

Member network social media training: Frequently Asked Questions

The RSC Networks and Digital Communications teams ran a series of social media training webinars for our member network volunteers:

1. Social Media for beginners on 17 September ([watch the webinar here](#))
2. Finding and planning content on 24 October ([watch the webinar here](#))
3. Scheduling your content on 21 November ([watch the webinar here](#))

You can find the slides and resources on our [Useful Forms and Documents page](#).

Social media for beginners Q&A session	
Can I just use Twitter or Facebook to promote an event? Do I have to use both?	<p>This depends on your audience. You can use both, but if your event is aimed at teachers and they're all on Facebook then you need to use Facebook to engage with them.</p> <p>How can you learn more about your audience?</p> <ul style="list-style-type: none">- The Networks team can prepare anonymised demographic reports about your members. These reports contain information about the age, gender, and geographical breakdown of your members, as well as career and employment information. Email the Networks team to request a demographics report.- You can survey your members about how they want to hear from you. The Networks team has a dedicated member networks SmartSurvey account to gather information for and from our member network volunteers. We can work with you to create a survey to engage with your members and ask them how they search for information and how they want to receive information. You can find out more about SmartSurvey here: https://www.smartsurvey.co.uk/online-questionnaire

The RSC has a large following on Twitter (67k), it would be great if RSC could promote Interest Groups, etc., and

Member network social media training: Frequently Asked Questions

How do I know if I'm engaging with my members?

The easiest way is to track your notifications! When people comment or interact with your post or follow you, you will receive a notification or alert to let you know.

You can also track metrics such as registration information – try to see if there is an increase after your post goes out.

I don't have the resources for sourcing or making high-quality images, etc. Should I not even bother?

This is something that will be covered in more detail during our second webinar:

