

## 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, #IEEEExplore 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 @IEEEExplore 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 #IEEEExplore #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 #IEEEExplore. #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 @IEEEExplore. #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 @IEEEExplore. 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 @IEEEExplore. #vehiculartech #IEEE #IEEEExplore

**CTA:** Learn more in our latest journal article

- Post Copy: @SaraSmith and I are thrilled to reveal our research, now published through @IEEEExplore. 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 @IEEEExplore #robotics #Rutgers #cybersystems

**CTA:** Read our Robotics journal article today