SOCIAL MEDIA GUIDELINES

Icon EPN

ABOUT US

The Icon Emerging Professionals Network (EPN) aims to offer support for students and early career professionals (usually thought of as the first 5 years of your career). Through our social media we aim to engage with other people in the field and create a community for people to network and share their projects and research. Our social media is currently run by two Icon members: Anna and Kat (hello!) so please be patient if we don't reply immediately, but we will try our best to get back to you!

For more info see our website **https://www.icon.org.uk/groups-and-networks/emerging-professionals-network.html** or contact us at **iconEPN@gmail.com**

🔍 Our socials ✕

Instagram: icon_emerging_professionals

Twitter: IconEPN

Facebook: ICON Emerging Professionals Network

SIGNING UP

If you, your university course or institution is interested in taking over our social media please fill out this <u>form</u> or email us about your ideas and which handles you would like to take over. One of our social media team will then be in contact with you to discuss your plans and to assign a date.

TIPS

Like any good story, try to structure your takeover so it has a beginning, middle, and an end. This will make sure your audience knows who you are and what you will be talking about.

Beginning

Introduce yourself and the purpose of your takeover. You can also include your own handle, so people know who's doing the takeover. This can increase your chance of getting more followers on your own channel – and we don't get all the credit for your hard work!

Middle

This is your chance to get creative! To showcase images/captions/videos or to detail your research. Don't forget if you are recording audio in your video to use speech-to-text subtitles to make it more accessible.

End

It is good to have an end to the takeover so you don't leave your viewers/readers hanging. This can be a great opportunity to link further recourses and promote future or you can simply sign of with a "thank you for watching!"

ACCESSIBILITY & CONDUCT

- Keep your language clean

- Please be respectful and responsible, don't post anything offensive, we have the right to not post a story if we believe it goes against our and Icon's guidelines.

- Always get consent from anyone you film or photograph.

- Always ask for consent from your University course or Institution.

- Ensure you have permission to post of any objects and to make sure they are all labeled as agreed with the owner as we cannot take liability for any copyright offense.

- If you have any accessibility issue please let us know and we will try to do everything to help you with the process.

TAKE OVER PROCESS

For the moment we only have the opportunity to do semi-account takeovers, this means that the you will need to create the media files in advance, save them, and send them over to us through email, drop box or whatever your preferred method is!
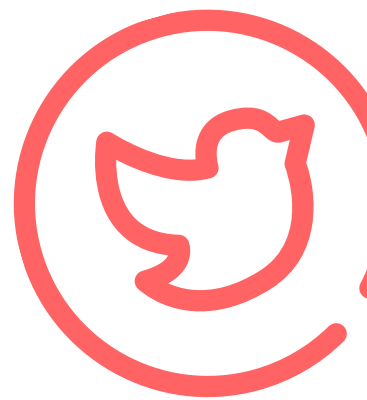
Take over for Twitter

If you wish to share your research on twitter the easiest way is to write out each tweet in advance as a word document, numbering which tweet you wish to go out first, second, third, etc.

Once done send the document over to us and we'll agree on a time to post it. If you wish, you can engage in the posts from your own account to answer anyone's questions so it might be worth including your twitter handle in the posts!

Remember you only have 140 characters!

Take over for Instagram

Create your posts/videos on your own Instagram stories and add all the stickers and additional things you wish to include.

Instead of posting it to your account press the downloads button which should save it to your phones folder.

Once you have all the posts/videos you want, send them over to our email and we will post them onto our account at the agreed time. If you wish to add links / polls please include those on the email.

ICON
EMERGING PROFESSIONALS
NETWORK

Be creative, have fun, and

Enjoy your takeover!