



## Social media for EGU divisions: guidelines & agreement



Screenshot of the EGU Twitter page.

Social media allows you to engage directly with students, scientists and others interested in your field, bringing your work to a wider audience and allowing you to gather feedback from, and have discussions directly with, the scientific community. This amplification of work is rapidly achieved on sites such as Twitter, where something you share can be seen and shared by your followers. In turn, their followers can also see and share this information, meaning that papers, resources and other updates reach a large audience, likely to already have an interest in your work, quickly.

See Nature's [social media for science outreach](#) for a series of case studies on how and why different organisations, institutions and scientists have used social media in their work. In addition, for a selection of articles on [how to use social media effectively](#), see EGU's online resources.

You can use the index below to navigate the document:

- Twitter – 2
- Facebook – 3
- Other social media platforms – 4
- Things to consider before setting up your account – 5
- What to share (and not share) on social media – 5
- Appendix I: Social media agreement for EGU divisions – 7
- Appendix II: EGU division Twitter handles and EGU-related hashtags – 8

Details of the person(s) in charge of division social media channels, as well as account log-in details have to be shared with the EGU Executive Office (for central safekeeping). Any changes to the above information should be notified to the EGU's Communication Officer ([networking@egu.eu](mailto:networking@egu.eu)).

## Twitter

### Introduction

If you are not familiar with Twitter, the following resources provide a useful introduction to the platform and how you can use it as a scientist:

- A guide to [getting started with Twitter](#);
- [How to use Twitter as a scientist](#) by Eva Lantsoght for Academic Transfer;
- For a research-based approach: [How are scientists using social media in the workplace](#) (Collins K, Shiffman D, Rock J (2016), PLoS ONE 11(10));
- Nature Chemistry has produced a short summary of [why and how their journal uses Twitter](#).

Tools such as [TweetDeck](#) and [HootSuite](#) make regular sharing easier as you can schedule updates ahead of time. This means you can spend a short period creating tweets when you have time to do so.

### Account name

Twitter usernames, known as Twitter handles, take the form @EGU\_XXX, where XXX represents the name of the division. If you find this format is already taken, please use @XXX\_EGU. A full list of Twitter usernames is available at the end of this document. They closely represent the official EGU acronyms for divisions and journals and have only been modified where the acronym is already in use. Please check this list before creating your Twitter account.



Editing the profile of the EGU Twitter account, [@EuroGeosciences](#).

The name field on the Twitter profile is limited to a maximum of 50 characters. As such, for most EGU divisions, you should be able to use the full name of the division as your Twitter name. If this is not the case, we encourage you to find a way of shortening your division name, and feel free to approach the EGU office for suggestions if needed.

### Hashtags

Hashtags are searchable terms that can be used to curate information on a particular topic. These are particularly useful if someone wishes to follow updates corresponding to a particular journal or division and can be used by the account holder, the EGU and other members of the online community. For example, a specific hashtag can be used to refer to a journal throughout the year as papers are published and journal-specific updates are shared online.

There is an excellent online presence at the General Assembly with hashtags used to communicate information about to the conference (e.g. #EGU17, #EGU18).

Additionally, we've created a number of hashtags which can be used year-round to promote EGU news (#EGUnews), updates related to the Union journals (#EGUjournals) and the EGU blogs (#EGUBlogs), as well as other EGU initiatives, such as early career scientist activities (#EGUecs).

These hashtags are used character limit permitting. A full list of hashtags can be found at the end of this document.

## Biography

Twitter profiles include information such as name, website and short biographies, which should be consistent across EGU divisions, though the text may vary between accounts due to character limitations in the text. Divisions should link to their relevant website in the respective field.

Division biographies should include the following:

- The division name and acronym (as defined [in the EGU website](#), and if not already given in the Twitter name)
- That the group is part of the EGU
- A brief description of the division's scope

## Profile picture and banner image

We have produced logos for each of the EGU divisions to be used as the profile image of your EGU division account. Please email the Communications Officer ([networking@egu.eu](mailto:networking@egu.eu)) for more information.

You are free to use any high-resolution image as a banner however, this too should be representative of the scope of the division. It is important that the image used is licenced to be reused, or that permission to reproduce it is granted by the author/owner of the image copyright. We recommend considering selecting an image from the [imagegeo image repository](#). All images on imagegeo are copyrighted under a [Creative Commons Attribution 3.0 licence](#) and free to be reused provided the author is correctly attributed.

See the [EGU Stratigraphy, Sedimentology and Palaeontology Division \(SSP\) page](#) for an example.

## Facebook

### Account name

Account names should take the form EGU XXX Division, where XXX is replaced by the division name, as defined on the [EGU website](#).

### About text

As with Twitter accounts, the about text should cover the following:

- The division name and acronym
- That the group is part of the EGU
- A brief description of the division's scope
- A link to the division website

The text is not as limited as it is for Twitter accounts, so feel free to expand on the scope of divisions (e.g. by mentioning associated EGU journals) to give readers a better idea of what the division covers or how they can get involved.

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Editing the About information on [EGU's Facebook page](#).

Keep in mind, the About text will be displayed in the Home section of your Facebook page. Facebook pages should also link to the division website and (if applicable) consider adding links to your other division social media profiles too.

### Story text

Populating this entry is not mandatory. It will only be visible when people visit your About page. However, there is no text limit and allows you to say more than in the About section. If you choose to populate this area, add things you wish you could have said in the About section but didn't have the space for.

### Additional contact details

Facebook allows pages to include a contact email. Because Facebook offers an instant messaging option, this field should be left blank.

If you feel strongly that an email address should be added here, please use an official EGU email address (not an internal gmail [or similar] address used by the division to access the social media accounts). This could be the email of the ECS Representative (as they are often in charge of the social media accounts) or similar. In instances where this is not the case, an EGU alias email can be provided for this purpose, upon request.

### Profile picture and header image

As with Twitter accounts, division logos should be used as the profile image, with a cover photo relevant to the field of research. These can be credited in the form of a comment where necessary. As with Twitter accounts, we highly encourage the use of photographs available via [imageo](#). We have produced logos for each of the EGU divisions. Please email the EGU Communications Officer ([networking@egu.eu](mailto:networking@egu.eu)) for more information.

See the [EGU Seismology Division page](#) for an example.

### Other social media platforms

Some divisions have profiles on other social media platforms, such as [LinkedIn](#) and [Instagram](#). As with Twitter and Facebook accounts, division logos should be used as the profile image and (where applicable) the cover photo should be relevant to the field of research and credited. The use of [imageo](#) photographs and images is encouraged.

About texts should be in line with those on other social media profiles and include (where character limit allows):

- The division name and acronym (as defined here)
- That the group is part of the EGU

- A brief description of the division's scope

All profiles should link to the division website (if space for a second link is available the division blog [if it exists] or the official EGU page can be linked to too, and/or other division social media profiles).

## Things to consider before setting up your account

You shouldn't set up a social media account without having a plan. Here are some of the things you ought to think about:

- *Audience:* Who do you want to reach and what do you hope they'll get out of it? Is there a better (or already existing) way to reach that audience?
- *Content:* What do you plan to share and communicate? Make sure it is relevant to your audience and their interests. Use striking images and video, as well as catchy and jargon-free language to capture attention.
- *Know your audience and what content they like:* Don't underestimate the value of checking the inbuilt analytics pages of social media channels. How regularly is your site visited, who visits, what content do visitors enjoy most, what makes them stay?
- *Be consistent:* Update your channel regularly (multiple times a day, once a day or once a week depending on the platform) to give your audience a reason to return to your page.
- *What resources will you need?* Maintaining a social media channel is time consuming. Be realistic about the resources you can dedicate to the job. You don't have to have a presence on all social media platforms (think quality over quantity).
- *Are you in it for the long run?* Think about how you are going to sustain the account long-term as volunteers in the division move on.
- *You are live!* Remember social media is public and (mostly) permanent. Consider the language and tone you use, as well as the stories you share (fact-check) – as the account holder you are the online voice of the division.
- *Be social:* Interact with others and build a network. Become part of the online community. In addition, be sure to reply to all comments and messages – show your followers you care.

## What to share (and not share) on social media

Account holders are responsible for the content shared using social media. This can include, but is not limited, to the following:

- Union-wide updates and news (such as [meeting support requests](#)). For the latest Union-wide news, take a look at [EGU news pages](#) and consider sharing items from the page on social media. Don't forget to tag your posts using #EGUnews.
  - Most social media platforms now offer the option to share content posted by other users – we encourage you to reshare and retweet updates posted on the EGU official social media accounts, when relevant.
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- Division updates and news
- Promoting the content published on the division blog, if applicable (#EGUblogs)
- Recent papers published by division members, especially if published in EGU journals (tag the post with #EGUjournals and, if it exists, the [journal Twitter handle](#))
- Topical news articles related to the division's research focus
- Images related to the division's research focus – please credit the original source
- Interesting facts related to the division's research focus
- Discussions with your followers, including [journal clubs](#)
- If posting about a research paper, always link to the original article. Give preference to articles published in open access journals, such as the EGU journals, as not all readers may be able to read a paper published in a closed-access journal.
- Please make sure you are sharing peer-reviewed research; if the paper is still undergoing peer review, please mention this in your post.
- Tailor content for each social media platform to increase reach and engagement (we wouldn't recommend cross posting a Facebook post on Twitter, for example). The topic of the posts can be the same, but write custom-made updates for each platform.
- As is best practice, do not post any content that is unlawful, harmful, hateful, libellous, defamatory, or otherwise objectionable.

*If you have any questions about using social media, or any other information within this document, please contact the EGU Communications Officer ([networking@egu.eu](mailto:networking@egu.eu)). This document was last updated on 12 September 2018.*

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## Appendix I: Social media agreement for EGU divisions

We, European Geosciences Union, grant you the right to operate the division social media account or accounts authorised by the respective division president(s). Through the EGU Executive Office, we shall provide you with reasonable support, especially at the time of setting up the account(s), sharing our know-how and providing guidance.

You agree to use the account only to share updates relating to your EGU division, or relevant to the scientific topics covered by the division. You agree not to use the account for personal matters, neither to post any content that is unlawful, harmful, hateful, libellous, defamatory, or otherwise objectionable. You also agree to respect the EGU's visual identity by using your division logo as the profile picture on the division social media channels.

You also agree to share the name and contact details of the person(s) in charge of division social media channels. In addition, you shall share the account log-in details with the EGU Executive Office, for central safekeeping. Any changes to the above information should be notified to the EGU's Communications Officer ([networking@egu.eu](mailto:networking@egu.eu)). A change of the person in charge of the account(s) will require this agreement to be renewed.

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(Date and signature of the division social media manager)

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(Date and signature of EGU Executive Office representative)

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## Appendix II: EGU division Twitter handles and EGU-related hashtags

This appendix lists proposed and existing Twitter account handles for the various EGU divisions. It also presents a list of hashtags used on the main EGU account to highlight EGU initiatives and news. We encourage the divisions to also make use of these hashtags.

### EGU Division Twitter accounts

Division (* denotes divisions already on Twitter)	Twitter Handle
*Atmospheric Sciences (AS)	@EGU_AS
*Biogeosciences (BG)	@EGU_BG
*Climate: Past, Present & Future (CL)	@EGU_CL
*Cryospheric Sciences (CR)	@EGU_CR
*Earth Magnetism & Rock Physics (EMRP)	@EGU_ERMP
*Energy, Resources and the Environment (ERE)	@EGU_ERE
*Earth and Space Science Informatics (ESSI)	@EGU_ESSI
*Geodesy (G)	@EGU_G
Geodynamics (GD)	@EGU_GD
Geosciences Instrumentation and Data Systems (GI)	@EGU_GI
*Geomorphology (GM)	@EGU_GM
*Geochemistry, Mineralogy, Petrology & Volcanology (GMPV)	@EGU_GMPV
*Hydrological Sciences (HS)	@EGU_HS
*Natural Hazards (NH)	@NH_EGU
Nonlinear Processes in Geosciences (NP)	@EGU_NP
*Ocean Sciences (OS)	@EGU_OS
*Planetary and Solar System Sciences (PS)	@EGU_PS
*Seismology (SM)	@EGU_SM
*Stratigraphy, Sedimentology and Palaeontology (SSP)	@EGU_SSP
*Soil System Sciences (SSS)	@EGU_SSS
*Solar-Terrestrial Sciences (ST)	@EGU_ST
*Tectonics and Structural Geology (TS)	@EGU_TS

### EGU Hashtags

EGU initiative	Hashtag
EGU news items	#EGUnews
Highlight papers and/or journal news	#EGUjournals
EGU blogs (inc. GeoLog, network blogs and division blogs)	#EGUblogs
Imaggeo images and Imaggeo on Mondays blog posts	#imaggeo
EGU early career scientists	#EGUecs
Policy-related items	#EGUpolicy
EGU co-sponsored meetings	#EGUmeetings
General Assembly	#EGUXX (where XX are the last two digits of the year)