Best Practice Guidelines for Social Media Job Postings

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Social media is an effective way to get the word out across your networks when hiring. **All job postings on social media should include:**

- **Direct link** to the specific job posting on the Mass General Careers Page
- Brief description of project/role
- Tag the Ragon Institute’s official page on the platform you’re using:
  - Twitter: [@ragoninstitute](https://twitter.com/ragoninstitute)
  - Mastodon: [@ragoninstitute@mastodon.social](https://mastodon.social/@ragoninstitute)
  - LinkedIn: [Ragon Institute of MGH, MIT and Harvard](https://www.linkedin.com/company/agon-institute/)
  - Facebook (not used as much for job postings): [Ragon Institute](https://www.facebook.com/agoninstitute/)

**For specific channels:**

**Shortform (Twitter/Mastodon):**

- Keep your post as short as possible while including all necessary info.
  - Twitter character limit: 280
  - Mastodon character limit: 500
- Put the direct link to apply in your **first** post. If you want to add another link, such as your lab website, reply to your first post, creating a thread.

**Longform (LinkedIn/Facebook):**

- Can make longer posts (150 words max is ideal) but be aware a “Read More” link is added after a few lines.
- Use around 3-6 hashtags on your LinkedIn post (#jobs, #hiring, #research, #STEM, etc). Hashtags are more popular on LinkedIn than on other platforms.

**Other things to know:**

- **LinkedIn** and **Twitter** are currently the most-used channels for job postings.
- Eye-catching photos of your lab or the Institute can draw attention to your post and show off your lab’s culture.