

Breaking down the four social media platforms that POD Network uses, what each platform is best at, and how you can use them to enhance your POD experience

PODNETWORK.ORG



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## TWITTER

Twitter is designed for frequent, real time interactions. A 280-character limit on each post (Tweet) makes it ideal for quick, back-and-forth conversations, sharing resources, & staying current on trending topics & events as they happen. There's room to be personal and relatable, in addition to informative. So it's probably not a surprise that it's the most popular social network among POD members.

### ★ ENHANCE YOUR POD EXPERIENCE

- ☑ Use hashtags (eg. #POD22) to follow the conference live via updates from [POD](#) & [attendees](#), or to find & promote topics such as #highered
- ☑ Have [backchannel discussions](#) during live events (eg. PODLive webinars)
- ☑ Build a network by interacting with members in your higher ed niche
- ☑ Share your and your center's work, learn about the work of your peers, and find – and provide – answers to questions on higher ed topics

**New to Twitter? Check out their [official getting started guide](#)**

### ★ ENHANCE YOUR POD EXPERIENCE

- ☑ Deepen your relationships with other members by learning about their career histories and interests
- ☑ Share and discuss POD content (eg. [TIA articles](#)), professional projects, and thought leadership in higher ed
- ☑ Find your next job or professional development opportunity

**New to LinkedIn? Check out their [official how-to guide](#)**



## LINKEDIN

LinkedIn is where professionals network, explore job and professional development opportunities, and stay informed on topics in their field. Your profile details your career accomplishments and interests, while feeds typically contain informative articles, career updates, job openings, discussions on industry trends, and content related to professional development.



## INSTAGRAM

Instagram is made for sharing images, graphics and videos. If you find visuals appealing, it's a great platform to use. Whereas other platforms may treat visuals as supplementary, Instagram designs its feed so that visuals are the first thing that you see. Text graphics, infographics, quotes, memes & screenshots are also forms of visual content used.

### ★ ENHANCE YOUR POD EXPERIENCE

- ☑ Share your experiences at our in-person and virtual events through photos, videos and screenshots
- ☑ Follow visual updates from POD and your home center/institution
- ☑ See a personal side to your fellow members through the photos and videos that they share

**New to Instagram? Check out their [official help center](#)**

### ★ ENHANCE YOUR POD EXPERIENCE

- ☑ Keep up with the latest happenings at POD and discuss [content and updates](#) from the organization
- ☑ Many centers are active on Facebook - engage more with them and our home institution by learning about their initiatives and members
- ☑ Highlight helpful topics, events and opportunities in higher ed

**New to Facebook? Check out their [official help center](#)**



## FACEBOOK

Facebook allows you to connect with family, friends, businesses and events, among other things. Whereas a LinkedIn profile is a professional landing page, your Facebook profile is geared to be personal. Facebook is designed for people to find and join a community based around what they're interested in, be it an organization, field, topic, event, or cause.