



Using AEA social media feeds

This document outlines all you need to know if you wish to promote work, events, ideas and research relating to the work of the Assessment and Evaluation Association for Europe (AEA) via our social media feeds.

We use three main sources of social media: Instagram, Twitter and LinkedIn. You can follow all of these and post within them too so they are an ideal way of sharing all your assessment-related news. These feeds feature on the homepage of our website so they are a great way to link information back and forth and it's free.

To use social media effectively within the AEA community, we ask that you read the following guidance and plan posts as follows:

- **Keep posts short and to the point** – to improve views we recommend including a link to lead readers to the event, paper or website you wish to share
- **If a website or document link is very long, use [bitly.com](https://www.bitly.com) to shorten it:** e.g. the AEA Assessment Cultures web page is <https://www.aea-europe.net/special-interest-groups/assessment-cultures-sig/> reduced using Bitly, it becomes: <https://bit.ly/3rCK7ln>
- **Create and use a hashtag** to improve the sharing experience within social media posts – e.g. we always use this format for our conference [#AEAe2021Conf](#)
- **If you want to share your post to the AEA network** on Twitter, at the end of your tweet include our Twitter handle [@AEAe_2000](#) – that way it links to our feed and then onto our membership and beyond, e.g. a single recent tweet had over 5000 views, shares and re-tweets!
- We have **Special Interest Groups (SIGs) with their own hashtags**, so if you are a speaker, or just promoting a SIG event, please use hashtags that 'sell' the event, e.g. [#AEASIG](#) [#AEAassessmentcultures](#)
- Finally, **please be respectful of all members and their views**. The AEA Europe is committed to providing an inclusive Society that is free of bullying, harassment, victimisation and unlawful discrimination, promoting dignity and respect for all, and where individual differences and the contributions of all are recognised and valued. We reserve the right to block anyone who does not uphold these values.

TWITTER: https://twitter.com/AEAe_2000

LINKEDIN: <https://www.linkedin.com/> AEA-Europe network

INSTAGRAM: <https://www.instagram.com/aeaeurope/>