Mind Trekkers—Social Media Promotional Best Practices

Hints/Tips

- **Keep it short.** The best-performing posts are short ones. According to Facebook, posts of 250 characters or fewer generate 60 percent more likes, comments, and shares than posts greater than 250 characters. Twitter simply won’t let you exceed 140 characters per post.
- **Post regularly.** In the weeks and days leading up to your event, try to post at least once per day. As the event draws closer, ramp up posting frequency.
- **Describe the event.** Be sure to include information about the event in your posts. Not every post needs all the details. Make sure you’ve made the who, what, when, where, and why of the event available every few days.
- **Make an event on Facebook.** Call it something simple: Mind Trekkers Comes To X, Explore the Mystery of Science with the Michigan Tech Mind Trekkers, or Mind Trekkers Science Fair in X work best. Include the basic information of your Mind Trekkers event. Link to this event on your posts. Users can RSVP, share the event, and see event info.
- **Vary content.** Compliment your text with photos or videos. Drive engagement by asking a question. Share your Facebook event, promotional material, and local media coverage.

Hashtags/Tags

Tag the official Mind Trekkers pages (@MindTrekkers on both Facebook and Twitter) when possible.

Use hashtags to help organize and categorize your posts. If you post with a hashtag on a public account, anyone who searches for that hashtag may find your post. Don’t over-tag a single post; use only applicable hashtags. Here are some examples:

- #mindtrekkers
- #trekon
- #discoverwithus
- #STEM
Successful Facebook Post Ideas

Michigan Tech Mind Trekkers
November 8, 2014
With only an hour left, the ice cream is still being made here at Gull Lake High School. #trekko

Michigan Tech Mind Trekkers
October 22, 2014
15 days between us and the Gull Lake Science & Engineering Festival!

Michigan Tech Mind Trekkers
January 5 at 11:21am
Look for the Mind Trekkers this Saturday at the Einstein Project Science Expo in Green Bay. Stop by Shopko Hall for LN2 Ice Cream, Oobleck and more!

Science Expo > The Einstein Project
The Einstein Project provides affordable and engaging science materials and teacher training to advance science knowledge, skill and an enthusiasm for learning.
EINSTEINPROJECT.ORG
**Successful Twitter Tweet Ideas**

Photo: Mind Trekkers will be at the AAAS 2014 Meeting in Chicago this weekend for the Family Science Days... 

tmblr.co/Z_wdpx17DHmHU

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**Jeffrey Whitford @SAGlobalCit_JW** · May 10

@SigmaAldrich employees from @TeamS_A #Sheboygan #WI doing hands on #science at the @MindTrekkers Science Fair.

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**Mind Trekkers @MindTrekkers** · Feb 16

Check out the Mind Trekkers @ #FamSciDays 
#AAASmtg booth 1104! ow.ly/tG42f #science 
@Michigantech