

PLEA 2017 Social Media Guide

How to access our Social Media Sites

Twitter: <https://twitter.com/Plea2017>

Alternatively you can search for PLEA 2017 Edinburgh in the Twitter Search Bar

Or you can search @PLEA2017 in the Twitter Search Bar

Facebook: <https://www.facebook.com/PLEA-2017-Edinburgh-220668938376838/>

Alternatively you can search for PLEA 2017 Edinburgh in the Facebook search bar

To keep up to date with the latest news regarding PLEA it would be best to follow at least one of these accounts by either pressing the “Follow” button on Twitter or the “Like” button on Facebook, You will have to have an account on these platforms in order to follow the accounts, if you do not have one already and wish to create one please follow the instructions provided on the platforms’ respected websites:

Facebook: <https://www.facebook.com>

Twitter: <https://www.twitter.com>

LinkedIn: <https://www.linkedin.com/company-beta/18024425>

Please Note that in future this may change to: https://www.linkedin.com/PLEA_Edinburgh_2017 in the future so if you’re having trouble accessing the page please try this link instead.

To follow the page, please go to click the first link (<https://www.linkedin.com/company-beta/18024425>). If you are a LinkedIn member, please sign-in to your account. After entering your account details (account name and password), the PLEA company page should appear. Scroll to the bottom of the page and click the blue 'follow' button.

How to post on social media:

Step 1: choosing your platform – The first thing to when deciding to post on social media is deciding what social media platform (be it Facebook, Twitter or LinkedIn) you want to share the information with.

For short announcements, updates or quick pieces of information that can be expressed in a couple of sentences, Twitter is the ideal option.

Twitter is designed to give followers quick updates on what’s going on with us so for functional information such as key dates, times prices of hotels or anything like that Twitter is perfect, but for

anything more than that you'll want to use either Facebook or preferably LinkedIn. It should be noted that all posts made to LinkedIn or Facebook will also be shared to twitter via a URL link. So if there's something you wish to share from an outside source like an interesting article on sustainable architecture or if you've posted something to your own professional blog that relates to PLEA then sharing the link with a brief explanation of what it is your sharing is also great.

For longer more in-depth posts it is better to use LinkedIn and Facebook as, unlike Twitter, these platforms do not have a character limit associated with them. Content on Facebook and LinkedIn can be very wide ranging within the scope of what we are trying to promote with PLEA, anything from discursive articles on the future of sustainable architecture, to talking about recent developments in the field, even about your work and achievements or anything else that needs a few hundred words to be covered properly is perfect for Facebook and LinkedIn.

Step 2: Posting for LinkedIn and Facebook – In order to speed up the process of posting either Dianna or Alex will handle the actual posting of the piece, you simply need to send us the article in the form of a Microsoft word document.

Articles should be sent to: pleateam2017@gmail.com

Please include in the subject line of the email that this is a long format article as well as including the date/time it is to be posted if you know when that is. If you plan on writing a series of articles please also include the title of the article and Part 1 Part 2 etc. in the subject line of the email.

Step 3: Posting to Twitter – For urgent, current or other time sensitive information that needs to be shared over twitter, for example if the time or location of an event you wish to promote changes or if there has been a shocking scientific discovery that you want the world to know about right away then it will be faster to post the news directly to twitter yourself.

To do so please follow these instructions:

Login to the PLEA2017 Twitter account, do this by opening the web browser of your own choosing and going to: <https://twitter.com/>

Alternatively you can just search for "Twitter" in Google and click the first link (The link should read: Twitter. It's what's happening")

Once you're there find the login box in the upper right quadrant of the screen.

In the box labelled "Phone, email or username" enter: pleateam2017@gmail.com

In the box labelled "Password" enter: PLEA2017

Then click the big blue button marked "Log in"

Once there you should be brought to the PLEA twitter account homepage. In the middle of the page near the top there should be a box labelled "What's happening?" click in this box, it should expand and allow you to type up your tweet.

Keep an eye on the character counter in the bottom right as you will not be able to send your tweet if it is over 140 characters. If you are over the character limit the counter will start displaying

negative numbers in red, this indicates how many characters you need to remove before the tweet will send.

Please note that Links to other web pages count towards the character limit so it is always wise to copy the Link into the box before you compose the rest of your tweet.

When writing for Twitter keeping within the character limit can be tricky. It's important to remember that only the most vital information needs to be expressed such as who, what when where and maybe why if there's room. You also don't need to stick to proper grammar rules but make sure that your tweet is easy to understand when reading it. A good example tweet might be:

"The 10:30 conference on Low Carbon Buildings has been moved to 11:30 but is still taking place in room A38."

This example is only 106 characters long so if for example you needed to provide a link to the conference schedule on the PLEA webpage there is still enough room to fit the URL in the tweet.

Please Note that only time sensitive information should be posted this way.

If a tweet can be planned in advance please send the tweet in an email or in an attached word document with the subject line of the email: "Tweet for [Date and time for the tweet to be posted]" all pre-prepared tweets should be sent to the email address pleateam2017@gmail.com no later than 24 hours before they are to be posted. If you miss this deadline and still wish to send the tweet then please do so by following the steps mentioned above.

For issues with any of the things mentioned above please email us: pleateam2017@gmail.com email

For immediate problems and for Press queries, coverage or interviews contact the Press Team:

Alex Herron on (UK) 07854 979 480 or Dianna Bautista (US in UK) on 07919 990 892