A 'Contact info' link is also present. A blue oval highlights the 'STFC' organization logo. At the bottom, a dashed box contains the text 'Show recruiters you're open to work — you control who sees this' and a 'Get started' link.

**Zoe Hill**  
Senior Impact and Engagement Officer at STFC  
Daresbury, England, United Kingdom · 371 connections ·  
[Contact info](#)

[Add profile section](#) [More...](#) 


 STFC

Show recruiters you're open to work — you control who sees this  
[Get started](#) ×

# LinkedIn top tips

- Make sure you're affiliated with your organisation/network
- [Keep your profile up-to-date](#)
- Update your URL
- Share updates - but quality, not quantity!
- Help find talent for your organisation through sharing of job posts
- Network on LinkedIn – join relevant groups, add people in your network, follow companies

## Headline & About you




**Zoe Hill**  
Senior Impact and Engagement Officer at STFC  
Daresbury, England, United Kingdom · 371 connections · [Contact info](#)

STFC


[Add profile section](#) [More...](#)

Show recruiters you're open to work — you control who sees this  
[Get started](#)



**[Redacted]** · 1st  
**Digital Strategist and Lead Generation Expert**  
Hartford, England, United Kingdom · 500+ connections · [Contact info](#)

Moorhouse Digital Marketing  
Matran College, London



**Amy (Goddard) Plath** · 1st  
Experienced Marketing & Sales professional currently working as Impact & Engagement Manager at STFC  
Daresbury, England, United Kingdom · 436 connections · [Contact info](#)

STFC  
Manchester Metropolitan University

[Message](#) [More...](#)



Digital Strategist and Lead Generation Expert  
Hartford, England, United Kingdom · [500+ connections](#) ·  
[Contact info](#)



### Highlights



4 mutual connections



### About

I am a Digital Strategist and Lead Generation Expert with 25 years' experience in digital marketing.

My expertise and techniques have been proven with global brands, SMEs and owner-managed businesses. I have helped grow businesses who were initially struggling to attract new clients to then doubling their profitability and revenue within just 12 months. All underpinned by strategies that have been informed by customer insight and driven by PROVEN marketing methods that hit the 'sweet spot' of reaching and influencing your ideal customer.

I am Google Analytics qualified, HubSpot certified and I hold a Diploma in Marketing Communications.

# LinkedIn top tips

- Make sure you're affiliated with your organisation/network
- Keep your profile up-to-date
- [Update your URL](#)
- Share updates - but quality, not quantity!
- Help find talent for your organisation through sharing of job posts
- Network on LinkedIn – join relevant groups, add people in your network, follow companies

Decision making with data - Discover big data with this Cambridge Judge Business School programme. Ad ...



Zoe Hill

Senior Impact and Engagement Officer at STFC  
Daresbury, England, United Kingdom · 371 connect  
[Contact info](#)

Add profile section More...

Edit public profile & URL

Add profile in another language

Promoted

Learn Big Data Analytics  
Discover big data with this Cambridge Judge Business School programme.

BMC Exchange October 2023  
Free networking and educational event for IT and business professionals

You control your profile and can limit what is shown on search engines and other off-LinkedIn services. Viewers who aren't signed in to LinkedIn will see all or some portions of the profile view displayed below.



Zoe Hill

Edit your custom URL

Personalize the URL for your profile.  
www.linkedin.com/in/zoehillstfc

Edit Content

This is your public profile. To edit its sections, update your profile.

Edit contents

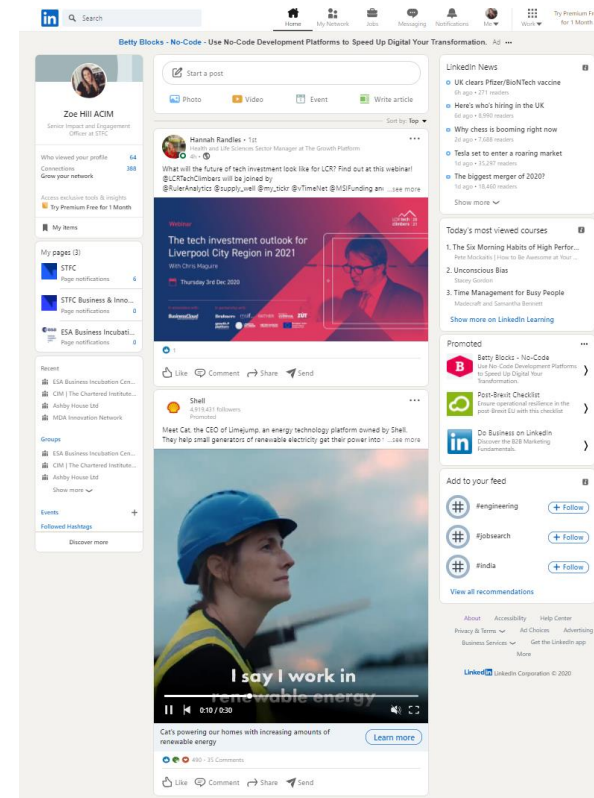
Edit Visibility

You control your profile's appearance for people who are not signed in to LinkedIn. The limits you set here affect how your profile appears on search engines, profile badges, and permitted services like Outlook.

[Learn more](#)

# LinkedIn top tips

- Make sure you're affiliated with your organisation/network
- Keep your profile up-to-date
- Update your URL
- **Share updates - but quality, not quantity!**
- Help find talent for your organisation through sharing of job posts
- Network on LinkedIn – join relevant groups, add people in your network, follow companies



# LinkedIn top tips

- Make sure you're affiliated with your organisation/network
- Keep your profile up-to-date
- Update your URL
- Share updates - but quality, not quantity!
- [Help find talent for your organisation through sharing of job posts](#)
- Network on LinkedIn – join relevant groups, add people in your network, follow companies

# LinkedIn top tips

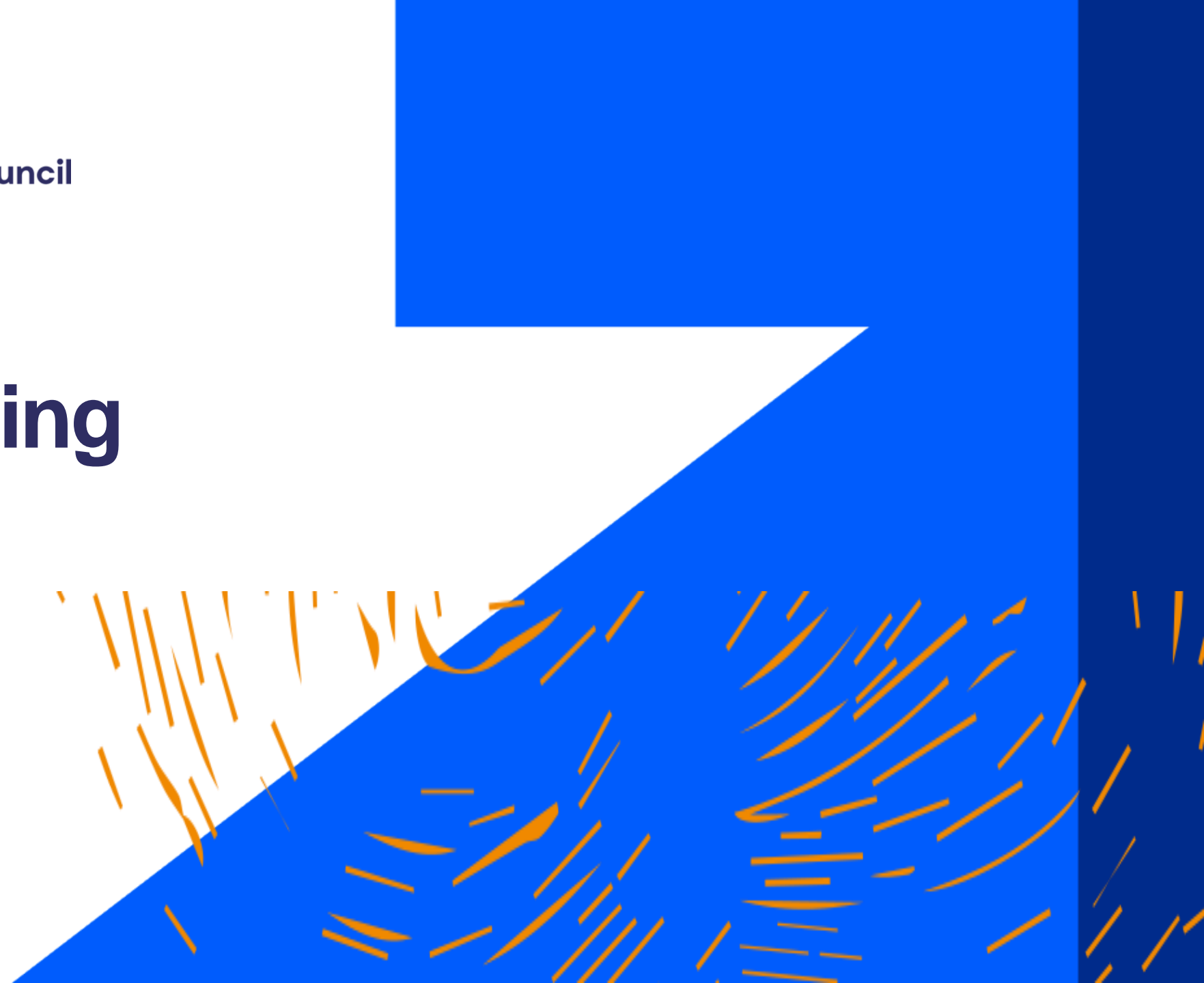
- Make sure you're affiliated with your organisation/network
- Keep your profile up-to-date
- Update your URL
- Share updates - but quality, not quantity!
- Help find talent for your organisation through sharing of job posts
- [Network on LinkedIn – join relevant groups, add people in your network, follow companies](#)





Science and  
Technology  
Facilities Council

# Blog writing



# Thought leadership, why you?!

“tap into the talent, experience, and passion inside your business, or from your community, to consistently **answer the biggest questions on the minds of your target audience on a particular topic**”

## 3 reasons why CERN Technology could accelerate your start-up to success

Published on October 19, 2020



Delyth Lloyd Edwards

Business Development Manager - Business Incubation at STFC

2 articles

Following

Nestled within the shadows of the Alps and spanning across two countries, lies the world's leading centre of physics and engineering, CERN. As the birthplace of the World Wide Web and home to the Large Hadron Collider, a 27km particle accelerator used to solve some of the key mysteries of our universe, it operates some of the world's largest and most complex scientific instruments.

Whilst many of us have heard about the incredible fundamental research carried out at CERN, what can be harder to grasp is the application of this understanding into the 'real world'.

As a Business Development Manager, I'm biased in turning my thoughts to the innovation capacity of these technologies and how they could be translated to industry, it is possible to link Accelerators to Aerospace? Or the Higgs Boson and Healthcare?

So with that, here's just a few reasons why I think you should consider high energy physics technologies in your business idea.

### 1) It's unique technology and IP at the forefront of human understanding

In order to study the questions of fundamental particle physics that have puzzled scientists for hundreds of years, the technologies used for experiments also need to push the boundaries of human inventiveness and expertise, from the micro scale to the macro.

Components and machines developed for particle accelerators such as the Large Hadron Collider (LHC) lead the way globally, delivering an unprecedented level of precision and reliability in an incredibly extreme environment. Engineering expertise is used to develop magnets within the LHC which are cooled to  $-271.3^{\circ}\text{C}$ , a temperature colder than outer space, or to create and maintain a computing infrastructure that processes, analyses and archives on average one petabyte (one million gigabytes) of data from experiments every day.

This technology and know-how offers a wealth of opportunities to impact global industries and accelerate innovation. Just think, what could you do with a slice of this?

### 2) The range of technologies is vast and has many applications

CERN's expertise builds broadly on three technical fields: accelerators, detectors and computing. Behind these three pillars of technology, lies a number of areas of expertise: from cryogenics to ultra-high vacuums, from particle tracking and radiation monitoring to



Delyth Lloyd Edwards • 1st

Business Development Manager - Business Incubation at STFC

1mo •

A great opportunity for #tech #startups to access #CERN funded support. Expressions of Interest deadline is the 30th October

3 reasons why  
CERN Technology  
could accelerate your  
start-up to success

3 reasons why CERN Technology could accelerate your start-up to success

Delyth Lloyd Edwards on LinkedIn • 4 min read

Nestled within the shadows of the Alps and spanning across two countries, lies the world's leadin...

15

Like Comment Share Send

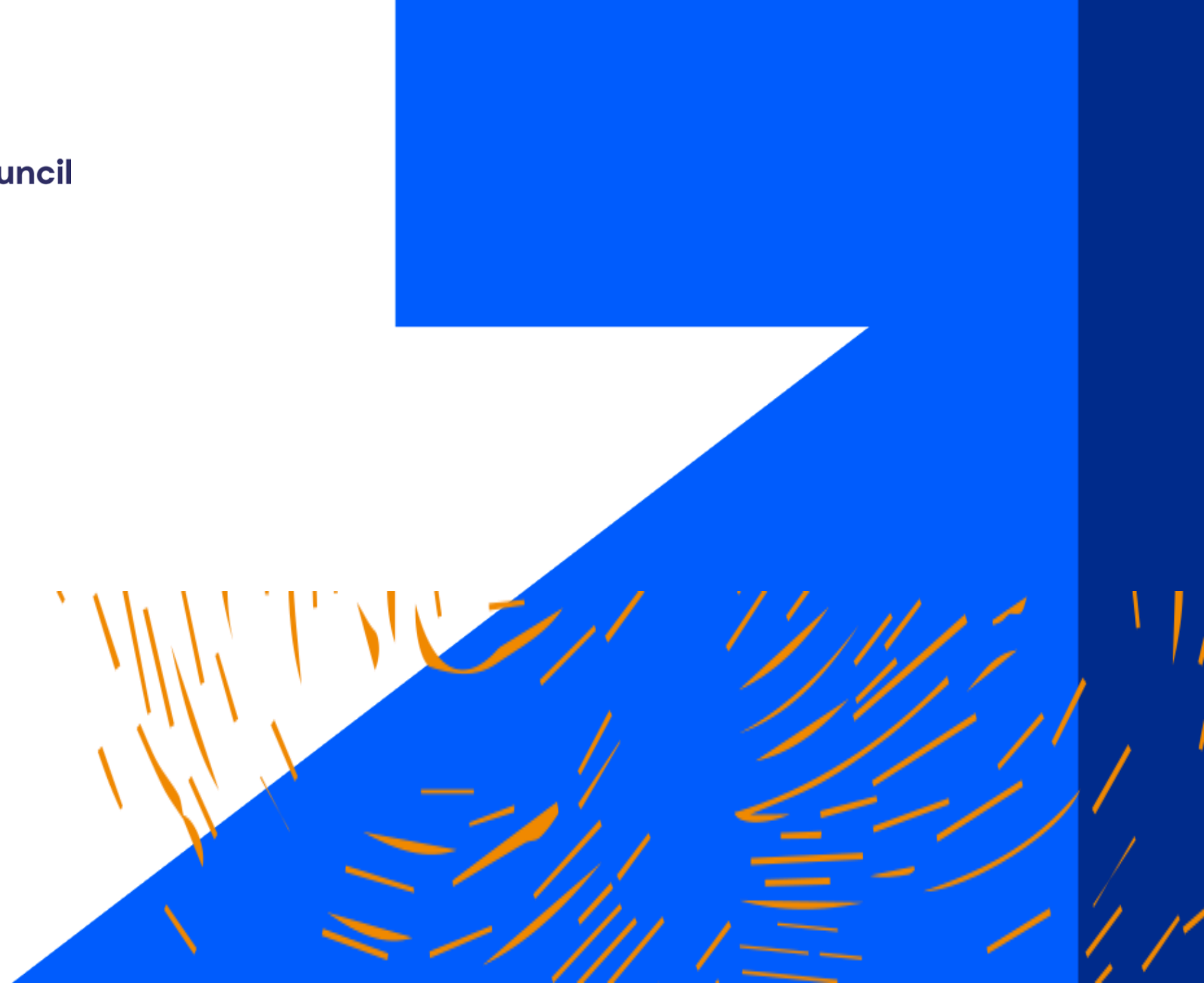
# Tips...

- Embed other content in – videos, social media posts
- Use key words – make your article show in google searches
- Allow your personality to come through
- Share ideas, opinions, try to be positive or at least neutral
- Have your target audience and key messages in mind
- Write an article that has longevity – update the Call-to-action if needed



Science and  
Technology  
Facilities Council

# Twitter



# Why Twitter?

**Twitter is all  
about social  
dialogue**

**100+m**

people every day



# Why Twitter?

**500**m

Tweets a day sent

**Hashtags #  
help people  
find your  
posts.**

**STFC Innovations** @STFC\_B2B

Great group of #healthtech organisations at today's HealthTec Huddle - a result of us joining up with the HealthTec Cluster at @HarwellCampus! Thanks to everyone for joining

Next huddle is 12th November. Register now: [bit.ly/3k7eF9U](https://bit.ly/3k7eF9U)

#HealthTecNW #ConnectingCapabilities



Phil Carvil and 7 others

1:18 PM · Sep 10, 2020 · Twitter Web App

View Tweet activity

3 Retweets 1 Quote Tweet 7 Likes

**Liz Ashall-Payne** @LizAshallPayne · Sep 10  
Replying to @STFC\_B2B @OrchaHealth and 7 others  
Great to join this huddle today, thank you so much @PhilipCarvil for inviting me to speak with the group!

**Phil Carvil** @PhilipCarvil · Sep 10  
Liz thank you for your brilliant talk!

**Claire Pizzey** @clairepizzey · Sep 10  
Replying to @STFC\_B2B @HarwellCampus and 7 others  
Thanks for inviting me!

Search: #healthtecnw

Top Latest People Photos Videos

**Phil Carvil** @PhilipCarvil · Nov 20  
Check out this latest publication on #HealthTech growth opportunities by @UK\_ABHI. Some excellent recommendations broken down into key sector considerations from #digitalhealth to #trade to Manufacturing & Supply Chains. More details below  
#healthtechnology #healthtecnw

**ABHI** @UK\_ABHI · Nov 19  
ABHI REPORT: GROWTH OPPORTUNITIES FOR HEALTHTECH

ABHI's latest publication outlines the opportunities we see for growth in the #HealthTech sector.  
[abhi.org.uk/resource-hub/f...](https://abhi.org.uk/resource-hub/f...)



**STFC Innovations** @STFC\_B2B · Nov 12  
It was great to link up the North West and @HarwellCampus HealthTec Clusters once more for the HealthTec Huddle. Thank you to everyone who joined!

The last Huddle of 2020 but it'll return on 27th January.  
Sign-up [eventbrite.co.uk/e/healthtec-hu...](https://eventbrite.co.uk/e/healthtec-hu...)



Switzerland Innovation Park Innovaare @PARKinnovAARE · May 4

#CERNBIC

Phase I of the #SwissBICofCERNTech20 has been successfully completed. Many thanks to the 18 applicants from a number of countries who have submitted a wide variety of technologies and applications. Check out the next steps below. @CERN  
#Startups #Innovation #HighTech



1



STFC Innovations @STFC\_B2B · Jul 17

We're looking for SME's, university spin-outs, or entrepreneurs with an innovative idea that could benefit from access to @CERN technologies or expertise

Next Expression of Interest closes 31st July

More [cernbic.stfc.ac.uk/Pages/home.aspx](https://cernbic.stfc.ac.uk/Pages/home.aspx)

#AccelerateYourBusiness #CERNBIC



Science and Technology Facilities Council and 9 others

1 8 10



InnoGEX @InnoGex · May 1

Start-ups with an idea how to introduce @CERN's know-how in their project can express their interest : [swil.to/LSzhKQ](https://swil.to/LSzhKQ).  
Apply to InnoGEX, the French Business Incubation Centre of CERN Technologies before 30 May 2020  
#cernkt #cernbic



1

# #CERNBIC



Science and Technology Facilities Council

← #heptech

Top Latest People Photos Videos

SEEIST @seeist · Jan 10  
 Thanks also to all sponsors @CEI\_Secretariat, #HepTech, @CERN, #ARIES, Facility for Antiproton and Ion Research in Europe GmbH (FAIR GmbH), #ENLIGHT, #CosyLab #EddyOffermann... committee members, participants...  
 1 2  
 Show this thread

Thanks. Twitter will use this to make your timeline better.

ESS @essneutron · Oct 9, 2019  
 #CryogenicsDays2019 was warmly received @MediconVillage this week in collaboration with @ESSNeutron, Helmholtzzentrum für Schwerionenforschung GmbH #GSI, The Cryogenics Society of Europe #CSE & the High-Energy Physics network #HEPTech #futurescience  
  
 4

Heptagon.in @HeptagonTech · Aug 21, 2019  
 Digital Supply Chain Integration is becoming increasingly dynamic. #BlockchainTechnology integration enhances the security & cost-effectiveness of DSC Transformations.  
 Read our blog post to find out how: [heptagon.in/blog/strategy/...](https://heptagon.in/blog/strategy/)  
 #DigitalTransformation #HepTech #WednesdayWisdom  
  
 4

Heptagon.in @HeptagonTech · Aug 14, 2019  
 In this post, we look at all changes in Business Processes that have to be implemented into DBP, which will ensure the required dynamicity of business at runtime.  
 Read More: [heptagon.in/blog/strategy/...](https://heptagon.in/blog/strategy/)  
 #WednesdayWisdom #HepTech #DigitalTransformation  


# #HEPTech

# #astp4kt #JoinASTP

**ASTP** @astp4KT · 3h

We have developed new membership packages to reflect our new services and your needs. Check out the best membership rate for you here [bit.ly/31p0Ei0](https://bit.ly/31p0Ei0) #astp4kt



 <b>Join ASTP</b>	<b>Digital Membership*</b> €200 per year	<b>Associate Membership</b> €60 per year	<b>Full Membership*</b> €250 per year
	<b>Premium Membership*</b> €500 per year	<b>Student Membership</b> €60 per year	<b>Group Membership</b> €250 - €60 per year

\* WBI rates are available for these packages

**ASTP** @astp4KT · Dec 1

Do you want to know why Consultancy Matters to your KTO? Listen to Amanda Zeffman's podcast here [bit.ly/3e5nwWz](https://bit.ly/3e5nwWz) and sign up for the Fundamentals of Supporting Consultancy here [bit.ly/2l6tLiN](https://bit.ly/2l6tLiN) #astp4kt



**Fundamentals of  
Supporting Consultancy**

14 Dec 2020 and 14 Jan 2021

Digital Training Course



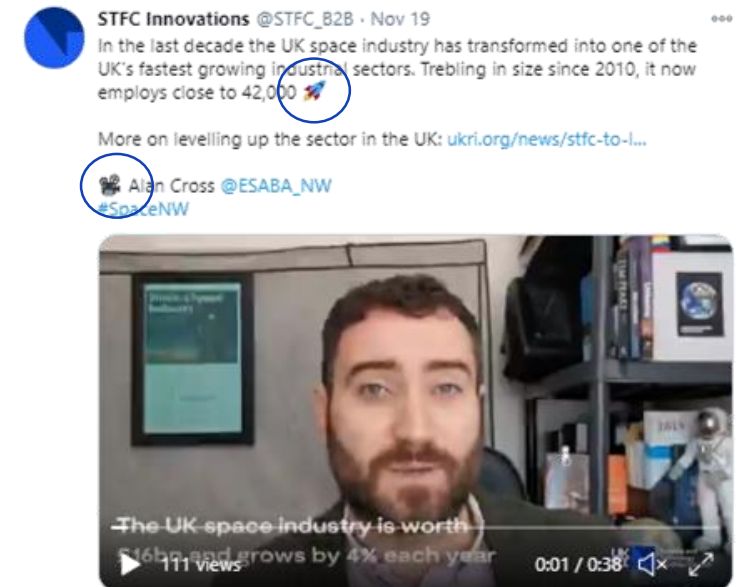
# Twitter top tips

- Check in daily – two or three times a day
- Watch for what's trending
- Be succinct – 280 characters or fewer.
- Always include an image or video – 1 image or 3 works best.
- Include 1 or 2 hashtags, not more.
- Tag people – they're much more likely to engage and retweet.



# Twitter top tips

- Link to external content
- Like and share other people's content
- Follow people
- Use emojis – helps your tweet catch the eye





Science and  
Technology  
Facilities Council

# Thank you



@STFC\_B2B

LinkedIn: STFC Business & Innovation



Science and  
Technology  
Facilities Council

# Questions?

