

# Social media guidance – Festival of Innovation

A guide to:

1. Using your LinkedIn and Twitter accounts to help promote the Festival of Innovation and Innovation Conference.
  2. Sheffield Hallam social posts to be shared your with networks.
  3. Best practice in producing your own content.
  4. The Festival of Innovation social schedule.
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## Using your own accounts

To help us increase exposure of the Festival of Innovation, we would welcome your support in raising awareness of the event across your networks, using LinkedIn and Twitter channels. This can be done through engagement with our content through your replies, likes, re-shares, or by posting your own content.

## Sharing Sheffield Hallam University content

Please find below a selection of sentence starters which can be used on your own LinkedIn and Twitter accounts. Alternatively, if you would prefer to adapt your own content, please may we ask that you include the following hashtags for the Conference:

#InnovationFest  
#InnovationConference

The following Twitter handles for the conference posts:

<https://twitter.com/sheffchamber?s=20>  
<https://twitter.com/DNChamber?s=20>  
<https://twitter.com/l2riShu?s=20>  
<https://twitter.com/GuildhawkLtd?s=20>  
<https://twitter.com/YHAHSN?s=20>

The following LinkedIn tags for the conference posts:

<https://www.linkedin.com/company/sheffield-chamber>  
<https://www.linkedin.com/company/doncaster-chamber>  
<https://www.linkedin.com/company/guildhawk>

<https://www.linkedin.com/company/yorkshire-and-humber-ahsn>

## Social media sentence starters

**Below are a few sentences to get you started, please follow up with your own content.**

- a. Join Sheffield Hallam on 29-30 June to find out how their transformative research is making an impact on society.
- b. If you're interested in discovering how you can work with Sheffield Hallam, come along to the Innovation Conference running 29-30 June.
- c. Explore how research can help drive your business forward at Sheffield Hallam's Festival of Innovation Conference on 29-30 June.

## Best practice in producing your own content

Tone of voice on social media is always informal and conversational.

In general, shorter is better. On Twitter, tweets between 120 and 130 characters get the best click-through rate. On Facebook, posts between 100 and 120 characters get the best interaction.

On LinkedIn, longer posts can be used.

Questions can drive interaction, but never ask closed questions which are directly answered by the content of the post.

Adjust your tone to fit the audience, channel and situation.

1. Identify the objective, organisational value, and the key message.
2. Identify the community you're reaching out to.
3. Determine the *tone* of voice, keeping in mind the audience, content and situation.
4. Write the way you speak.
5. Write for your audience, and their current emotion(s).

## Checklist

1. Plain language. Avoid slang, jargon and acronyms.
2. When relevant, use (but don't overuse) emojis and hashtags.
3. Prepositions can go at the end of the sentence.
4. Use short sentences. They read faster.
5. Contract verbs. It's more informal and direct.
6. Be conversational, not formal.