Tips and Best Practices for Social Media Posts

The following will act as a guide for authors and universities to use when sharing recently-published research from IEEE publications on social media. In addition to the sample copy provided, users should ensure that the posts they are sharing follow these best practices:

• Although LinkedIn and Facebook have a several-hundred character limit for posts, social media posts should ideally be kept around 150-200 characters to avoid the “read more” cut off. For Twitter, the character limit is 280 characters with spaces.

• Relevant hashtags—such as #IEEE, #IEEEXplore and #OpenAccess—can be included in posts. However, try to keep the amount of hashtags at 3-4 or less. Additionally, the full title of the journal and society can also be included as either a hashtag or a link to their social media page.

• When referencing IEEE, authors/universities, journals, or relevant societies, be sure to tag their respective social pages if possible (this can be done with an “@“ alongside their name, and a list of options will populate, select the appropriate one from the dropdown).

• Avoid using complex terminology, and instead highlight your research through non-technical terms—focusing on the impact of the research on society.

• Linking to the article - Although another version of the article may be available on author sites or institutional repositories, we would prefer to point users to the official article of record on IEEE Xplore to help IEEE and authors accurately assess aggregate article metrics such as downloads, views, usages, shares and citations

Sample Copy
Below are examples of the format that authors/universities can use in their social media posts.

Example A:
I am thrilled to share my latest article in [field of interest], ‘[name of article]’ is available now through @IEEEXplore in [name of publication]. #[name of society] #[field of interest]

Example B:
[University Name]’s professor @[professor name] has published their new open access journal article in [field of interest]. Read their insights in [publication title]. #[university name] #[name of society] #[field of interest] <IEEE Xplore article link>

I. Single Author Open Access
• Post Copy: I’m excited to share my latest, fully open access article around the healthcare industry’s shift to cloud data, through #IEEEOpenAccess.
#cloudcomputing #IEEEXplore #OpenAccess
Call-to-Action (CTA): Read my latest research paper

• Post Copy: Thrilled to share my recently-published open access paper on the role of #AI in today’s global pandemic. Read my latest research through #IEEEXplore.
#cloudcomputing #computingresearch #IEEE

CTA: View my fully open access article through IEEE Xplore

• Post Copy: Harvard’s professor @AnaHill published a new open access article in Cloud Computing. Her unique insights can be found in [publication title].

CTA: Read Professor Hill’s journal article here!

II. Single Author Periodical Journal

• Post Copy: Excited to showcase my latest article around the growth and advancement of Artificial Intelligence, published through @IEEEXplore. #AI #IEEE

CTA: Gain new insights into the world of AI

• Post Copy: I’m pleased to report my new article has been published through @IEEEXplore. See my insights into the evolution of #autonomousvehicles. #AV #transportation #IEEE

CTA: Discover new research in autonomous vehicles

• Post Copy: Professor @SamAdams of Washington State has published an exciting new #IoT journal article in [publication title]. #WashingtonState #IEEE

CTA: Read the latest journal article from Professor Adams

III. Two Authors Open Access

• Post Copy: Through an incredible collaboration with @JohnSmith, we are thrilled to announce our new Cloud Computing research paper; available to read now! #cloudcomputing #IEEE #Open Access

CTA: Read our latest research in Cloud Computing

• Post Copy: @BillSmith and I have published our new Geoscience research paper. Together, we closely analyze the new rise in earthquakes across the West Coast. #geoscience #IEEE

CTA: View the full research paper in IEEE Open Access
Post Copy: Professor @AlisonJones and I are delighted to present our Data Mining research paper in the IEEE journal of Computing & Processes. #[name of university] #computingprocesses #IEEE

CTA: Read more about our latest discoveries

IV. Two Authors Periodical Journal
- Post Copy: Happy to share some exciting insights into Vehicular Technology. Read this new journal article from @SusanSmith and I, published in @IEEEXplore. #vehiculartechnology #IEEE #IEEEXplore

CTA: Learn more in our latest journal article

- Post Copy: @SaraSmith and I are thrilled to reveal our research, now published through @IEEEXplore. Explore our insights into the IoT industry. #IoT #IEEE

CTA: Discover new insights in IoT technology

- Post Copy: Excited to share a Robotics journal article with professor @GregGreen. Learn about our analysis into cyber-physical systems with @IEEEXplore #robotics #Rutgers #cybersystems

CTA: Read our Robotics journal article today