

USING AEA-E 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 Association for Educational Assessment, Europe (AEA-E) 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.



1. Optimize Your Posts

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. Links do not work in Instagram captions - in this case you can note 'Link in bio' at the end of your caption, and then we can add the link to the Instagram profile for you.

If a website or document link is very long, use 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> (note: LinkedIn will automatically shorten links in posts).

2. Use Hashtags

Create and use a hashtag to improve the sharing experience within social media posts – e.g. we always use this format for our conference #AE Ae2021Conf. 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

3. Posting on Twitter

If you want to share your post to the AEA network on Twitter, at the end of your tweet include our Twitter handle @AE Ae_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!

Similarly, you can now tag our LinkedIn page when creating posts there, just start typing '@' and then the name of our account 'AEA Europe'. If there are other accounts and people relevant to the post - tag them as well to increase the reach.

4. Posting Pictures

When sharing a picture - always use ALT-text to ensure the post is accessible to all. This means that anyone using a screen reader will be able to view the post and access all the information in it. It is also best to keep the text in any images to a minimum for this same reason. An ALT-text option is available when posting on all platforms, please look out for this option and add a short, descriptive text to images

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.