

# Best Practice Guidelines for Social Media Job Postings

*Updated January 2023*

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

- Official job title – make sure it matches the title on the [Mass General Careers Page](#).
- **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](#)
  - Mastodon: [@ragoninstitute@mastodon.social](#)
  - LinkedIn: [Ragon Institute of MGH, MIT and Harvard](#)
  - Facebook (not used as much for job postings): [Ragon Institute](#)

## 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.