



*Your Hub For Discovering
Science Events & Activities*

ScienceNearMe.org

Social Media Guide

Science Near Me is an innovative directory connecting your organization with families and the general public to provide opportunities to enjoy, experience, and even help shape science from anywhere. As a Science Near Me partner, we encourage you to share events on your social media platforms and tag Science Near Me. Tagging partners is a great way to drive engagement with posts. Here are some practical tips and best practices to maximize your social media presence.

What to Post

When promoting a place to visit, event to attend or organization to join, it's important to include the details relevant to your social media followers, such as:

Who it's for: Is it for kids, adults or all ages? Do people need to be a member?

What is the cost: Is it free to attend?

When it is: Is it an ongoing opportunity, or a one-time event?

And most importantly, why they should participate: We love science as much as you do, but members of the general public are typically starting with a much lower baseline interest. Why should they attend your event? What will they take away from it?

You might not always have an event to share, and that's OK. There are plenty of other things to post about to keep your social media presence going, such as:

General about you: Help your audience get to know your organization and its endeavors. Share success stories and facts about your history.

Events and promotions: Let people know whenever there's something happening. This could be a discount deal at your museum, a contest, an upcoming event or meeting or something else entirely. When promoting events, be sure to inform your followers well in advance, and remind them again in the days leading up to the event.

Blog posts and articles: Whether your own group has a blog, or you're sharing relevant news from elsewhere on the internet, sharing stories is a great way to drive engagement. If you have existing content, like an old blog on your website, don't be afraid to update and repurpose what you have (instead of, or in addition to, creating new content).

Evergreen content: Not all posts have to be breaking news. Some posts can be still-relevant re-shares from the past.

Engagement posts: Some posts can be for general engagement purposes, too — like sharing well-wishes on holidays, a science-themed joke or a quote from your favorite scientist. These sorts of posts can be highly enjoyable to your current followers and can draw new followers in.

Find us online:

Website: ScienceNearMe.org

Twitter: [@science_near_me](https://twitter.com/science_near_me)

Instagram: [@science_near_me](https://www.instagram.com/science_near_me)

Facebook: [@find.science.near.me](https://www.facebook.com/find.science.near.me)

LinkedIn: [@science-near-me/](https://www.linkedin.com/company/science-near-me/)

Sample Social Media Posts

Here are sample social media posts you can customize sharing the message that 'Science is for everyone'.

Twitter: Feeling curious? Science Near Me is your new go-to source for discovering ways to engage in #science near you. #ScienceNearMe — explore, experience, engage. (add your event link)

 Introducing Science Near Me!  Connect with the fascinating world of science like never before.  Join us and discover amazing opportunities to engage, learn, and contribute to science from anywhere.  Ignite your curiosity today! #ScienceNearMe

 Searching for science adventures? Look no further!  Science Near Me is here to connect families and the public with incredible science experiences. From interactive experiments to citizen science projects, we've got it all!  Embrace the wonders of science today. #ScienceNearMe

Facebook: Feeling curious? Science Near Me helps you explore your world with #science and #STEM activities near you. Our search feature makes it simple and easy to search for everything from astronomy nights to science festivals. #ScienceNearMe

What's happening near you today? With Science Near Me, find a broad range of local science-related discussions, festivals, policy forums and events. Discover citizen science projects at home, star parties with local astronomy clubs, science nights at nearby bars and much more! #ScienceNearMe

LinkedIn: Unleashing the Power of Accessible Science Engagement

Science Near Me is revolutionizing the way we engage with science. Through its searchable directory, individuals and families can connect with incredible opportunities to explore, learn, and contribute to the world of science from anywhere. Science Near Me empowers users to ignite their curiosity, embrace scientific discovery, and shape the future of scientific advancements. Let Science Near Me be your gateway to a world of knowledge, inspiration, and endless possibilities. #ScienceNearMe #ScienceEngagement

Instagram: What exciting #STEM activities can you do today with your family? With Science Near Me, finding interactive STEM activities is super simple. Learn more at the link in bio.

What scientific discovery is around the corner? With Science Near Me, find citizen projects, star parties, science festivals and more to make every weekend a learning experience. Now you can find all of these science engagement activities and much more in one place! Link in bio to get involved.

Hashtags

Use platform-relevant hashtags on your posts, aiming for 1-2 on Facebook and Twitter and around 11 on Instagram. Feel free to use any that are appropriate to your organization or event. And be sure to use #ScienceNearMe!

Here are some of our favorite hashtags. These are just examples and are in no way an exhaustive list. The possibilities are endless!

- **Tags for science in general:** #ScienceNearMe #Science #STEM #Research #SciChat #ScienceExploration #CuriosityUnleashed #ScienceEducation #InnovationInScience
- **Tags that describe the place or activity:** #Zoo #Planetarium #ScienceMuseum #Museum #ScienceOnTap #Maker #MakerFaire #Aquarium #BotanicalGarden #BotanicGarden #BioBlitz #SciencePolicy #CitizenScience #CommunityScience #ScienceClub #Library #ScienceFestival #SciComm #PublicEngagementInScience
- **Tags that describe the subject matter:** #Agriculture #Animals #Archaeology #Art #Astronomy #Biology #Birds #Chemistry #Climate #ClimateChange #Computers #Conservation #EarthScience #Ecology #Environment #Education #Engineering #Food #Fossils #Geography #Geology #Health #Insects #Mathematics #Medicine #NaturalDisasters #Nature #Ocean #Physics #Pollinators #Policy #Psychology #Robotics #Satellites #SocialScience #Space #Technology #Transportation #Paleontology #Water #Weather
- **Tags to pull in different audiences:** #Teachers #Educators #Librarians #Students #eLearning #GirlScouts #WomenInSTEM #LibrariansOfInstagram #TeachersOfInstagram
- **And more:** #CameraTrap #TeamBird #PhDLife #DoNASAScience #BeachLife #SciencelsCool #ScienceExperiment #BirdersOfInstagram #SaveThePlanet

#SciencelsFun #Explore #SourdoughForScience #GetOutside #FindYourPark #DogLove
#ClimateAction #SaveOurSeas #OptOutside #CleanWater

Note on capitalization: The capitalization of individual words, or camel case, makes it so that screen readers can discern the individual words, so its best accessibility practice to capitalize. Capitalization will not alter the hashtag from a social platform's point of view.

Post Frequency

Best practice is to post 4-5 times per week on Twitter, and 1-2 times per week on Facebook, LinkedIn and Instagram. Depending on your brand and audience, optimal posting frequency could potentially be even more. Try a few different strategies to see what works best for your audience to find the sweet spot for optimal engagement.

- **Post at optimal times:** Optimal posting time can vary between audiences and platforms. Use the basic analytics tools included with social platforms to see when your audience is most likely to be online and to see what posting times have worked well in the past. In general, midday on weekdays is often peak traffic hours, so keep in mind the time zone of your audience. Read more about when to post:
<https://blog.hubspot.com/marketing/best-times-post-pin-tweet-social-media-infographic>
- **Post consistently:** Posting with a regular cadence may be the most important practice when building and maintaining a following. When someone looks at your page, you want them to see a recent post, so they know you're still active.
- **Post what's relevant:** Know your target audience on each platform and keep them in mind for every post. Are you posting content for kids or adults? Whichever you choose, stay consistent and always think about what's relevant for them.