Basic guidelines for increasing the project visibility on Social Media

In the following document some basic tips per each social media are suggested to help the project gaining visibility and enlarge the community that we can engage.
First of all identify one person in your team that can act as editor of the Facebook and Twitter profile of the Perform project. S/he has to have a Facebook account, please communicate her/his name to me alfonsi@psiquadro.it in order to add as Perform editor.
If such a person doesn't exist you can always post both on Twitter and Facebook on your account by tagging the perform project just by quoting @Perform.

f facebook.

@Perform

1. CHAIN REACTION to broaden the community

- Invite your friends on Facebook to put a like on Perform page. Try to repeat this action every month or two. We do not want to bother our friends but since the project is brilliantly processing it's worth to invite friends to share the excellent results.

2. WHEN to post

- Try to find a **relevant** news, fact, or event related to the Perform topics every two weeks and create a post. Maximum once a month.

3. WHAT to post

A **relevant** news, fact, event is something that:
- **Personal experience** – something that you did in the project and surprises you
- **General information** - a publication that can be shared because it contains relevant information related to the topic of the project
- **Quotation** - a sentence that you have just listened to in a conference or read in a document and that you consider inspirational and linked to the project topic
- **Funny fact** - that can add a bit of a humour to the context
- **Video**
- **Link** to a website with a comment

4. HOW to post

- **Write two or three sentences** at the maximum and a good picture. If you want you can risk to post a long story but it has to be a real story that grasps the attention of the reader and not just a long statement.
- **Tag** your **friends** or **institutions** or profile you think could be interested in this info by using @(name of your friend of Facebook).

5. REACT and INTERACT with other commenting or sharing posts

- **Follow the Perform profile** and **share** what interests you with your community of friends
- **While posting on your profile** topics that are related to Perform please Tag the perform project with **@Perform**
- **Share videos/interviews** that can be related to the topic of the project

twitter 🐦

@Performstem

0. OPEN a Twitter account if you do not have one

1. FOLLOW to create a community

- Follow people and institutions that can be linked to the topic related to Perform (educators, education institutions, association of researchers or research institutions, policy makers, colleagues who are doing your job etc…)

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4. HOW to post

- **Tag** your **friends** or **institutions** or profile you think could be interested to this info by using @(name of your friend of twitter)
- **Use #(relevant world/acronym)**
- **Consider TRENDS.** On the right you have a column with trends=hot topics. If you can create a connection with the topic your are talking about you can use **#(trend)** to make your new more visible.

5. REACT and INTERACT with other commenting or sharing tweets

You'll find three basic actions at the bottom of each post

- Retweet interesting things
- Comment quoting @Performstem
- Like