

**5 AUG 2017 - 12 AUG 2017**

# *Social Media*

## **#NSW2017**

The hashtag that everyone knows and which brings us together.

## **#TourismMeetsScience**

Explore the theme & share your individual & organisational science tourism stories.

## **#womeninSTEM**

For National Women's Day, focus on women in Science, Tech, Engineering & Maths.

## **#SASciWeek**

It is South Africa's National Science Week: let's show off to the world!

# Tips for Engaging Posts

Whether it is Facebook, Twitter, Instagram or another platform, there are some key tips to follow

## RELEVANT

What information do you want to convey, and what does your audience want to hear about?

Put yourself in the shoes of your audience.

## CONCISE

Be short, sharp and to the point. But remember to think like your audience: does the post make sense to someone unconnected to the project?

## IMAGERY

Images are the quickest way to tell a story, and can make a post more interesting to your audience. Take your camera or phone and start snapping!

Choose an image that is descriptive.



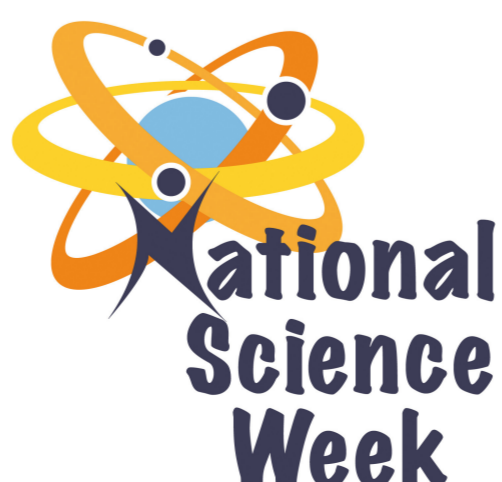
## BE POSITIVE & INCLUSIVE

We want everyone to be involved!



science  
& technology

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