

Share your published work with your network on social media!

Tips and suggestions for gaining visibility for your latest research.

First things first, follow SPIE on social media.

Always tag SPIE when you are posting your research. We will share your post and help amplify the reach.



Twitter:

@SPIEtweets



Facebook:

@SPIE.org



Instagram:

@SPIEphotonics



LinkedIn:

linkedin.com/company/spie



Components of a perfect post

The following elements make a great post. Be sure to include them whenever you share your work on social media:

- Subject of your research – include a topical hashtag, i.e. #photonics or #lidar
- Where it was published – mention the publisher and journal name
- URL to the article – don't forget the most important part



You can edit your post!

Notice a typo? Forget to include the hashtag? Don't worry! You have the opportunity on each social platform to fix any mistakes.

If on Twitter, delete the tweet and re-post it with your edit. This is best practice.

If on Facebook/Instagram/LinkedIn, click “...” on the upper right of your post and select “Edit” from the drop-down menu. Make changes and save.

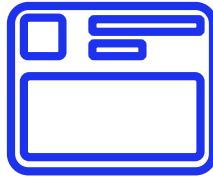
Need a refresher on how to use social media? Here's help.

Twitter

Facebook

Instagram

LinkedIn



Post it.

Use these templates as a starting place when sharing your recently published research. Don't forget to tag SPIE in your posts!



I'm so excited to share that my team's latest work on Doppler optical coherence tomography was just published in @SPIEtweets Journal of Biomedical Optics!
You can read the #openaccess paper here: [URL to paper]
#OCT #lasers



My team's latest work on Doppler optical coherence tomography was just published in #SPIE's Journal of Biomedical Optics. I am so excited and proud to present these results.
You can read the #OpenAccess paper on the SPIE Digital Library: [URL to paper]
@SPIE, the international society for optics and photonics #OCT #lasers



Our lab here at @university has been collaborating with @otheruniversity, working really hard on this latest project - we are so pleased to announce the results are now published!
Read more in @SPIEtweets #Neurophotonics. [URL to paper]
#spectroscopy



I am so proud of my team here at @University. We have been collaborating with @OtherUniversity to monitor speech tasks with #fNIRS, and the research is now published in #SPIE's Neurophotonics.
You can read the paper on the SPIE Digital Library: [URL to paper]
@SPIE, the international society of optics and photonics