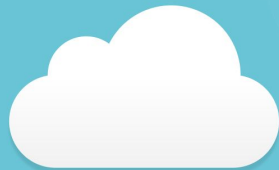




BRISTOL
iGEM



iGEM Social Media Guide

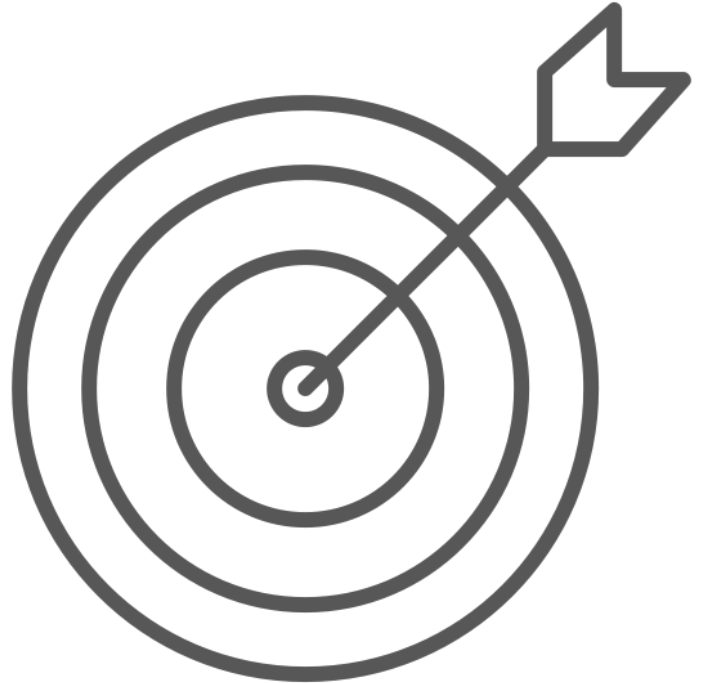


**6 tips to help you
succeed at promoting
your project!** (some
useful things we've learnt
from social media gurus)

1. Target Practice



Home in on what your project aims to achieve and use this to get the public excited in it too! Once you've **identified your project's overarching goal**, your social media posts should relate to this as well as the specific pieces of work members of your team are putting in. Don't forget the big picture!



2. Identify your audience



Think of answers to these questions and **choose your communication channels accordingly:**

Whom do you need to connect with in order to benefit your project?

Whom do you want to connect with in order to educate them, have them educate you, and create interest around your project?



3. Pick your platforms



If you're seeking **advice from relevant professionals and experts**, Twitter and LinkedIn are the best for making contact. Some Universities have an alumni network on LinkedIn - if your team is affiliated with a University, this could be a great place to find someone willing and able to help you out.

For **sponsorship from companies**, head to Twitter, LinkedIn and the company website to find relevant information and contact details. Also make sure to ask your supervisors about organisations which already have links with your college/ University - they might be able to give you the names of relevant individuals for you to email or Tweet about sponsorship. Facebook allows you to reach the widest and most general audience, so use this, along with Instagram and Twitter, to keep in communication with **friends and family** and get their feedback on what you're doing, and to connect with **fellow iGEM teams** to arrange collaborations.

4. Choose your weapons



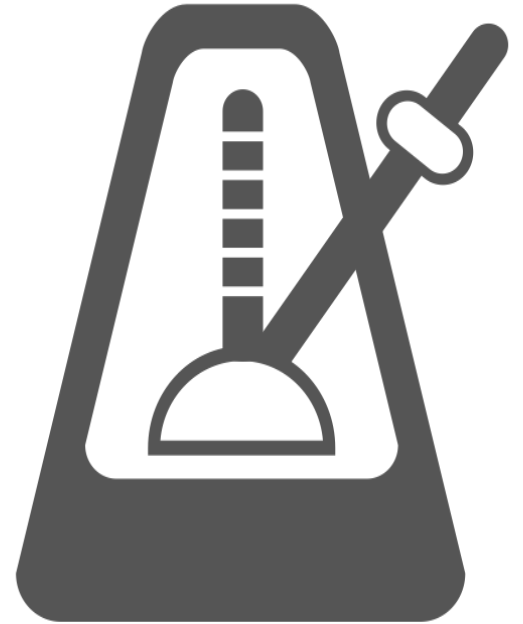
What **forms of communication** will appeal to the audiences you're trying to connect with? For example, an informal vlog could work well to inspire and spark connections with the general public and other iGEM teams.

However, companies considering sponsoring you may be more impressed to see a ream of slick blog posts about your research or a link to a page on your Wiki explaining some of the science behind your biobricks.

5. Find your rhythm



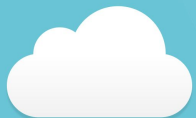
Keep posts frequent, but not too frequent (between around 3 or 4 times a week and once a day), to keep your followers up to date but without being negatively affected by any of the platforms' algorithms. Facebook, for example, penalises people who post more than once a day by reducing your posts' exposure. Posting frequently is easier if you **share the load** across team members with a rota so each of you will only end up posting perhaps around 2 or 3 times a month or less.



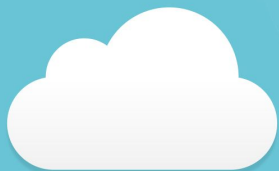
6. Stay Safe



Protect yourself and your followers from unsafe language, discrimination and internet trolls by using a code of conduct and blocking anyone who doesn't comply. If your University, school or other institution has a Facebook page, they will likely have some community guidelines which you could copy or draw from. Often, if somebody is critical but asks a genuine question, simply answering the question in a professional manner works well. The ethical issues surrounding synthetic biology are hotly debated even amongst those working in the field, so you should **prepare to deal with provocative comments** professionally and calmly (more on this below).



iGEM Interview guide

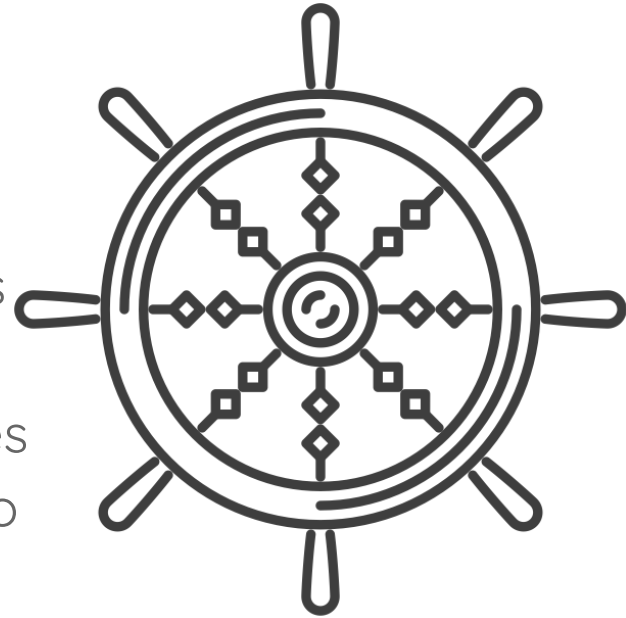


**5 tips for interviews
about your project**
(and how to get the most
out of them)

1. Lead the way



Lead the way. Be proactive about the points you want to get across in the interview and **steer the conversation** to include the information you have prepared. Ultimately, the interview needs in some way to be useful to your project's outreach efforts - whether that be raising awareness, dispelling myths, trying to get the attention of new audiences to start fresh conversations, or something else - so use it to your advantage!



2. Stay in control



If your interview is going to be typed up, ensure that you agree with the interviewer, before the interview, that you have to proofread the transcript before it goes live. This will help you to avoid being misquoted and allow you to make sure that the science still makes sense when it's been edited. Simply having them email you the draft and replying with your corrections should do the trick.

3. Avoid buzzwords and jargon



Sometimes, mentioning negative words such as ‘concerns’, ‘uncertainties’ and ‘problems’ can lead listeners to worry unnecessarily. **Using optimistic language** instead can allow you to tackle the points with transparency and honesty but without making people unreceptive to your ideas at an early stage. Likewise, it’s easy to forget that words used frequently by members of the iGEM and wider scientific community (E. Coli, plasmid, etc.) can be confusing and isolating for members of the general public. Ensure your language is positive and inclusive, so everyone can feel involved in what you’re up to!



4. End on a high



Interviewers may want to address some of the potential pitfalls or controversies surrounding your project, and you must absolutely answer honestly (keeping the previous ‘avoid buzzwords’ point in mind). However, be sure to **end the interview** by **focusing on a positive aspect of the technology**, to help the audience to be left with a favourable image of your project in mind.

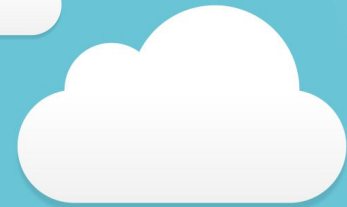
In a written interview, you should also specify to the interviewer that, if you mention some potential concerns alongside the benefits, these two aspects mustn't be separated. This way, you will maximise the chance that the positive is not left out of the final print.



5. Practise makes perfect (or close enough)



There's no such thing as a perfect interview, but rehearsing with supervisors, team members, friends and family will make the whole process run more smoothly. **Getting comfortable** with talking about your project will help you to make sure that your points flow and that you don't miss out any important details.



Created by the Bristol iGEM Team 2017
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