

# **HEPTech Best practice webinar “Social media for raising awareness and building networks”**

**Thursday 3 December 2020 - Thursday 3 December 2020**

## **Scientific Programme**

Examples of Knowledge Transfer on social media e.g. ASTP. Demonstrate which platforms they use.

Focus on LinkedIn and Twitter.

#### 2.1. LinkedIn

- Benefits e.g. emphasising that LinkedIn is all about a network of people
- ‘Top tips’ e.g. keeping profiles up-to-date
- Writing LinkedIn articles

#### 2.2. Twitter

- Use of #hashtags to create identity for HEPTech /raise awareness
- ‘Top tips’
- How Twitter differs from LinkedIn – need to repeat content for it to be seen etc.