



# Guide to Social Media



**HUMAN PROTEOME ORGANIZATION**

Last updated: April 2021

Created by the Marketing and Outreach Committee  
Please contact [marketing@hupo.org](mailto:marketing@hupo.org) with questions

## OVERVIEW

### Goals

The goals of the Human Proteome Organization's social media accounts are to help promote proteomics research, highlighting international cooperation and collaboration, and creating opportunities for researchers - new and experienced!

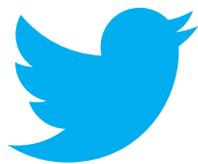
### Audience

The Human Proteome Organization's audience is made up of academic and industry professionals, at differing points in their careers. Many of these individuals are researchers, keen on sharing their work, finding collaborators, and finding jobs.

### Accounts



@humanproteomeorg



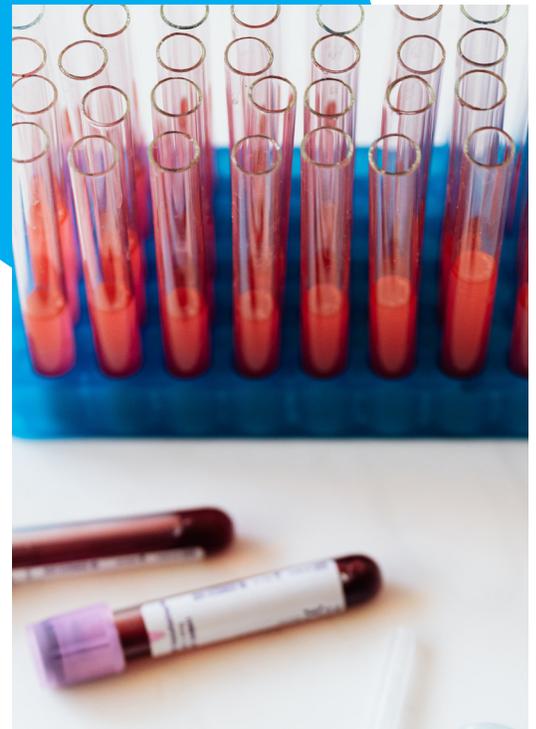
@hupo\_org



Human Proteome  
Organization (HUPO)



HUPO-WeChat



# CONTENT

## Content Pillars

- World Congress and Meetings
- Human Proteome Project (HPP)
- Early Career Researcher Initiative (ECR)
- HUPOST
- Publications
- Membership and recruitment

Try to keep these pillars equal in number to avoid content fatigue!

## Voice and Tone

Friendly, inviting, excited, and educational.

*“The **#HUPOECR** welcomed a new Co-Chair this year, **@rhuttenhain!** Dedicated to increasing the visibility of early career researchers and highlighting their contributions to the scientific community, we’re looking forward to her leadership. Read more: <http://ow.ly/kmjk50E1IH1>”*

## Hashtags

#HUPO, #HUPOHPP, #HUPOECR, #proteomics, #bioinformatics, #research

## Emojis



# WHAT TO AVOID

## Words and phrases

- Curse words
- Slurs
- Corporate jargon

## Accounts

- Politicians
- Accounts that promote pseudo-science
- Accounts that promote discrimination of any kind

## Content blacklist

- Irrelevant information
- Misinformation
- Political endorsement
- Personal endorsement

## Negative engagement

- Refrain from angry, rude, or judgemental posts
- Refrain from condemning a person, idea, or organization

## Plagiarism

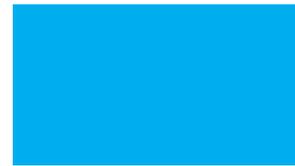
All content (images, videos, words, etc.) must either be owned by the Human Proteome Organization, or be licensed for use. Copying content from other sources - other non-profits, Wikipedia, images from Google - is strictly prohibited. When in doubt, do not use it.



# INTER PLATFORM FORMATTING

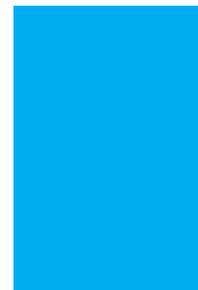
## Twitter

- 1200 px wide, 675 px tall (16:9)
- Can include links
- Can tag other accounts
- 1 - 2 hashtags
- Up to 100 characters, but can handle 280



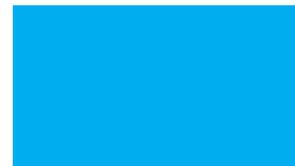
## Facebook

- 1200 px wide, up to 1800 px tall (2:3)
- Can include links
- Can tag other Facebook accounts or people
- Keep hashtags to a minimum
- Up to 100 characters, but can handle more



## LinkedIn

- 1200 px wide, 675 px tall (16:9)
- Can include links
- Can tag other pages
- Keep hashtags to a minimum
- Up to 100 characters, but can handle more



For a detailed breakdown, please refer to [Hootsuite's 2021 cheatsheet](#).

The platforms above also support videos. For a detailed breakdown regarding videos, please refer to [Hootsuite's Specs Guide](#).

# INTER PLATFORM FORMATTING

## WeChat

- Long-form, blog-style posts
- Bilingual
- Can handle various image dimensions
- Can include videos
- Can include links
- No hashtags



Very important to  
give the team ample  
time to translate!

HUPO的全称是Human Proteome Organization, 人类蛋白质组组织, 是一所在美国新墨西哥州注册的免税非盈利组织。这是一个国际科学组织, 通过国际之间的合作促进新技术和培训的发展。其总部位于加拿大不列颠哥伦比亚省温哥华。

The Human Proteome Organization (HUPO) is a 501(c)(3) tax exempt non-profit organization registered in the state of New Mexico. We are an international scientific organization representing and promoting proteomics through international cooperation and collaborations by fostering the development of new technologies, techniques and training. The HUPO Office Headquarters is located in Vancouver, BC, Canada.

HUPO 的使命是通过国际合作来定义和促进蛋白质组学的发展, 通过获得全新的技术、更完善的工艺和更先进的培训方法来更好地理解人类疾病。

HUPO Mission Statement is to define and promote proteomics through international cooperation and collaborations by fostering the development of new technologies, techniques and training to better understand human disease.

# SOURCING CONTENT

## Original content

Content that has been created by an organization member does not require credit, making this the safest type of content to use. The responsible member may be tagged, however, if they would like. If there are people in a photo, please be sure they consented to it being made public, written if possible.

## Stock content

Usually, stock content is not ideal. However, it can be incredibly useful when used correctly. Make sure any licensing agreements are understood, and the proper instructions for credit are followed. When in doubt, do not use it. [Pexels](#) and [Unsplash](#) have a lot of copyright-free content.

## Partner content

The Human Proteome Organization partners with many like-organizations to strengthen its activities. With written permission, partner content may be re-posted. If just an image is used, use the format: **Photo: [organization name]**. Make sure to thank them!



# CRISIS RESPONSE

## What is a crisis?

*“A social media crisis is an event that can have a negative effect on a brand’s, company’s, or individual’s reputation. It can be something that occurs offline and is then brought to social media channels, or it can begin on social media channels, and then spread.”* (via [Falcon.io](#))

## Examples

- Trending global tragedies, or days of remembrance
- A bad review that is being widely shared
- A controversial post by an organization member

## Action steps

- Never ignore a crisis.
- Approach crisis communications with humility and openness.
- Do not ever resort to inflammatory language or attack others.
- If an individual has a legitimate grievance, respond to it in the forum they sent. Apologize, reiterate their concern, provide a potential solution (if applicable), and invite them to continue the conversation over email.
- If a global tragedy occurs, pause posts and promotions until a communications plan is developed.

