

**Getting Started on Social Media**

This document is intended as a guide for individuals interested in engaging in social media. The tips below will help you get started in creating your profile and engaging with others.

**Twitter/X**

* Create a public profile with an identifiable handle so that others can find you and engage with your profile.
* Upload high-res profile photos:
  + Cover photo: 1500 x 500
  + Profile photo: 400 x 400
* Create a Twitter bio to appear directlybelow your profile picture.
  + The maximumlength of a Twitter bio is 160 characters.
  + If you tag @KempnerInst in your bio (which we encourage!), please include “Views are my own” so that it’s clear you are posting as an individual and not as a spokesperson for the Kempner Institute.  
    ***Example:*** Runner, dog mom, and AI researcher at @KempnerInst. Views are my own.
* Follow the Kempner Institute:<https://twitter.com/KempnerInst>
* Find and follow relevant accounts – other Harvard accounts, professional organizations, journals, colleagues, mentors, etc.
* Start tweeting!
  + Individual tweets have a character limit of 280.
  + Use relevant hashtags and use visual content when possible.
  + If you’re attending a conference, follow the conference hashtag and chime in to be part of the conversation.
  + “Slow and steady” approach – it’s okay to lurk at first!
  + Once you’re comfortable, aim to tweet a few times per week.

**LinkedIn**

* Create a public profile with your name, location, and industry.
* Upload high-res profile photos:
  + Cover photo: 1584x396
  + Profile photo: 400x400
* Add your personal summary, work experience, education, and skills. This can be as detailed as you’re comfortable with sharing online.
* Follow the Kempner Institute:<https://www.linkedin.com/company/kempner-institute/>
* Find and connect with colleagues to grow your network.
* Start posting!
  + LinkedIn posts can vary in length. When you reach more than 140 characters, your post will show a “See More…” button that people can click to view the rest of your caption.
  + Use relevant hashtags and use visual content when possible.
  + “Slow and steady” approach – it’s okay to lurk at first!
  + Once you’re comfortable, aim to post once a week.