



Social Media for EGU Divisions



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 series on [social media for science outreach](#) for a series of case studies on how and why different organisations, institutions and scientists have used social media successfully in their work.

This document has sections dedicated to two of the most popular social media platforms: Twitter and Facebook. You can use the table of contents below to navigate the document.

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Twitter

Introduction

If you are not familiar with Twitter the following provide useful introductions to the platform and how you can use it in academia:

- [A guide to getting started with Twitter;](#)
- [A guide to using Twitter as a scientist from Queens University, Belfast;](#)
- [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.

The remainder of this section will help you set up and get started with your division Twitter account.

Twitter handle and account name

In the case of EGU divisions, Twitter usernames, also called Twitter handles, take the form @EGU_XXX, where XXX represents the acronym of the division (as defined on the [EGU website](#)). If you find this format is already taken, please use @XXX_EGU.

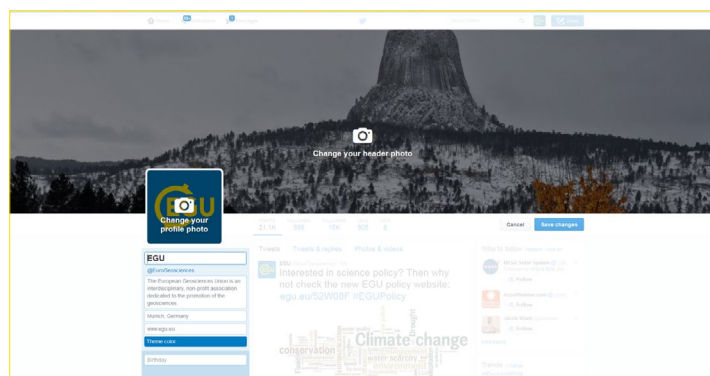
A full list of Twitter usernames suggested for each division is available at the end of this document. They closely represent the official EGU acronyms for divisions and have only been modified where the acronym is already in use. Please check this list before creating your Twitter account.

The name field on the Twitter profile is limited to a maximum of 20 characters, hence why the EGU account (Twitter handle: [@EuroGeosciences](#)) is named 'EGU' and not 'European Geosciences Union'. The [ESurf journal account](#) combatted this by removing spaces in their account name: 'EarthSurfaceDynamics'. Please adopt a similar approach when creating a Twitter account, or otherwise find a way of shortening your division name, and feel free to approach the EGU office for suggestions if needed.

Biography

In addition to the account name, Twitter profiles include information such as website and short biographies. This 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. In their biography, divisions should cover the following (you can look into the [Atmospheric Sciences Division Twitter description](#) as an example):

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



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

Profile photo

The profile image used should be representative of the EGU division. We have produced logos for each of the EGU divisions, which we recommend you use as the profile image of your EGU division account. Please email the Communications Officer (Laura Roberts, networking@egu.eu) for more information.

You are free to use any suitable 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 [Imaggeo image repository](#). All images on Imaggeo 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 \(SSP\) Twitter page](#) for an example.

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. #EGU15, #EGU16). A comprehensive list of the hashtags used during the conference are usually posted on the [EGU blog](#), [GeoLog](#), and included in the General Assembly programme book. The use of these hashtags is encouraged as it raises the profile of the sessions and the conference.

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.

Facebook

While Twitter has a 140-character limit for the updates posted on the network, Facebook allows for longer-form posts, providing alternative – or perhaps complementary – means to share news and updates relating to your EGU division. The remainder of this section will help you set up and get started with your division Facebook page.

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](#).



PAGE INFO	
Category	Companies & Organisations: Non-profit Organisation
Name	European Geosciences Union - EGU
Subcategories	Organisation
Facebook web address	www.facebook.com/EuropeanGeosciencesUnion
Address	Luisenstr. 37, 80333 Munich, Germany
Start date	Founded in 2002
Short description	The EGU is a non-profit geosciences organisation dedicated to the pursuit of excellence in the Earth, planetary, and space sciences.

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

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

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.

Facebook pages should also link to the division website.

Profile picture and cover photo

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 [Imaggeo](#). We have produced logos for each of the EGU divisions. Please email the EGU Communications Officer (Laura Roberts, networking@egu.eu) for more information.

See the [EGU Soil System Sciences Division page](#) for an example.

Hashtags

Popularised in the first instance by Twitter, hashtags are now commonly used across all social media platforms and it is worth considering using them on division Facebook pages too. [Hashtags turn phrases and words](#) into clickable links in your posts on your page. This helps people find posts about topics they're interested in.

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.
- 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, or interesting facts, related to the division’s research focus
- Images related to the division’s research focus – please credit the original source
- 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.
- When sharing recent research, please make sure it is peer-reviewed research; if the paper is still undergoing peer review, please mention this in your post.
- 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, Laura Roberts (networking@egu.eu).

Appendix: EGU division Twitter handles and EGU-related hashtags

This appendix includes information about 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 a range of EGU initiatives and news. We encourage the divisions to also make use of these hashtags on their accounts.

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
EGU newsletter	#EGUnewsletter
Highlight papers and/or journal news	#EGUjournals
Education related items	#EGUeducation
EGU Blogs (inc. GeoLog, Network Blogs and Division Blogs)	#EGUblogs
GeoLog blog posts	#GeoLog
Imaggeo images and Imaggeo on Mondays blog posts	#Imaggeo
EGU early career scientists	#EGUecs
Science policy related items	#EGUpolicy
EGU co-sponsored meetings	#EGUmeetings
General Assembly	#EGUXX (where XX are the last two digits of the year)