Social Media

Summer of HPC training week 2022

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Agenda

- Warm-up
- Social Media in General
- How to - LinkedIn profile
- Tips
- Free Tools
- Social Media within PRACE and Summer of HPC

Warm up

slido
Join at
slido.com
#1684 029
Source: https://wall.sli.do/event/tQ3BU1jpGFP5xLCy6d12f6?
Web Viewer Terms | Privacy & Cookies
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“ Social Media in General

*“Social network sites are **web-based services** that allow individuals to construct a public or semi- public **profile** within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of **connections** and those made by others within the system.”*

– Danah M. Boyd, University of California-Berkeley

slido
Join at
slido.com
#7409 251
Source: https://wall.sli.do/event/2ZqXKMcpqTFXbB4jAUtzvG?
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Do you see social media as positive or negative?

Statistics

2021

2022

Source: statcounter.com via https://gs.statcounter.com/social-media-stats/desktop/worldwide

What about you?

Great LinkedIn profile

Headline

- Short
- Memorable
- Professional

Student at _____ | Seeking internship for _____

Top of the class College Graduate at _____ | Seeking Entry-Level Programming Position

Pick a good photo

- High-quality photo
- Face should take up 60% of the frame
- Only you in the photo
- Right facial expression
- Professionally dressed
- Ask someone else to take a photo of you (no selfies)

Show of your education

Include:

- Your schools
- Thesis
- Courses
- Honors
- Awards
- Scores

Skills and Expertise

- Include as many skills as you can
- Use keywords and phrases that recruiters search for

Endorse other people that you know deserve it!

Uploading

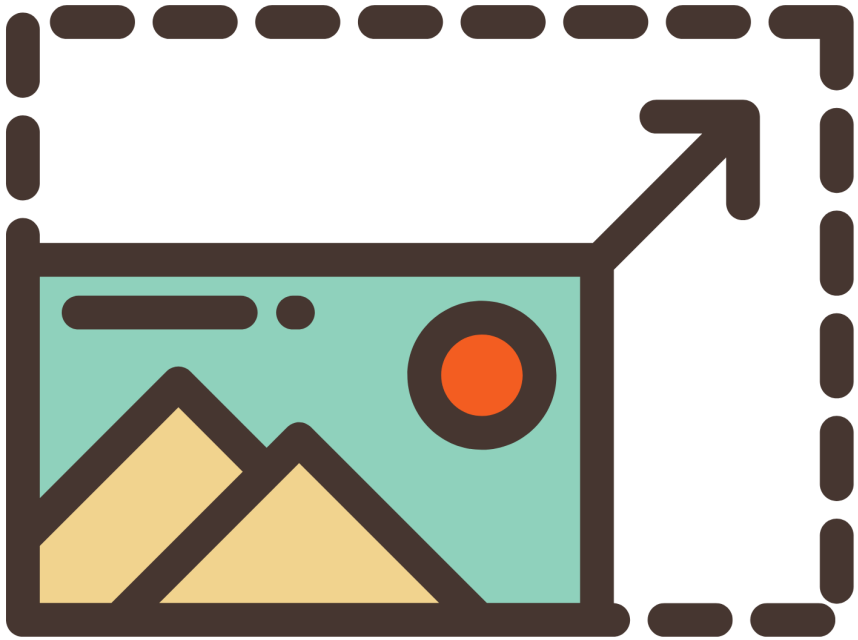
- Upload updates of the work you do and share results if you can
- Mention projects, articles, books…
- Mention events you're attending

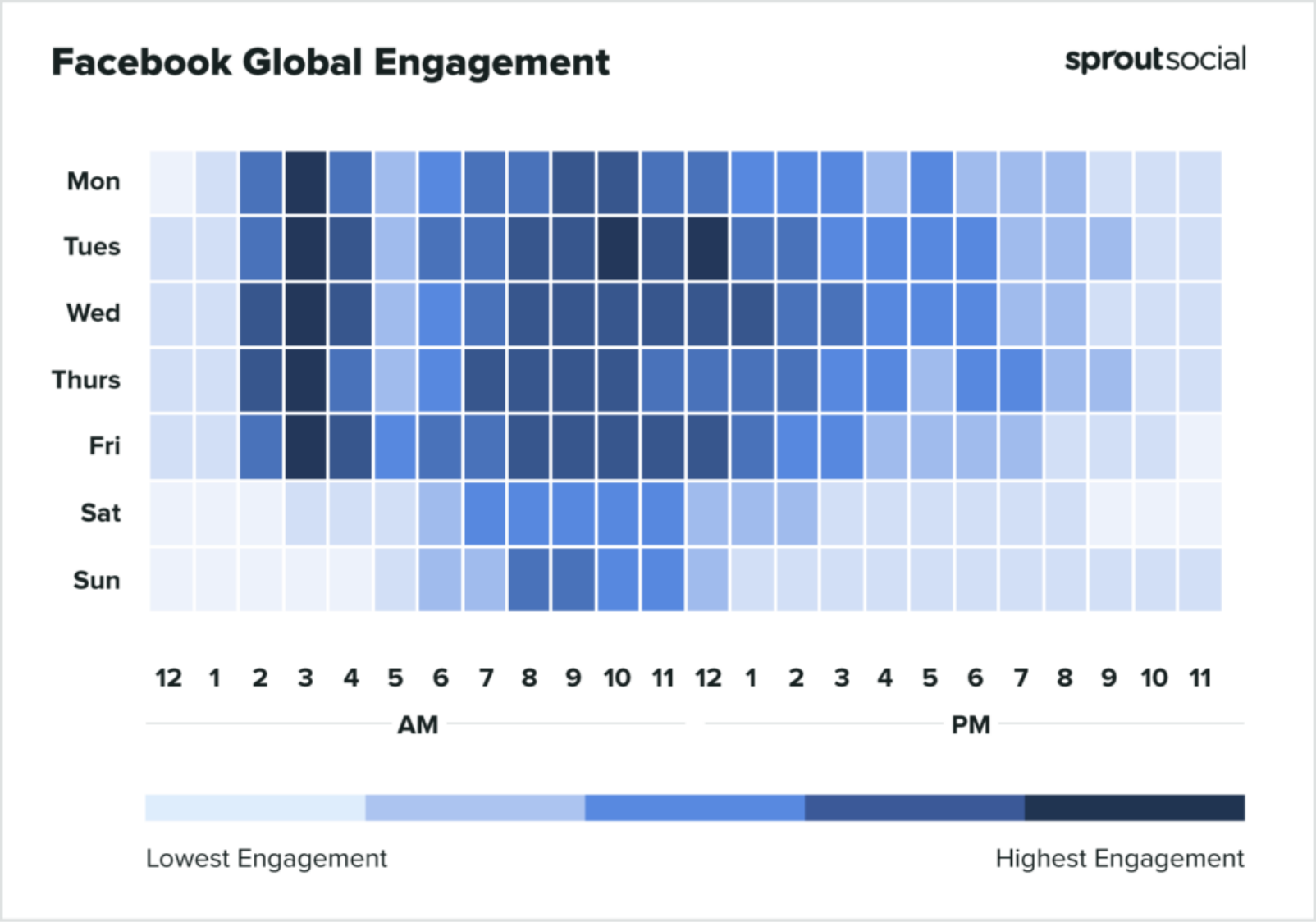
Connecting with people

- Connect with people that you meet - great way to remind them of yourself
- Connect with representatives of companies or entities that you look up to

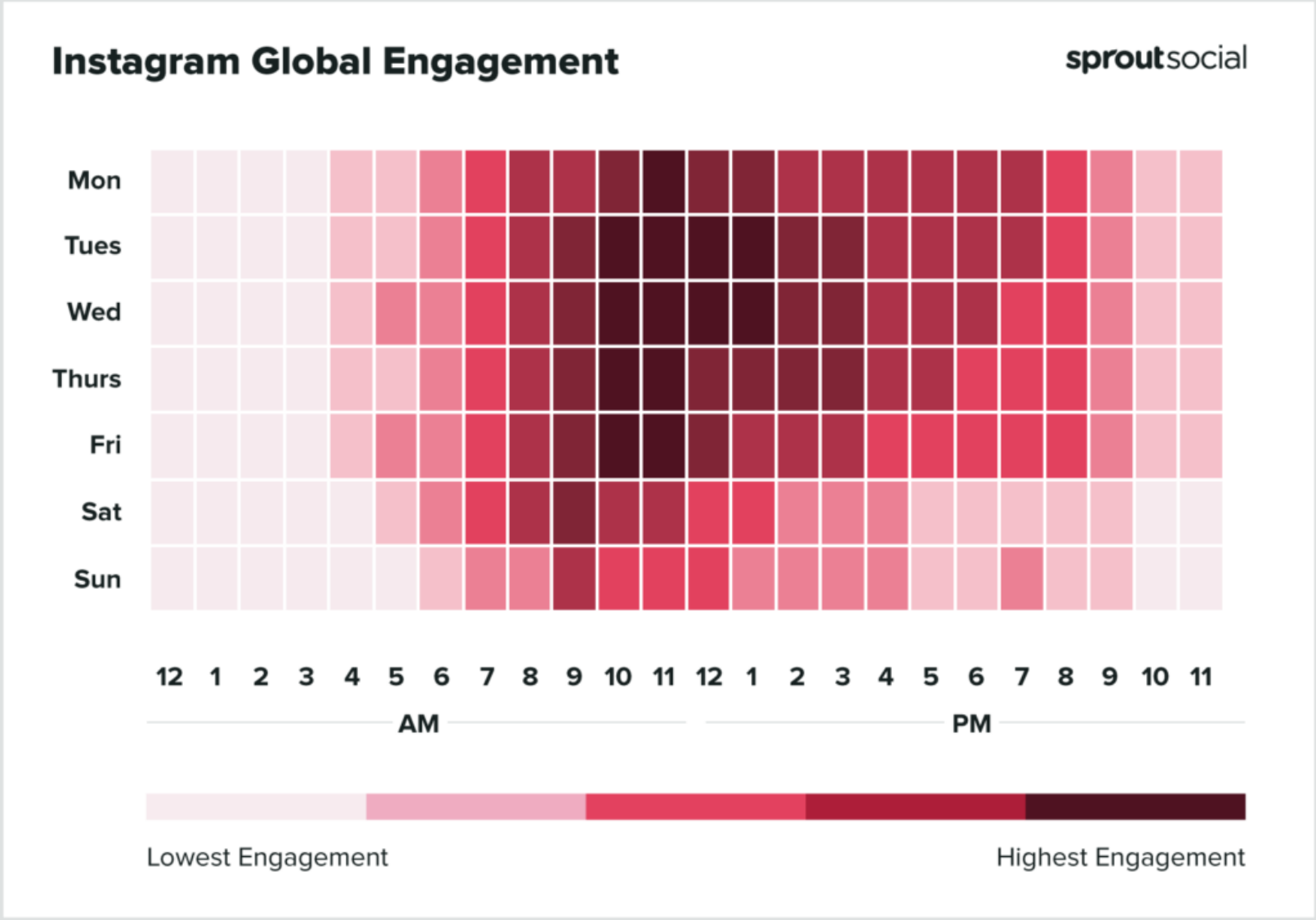
General tips

- Use the correct image sizes
  - https://sproutsocial.com/insights/social-media-image-sizes-guide/#
- Image usage
  - Make pictures on your own
  - Ask the author for permission
  - If not possible: DON'T grab it from Google
  - Use free image libraries

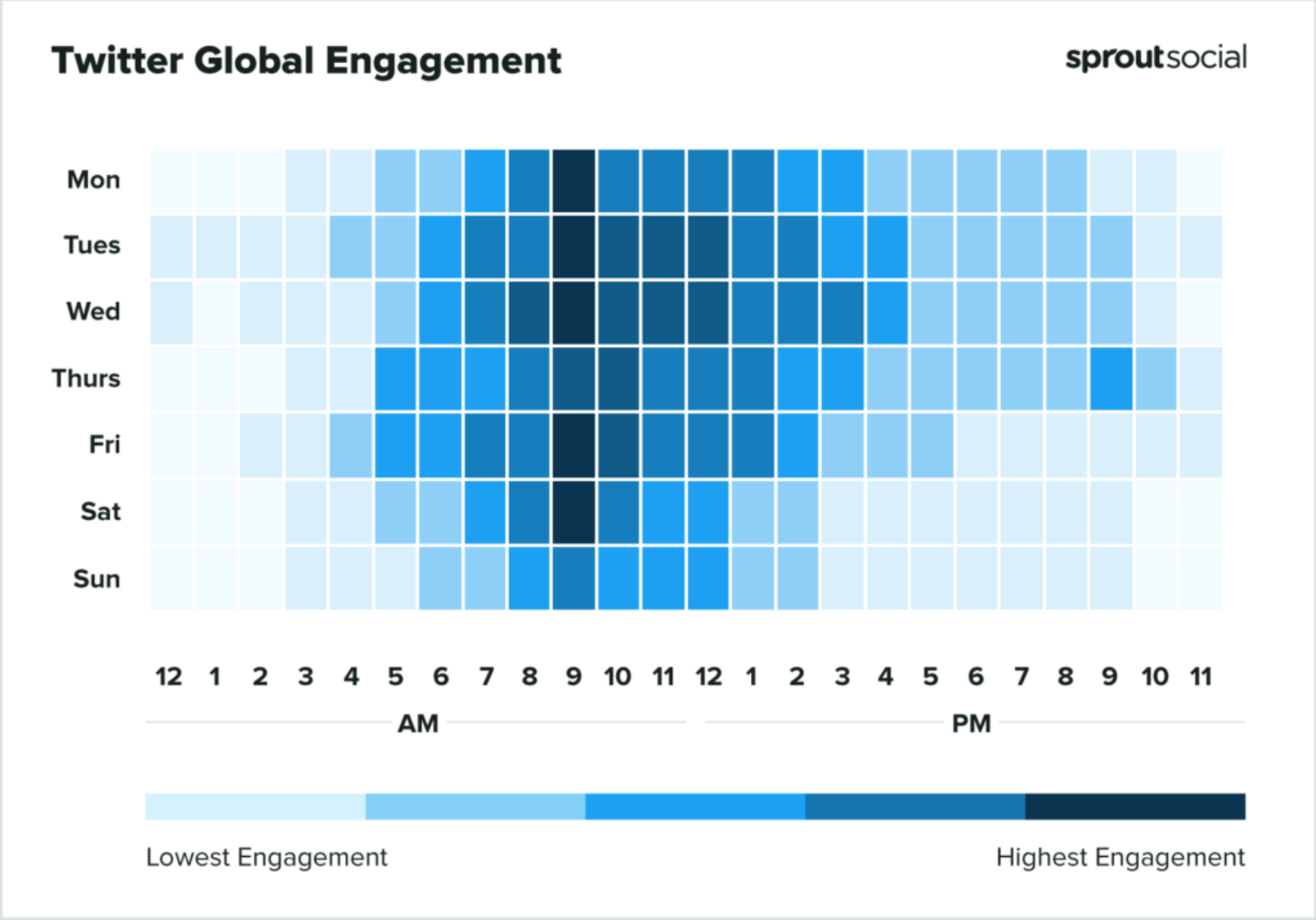




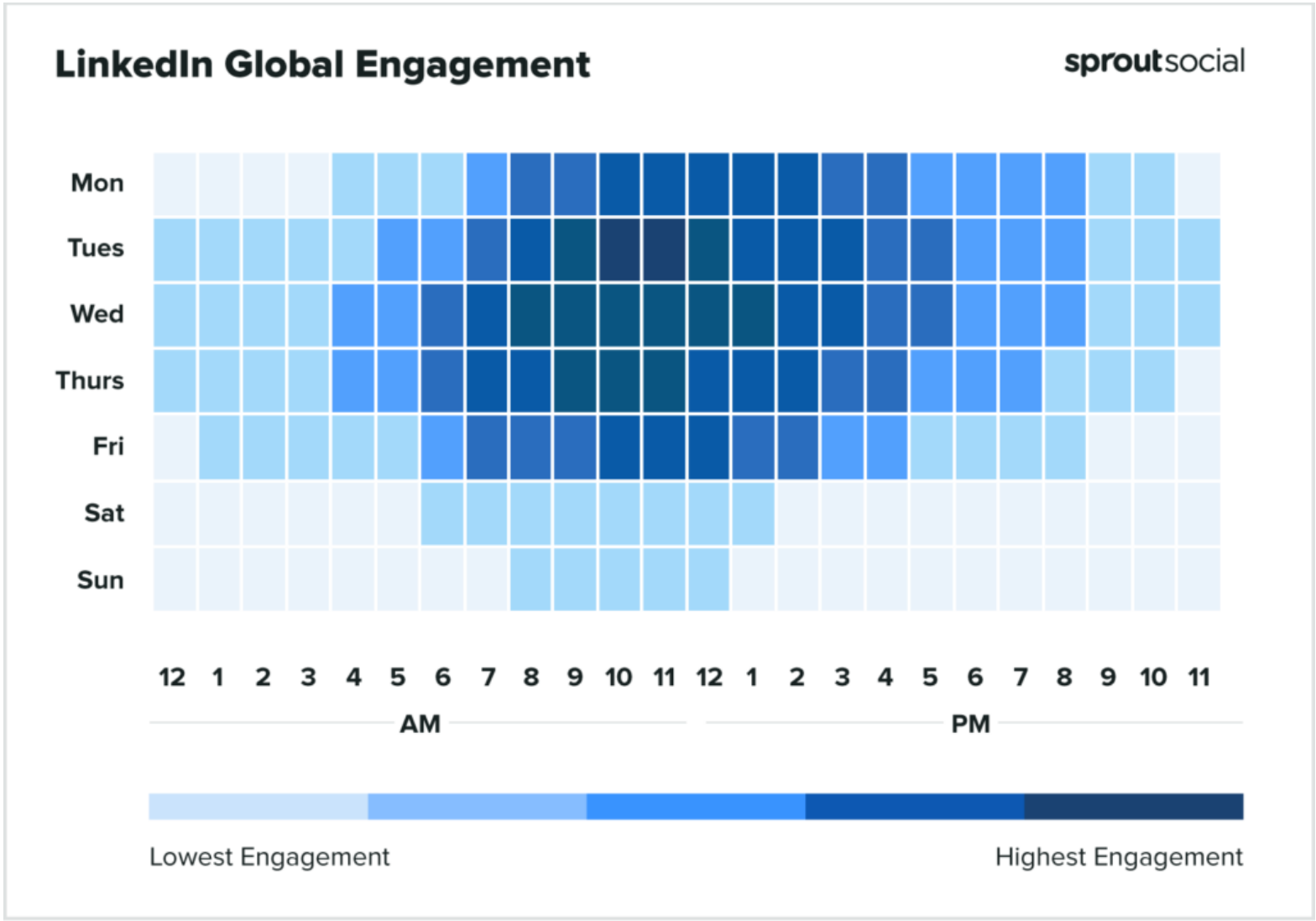
Source: statcounter.com via https://sproutsocial.com/insights/best-times-to-post-on-social-media/#FB-times



Source: statcounter.com via https://sproutsocial.com/insights/best-times-to-post-on-social-media/#IG-times



Source: statcounter.com via https://sproutsocial.com/insights/best-times-to-post-on-social-media/#IG-times



Source: statcounter.com via https://sproutsocial.com/insights/best-times-to-post-on-social-media/#LI-times

DOs

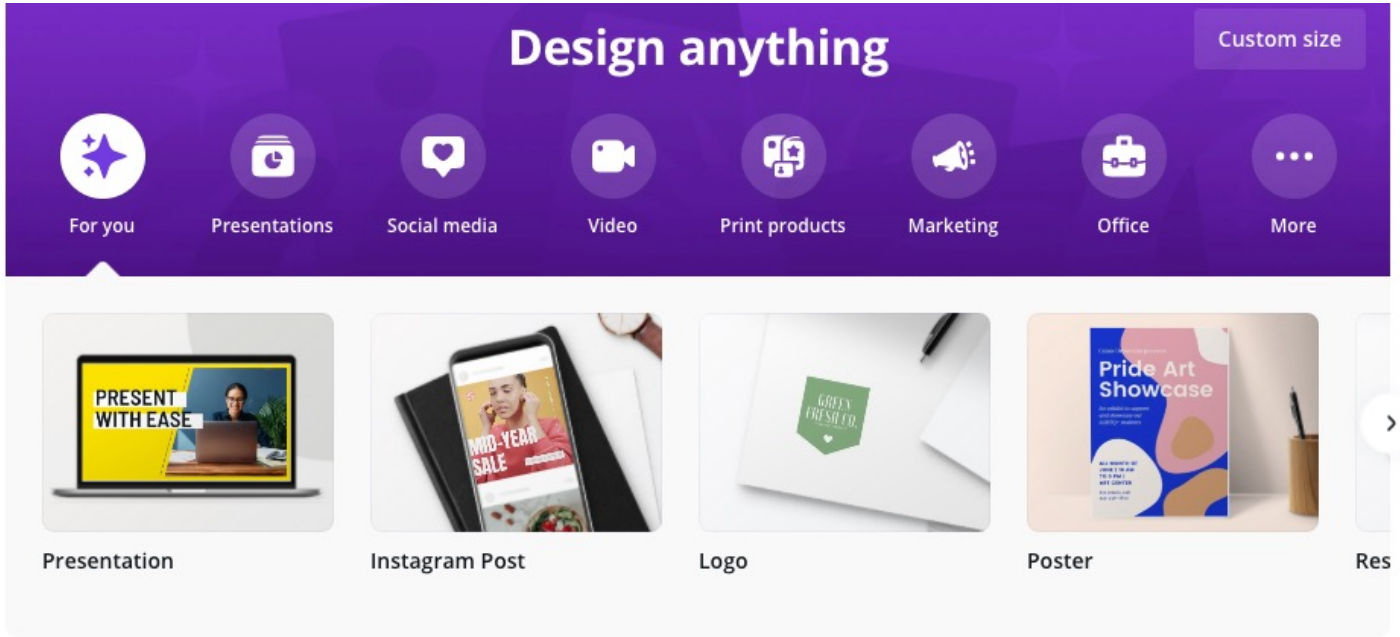
- Mention many people in your posts or tweets (What is twitter handle of your university, hosting member, Facebook site, etc.)?
- Use relevant hashtags or buzzwords for search engine
- Teaser the people to read your blog post: Questions, Curious relations, funny details, rhetorical styles like alliteration, etc.
- Use pictures, short videos, audio
- Advertise you blog post several times

DON'Ts

- Misspellings, typos
- Wrong or broken links
- Insulting somebody
- No links, picture, video, hashtag
- Use Pictures which do not fit the size of the social media platform
- Just copy paste the title of your linked site/article (exception if it's really good)
- Tweet /post at times where nobody would read it (especially twitter!)

Free Tools

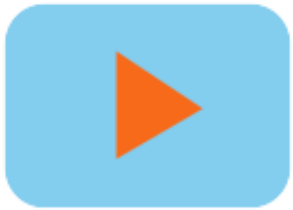
- Use free tools to edit photos
  - Canva (https://www.canva.com)
  - Pablo (https://pablo.buffer.com)
  - PIXLR (https://pixlr.com/)



- Translation / Spell check
  - Translator DeepL (https://www.deepl.com/translator)
  - ReversoSpelles (https://www.reverso.net/spell-checker)

PRACE and Social Media

- Goals:
  - Increase the awareness and visibility of PRACE
  - Advertise certain calls, events, etc. for special target groups
  - Encourage interactions and conversations with certain target group



- #HPC
- #Science
- #Industry
- #SoHPC
- #einfrastructure
- #PRACEdays
- #supercomputing
- #materialscience
- …

Summer of HPC and Social Media

- There is no MUST to use Social Media!
- Use Social media to spread the blog posts!
- Who is your target group and how to reach it?
  - Colleagues and friends of friends - personal networks? „offline“ ?
  - University - on social media? Public relations department?
  - Other SoHPC participants - group to connect to each other?

PRACE channels

- Summer of HPC
  - #SoHPC #HPC
  - https://www.facebook.com/SummerOfHPC/

- PRACE
  - #PRACE #HPC
  - Twitter https://twitter.com/prace_ri
  - LinkedIn https://www.linkedin.com/company/prace/
  - YouTube https://www.youtube.com/user/PRACERI

THANK YOU FOR YOUR ATTENTION AND ENJOY YOUR SUMMER!

www.prace-ri.eu