



# USEFUL HOW-TO LINKS FOR DIFFERENT PLATFORMS

**Important Disclaimer:** The following links are provided to help you get a better grasp of how the different major social media platforms work and how to post content on them and become familiar with the algorithms. IIC does not endorse or recommend any person, company, or product being mentioned, sold or advertised in any of these resources. Any opinions expressed in the following videos belong to their creators and are not necessarily shared or endorsed by IIC. As always with online resources, we recommend caution and responsible interpretation and use.

## LINKEDIN TIPS

[How to Create a LinkedIn Company Page 2024](#)

[How to Post a Document on LinkedIn | LinkedIn PDF Carousel Post Secrets](#)

[LinkedIn Content Strategy: Post Ideas for Growth](#)

[Using LinkedIn for Lead Generation \[2024 Updated Guide\]](#)

[How to Generate Leads on LinkedIn in 2022 \(+exposing my secret LinkedIn strategy\)](#)

[LinkedIn Document Ads 2023 - Step-By-Step Tutorial for Beginners](#)

## X TIPS

(FORMERLY KNOWN AS TWITTER)

[How to Create Business Page on Twitter 2024](#)

[Twitter Marketing \[Tactics & Hacks in 2023\]](#)

[Keeping it Simple: The Four C's of Content Strategy #TweetLikeAPro](#)

[Reach New Audiences with Quick Promote #TweetLikeAPro](#)

[Twitter Marketing: How to Grow an Audience on Twitter in 2023 \(Get Twitter Followers FAST\)](#)

## TIKTOK TIPS

[How to make TikTok Videos \(The COMPLETE Guide for Beginners!\)](#)

[TikTok's Algorithm Changed?! 🤯 The FASTEST Way to Grow on TikTok in 2024](#)

## YOUTUBE TIPS

[How to START a YouTube Channel in 2024: Beginners Guide to Growing from ZERO Subscribers](#)

[Ex-YouTube Employee Reveals How to Grow your YouTube Channel](#)

[How to Upload Videos on YouTube \(Show up in Search!\)](#)

[MrBeast Explains the YouTube Algorithm in 46 Seconds](#)

[The YouTube Algorithm - Complete 2023 Beginner's Guide](#)

## INSTAGRAM TIPS

[The Complete INSTAGRAM FOR BUSINESS GUIDE \(Reels, Stories, Verification, Instagram Shopping & More!\)](#)

[How to Create an Instagram Business Page | Make Money on Instagram 2024](#)

[The New Way to Grow on Instagram in 2024: Algorithm Changes & Principles](#)

[Instagram's Latest Algorithm Change: What REALLY Works \(Insider Data\)](#)

[How to be a Pro with INSTAGRAM STORIES](#)

[These Instagram STORY Hacks Will 5x Your Views Instantly](#)

# TAYLOR & FRANCIS



<https://editorresources.taylorandfrancis.com/the-editors-role/increase-journal-visibility-impact/social-media/>



**X for researchers**

<https://authorservices.taylorandfrancis.com/research-impact/a-guide-to-twitter-for-researchers/>



**TikTok**

<https://authorservices.taylorandfrancis.com/blog/research-impact/how-to-effectively-promote-your-research-on-social-media/>



**Research Impact**

[https://authorservices.taylorandfrancis.com/wp-content/uploads/2021/03/Research\\_impact\\_ebook.pdf](https://authorservices.taylorandfrancis.com/wp-content/uploads/2021/03/Research_impact_ebook.pdf)



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## USEFUL GLOSSARY



### Branding

Branding is the process of creating the brand identity of a company. This process also delivers materials that support the brand, like a logo, tagline, visual design, or tone of voice. [What is Branding? Understanding its Importance in 2023, hubspot.com](#)



### Copy

Sales copy is text written to sway consumers into taking specific actions. It can be used to persuade readers to buy a product, sign up for a mailing list, download content, or take any further action that will help your business achieve its sales goals. Sales copy is typically featured in informative media like emails, brochures, and web pages. <https://blog.hubspot.com/sales/sales-copy>



### Hashtag

A hashtag is simply a keyword phrase, spelled out without spaces, with a pound sign (#) in front of it. You can use it to tag your post with a particular topic so people looking for that topic will be able to find your post easily. <https://blog.hubspot.com/marketing/hashtags-twitter-facebook-instagram>



### Scheduler

In the context of digital marketing, a scheduler is a program or software designed to assist an individual or team managing multiple social media accounts in scheduling posts in advance, thereby making the publishing process more efficient. Some well-known examples include Hootsuite, Buffer, and Metricool. Most of these tools offer free versions with the option to upgrade for additional features.



### Algorithm

In the context of social media, when we talk about "algorithms", we are referring to how each social platform scrutinizes users' posts and determines which content to display to whom. These parameters vary across different social networks and evolve over time based on the company's decisions regarding what type of content is most appealing to their users.



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