

Social Media Guidelines



Profile checklist

- ✓ Profile photo
- ✓ Header photo
- ✓ Headline
- ✓ Location
- ✓ Current position
- ✓ About section
- ✓ Updated work experience
- ✓ Skills and endorsements
- ✓ Customised URL



What's your goal?

Increase visibility for the original post?

Instant repost

Promote the original post and your profile?

Add an insightful comment

Boost your visibility?

Create your own post



Posting/Reposting best practices



How often?

2 to 5 times/week



Mix it up

Publish different formats



When?

Weekdays

Tuesdays, Wednesdays and Thursdays



10-11 am



12-1 pm

1 Start with a hook to grab attention

2 900-1,200 characters, short sentences

3 Tag up to approx. 4 relevant accounts that are likely to respond

4 Emojis and spacing to improve readability

5 Hashtags: 3-5 max

6 Include image copyright

7 End with a question or a call to action

8 External link in the comments, edit your post after publishing or include in your post if essential

Ready for #SIDS24?

Next week I'll be heading to Rome for the SESAR Innovation Days 2024 🇮🇹

I'll be speaking alongside @NAME, COMPANY and @NAME, Company on the panel. 'Rethinking European ATM processes' hosted by @NAME. We'll be diving into the latest developments and innovations driving safety, security and resilience in air traffic management. See you there!

📅 Tuesday 12 November, 10 am CET

✈️ Auditorium 1, Building 3, Aeroporti di Roma

New to SIDs? Get ready for one of the landmark events in the European aviation research calendar. From 11-15 november the research community will be sharing the latest exploratory research. With talks, panels, an exhibition and of course the awards ceremony for @SESAR Joint Undertaking's, Young Scientist Award, it's going to be one busy agenda.

Thanks to @Aeroporti di Roma, @ENAV & @Leonardo for hosting this event!

#SEASARJU #HorizonEU #DigitalSky #YSA

👤@

SAVE THE DATE

SESAR Innovation Days 2024
12 - 15 November 2024, Rome

23 1 Comment

Like Comment Share

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Find out more! 📄 <https://www.sesarju.eu/node/4611>

SESAR Innovation Days 2024
12 - 15 November 2024, Rome

SESAR Innovation Days 2024
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