**Communicating your research using social media**

**About the LSE Social Media team**

We manage the School’s five central social media channels with a collective following of over 1.3 million users.

* [Facebook](https://www.facebook.com/lseps/events/admin/)
* [LinkedIn](https://www.linkedin.com/school/london-school-of-economics/)
* [Instagram](https://www.instagram.com/londonschoolofeconomics/)
* [YouTube](https://www.youtube.com/channel/UCK08_B5SZwoEUk2hDPMOijQ)
* [Twitter](https://twitter.com/LSEnews)

The team’s activities cover research promotion, event promotion, student and alumni engagement/community-building, brand and reputation management, student marketing and recruitment, photography, graphic design, creative editing, and customer service, amongst many others.

We publish a weekly “tip of the week” along with suggested LSE-related content that anyone is welcome to share on their social media channels. You can sign up to the mailout [here](http://eepurl.com/dHcAVf) using your LSE email address. Please note that mailout content does not always relate to research communication.

LSE’s corporate channels regularly feature LSE research with a clear call to action (eg a report or event) and/or with an element of news appeal. If you would like your research featured, please contact the Media Relations team in the first instance.

We work closely with colleagues in Media Relations, Film and Audio, Public Affairs, Events and Digital Communications, as well as communications colleagues across the School in departments and other academic units. A successful social media campaign for research communication will make use of expertise from all of these areas.

**Tools for a successful social media campaign**

The Social Media team can provide advice and guidance on:

* Content production and campaign planning
* Optimising content for specific social media channels
* Good vs bad practice
* Choosing the right channel to reach your audience
* Tailoring your messaging for social media
* Engaging with your audience/followers
* Getting set up on social media + the specifics of each platform
* Managing your accounts
* Making use of different social media tools
* Managing and developing your online brand
* Dealing with trolls and online harassment
* Navigating sensitive topics online
* Paid advertising on social media
* Identifying indicators of social media success
* Recording your social media success

Excellent videos regularly go unnoticed on social media because they’ve been made for other platforms. If you are planning to create video content for use on social media, we strongly advise consulting the Social Media team **before** any filming takes place to help you plan your content, optimise it for the right channel(s), and develop a communications plan to ensure your video is seen by the right people.

If you want to plan a successful campaign, please contact the team at the earliest possible opportunity.

**Why blog with LSE Blogs?**

Blogs are an excellent platform through which your research can reach wider audiences and maximise its exposure. Our blogs cover a wide range of research themes, receive hundreds of thousands of unique viewers every week and regularly feature among the most engaging content pieces across LSE’s social media channels.

If you’re publishing new research and want to make it more accessible, or if you’re looking to lend your expertise to comment on current events, consider pitching a blog post idea to the Editor of the most relevant blog.

Our most popular [LSE Blogs](https://blogs.lse.ac.uk/) include:

* + - * LSE Impact
			* LSE Review of Books
			* LSE Business Review
			* LSE COVID-19
			* LSE British Politics & Policy
			* LSE European Politics & Policy
			* LSE Brexit
			* LSE USA Politics & Policy
			* LSE Business Review
			* South Asia at LSE
			* Africa at LSE
			* LSE Latin America and Caribbean

LSE Impact, LSE Review of Books, and LSE Business Review are managed from within the Social Media team. Other blogs are affiliated with different LSE departments and academic units.

For questions related to a specific blog, please contact the blog’s managing editor directly.

If you have questions about the digital infrastructure behind LSE Blogs, please contact the Digital Communications team.

For any other queries, the Social Media team will do its best to point you in the right direction.