

Entering Social Media

If you share **educational content** on social media, you can capture that in Elements. Keep in mind, you should not record posts that are marketing/promotion, only those where educational content is shared.

Log in to UGA Elements at <https://elements.uga.edu/>

On the *Home* page, find the section *Professional Activities* and click the **+ ADD NEW** link.


The screenshot shows the UGA Elements homepage. At the top, there is a red header with the UGA Elements logo and the text "UGA Elements UNIVERSITY OF GEORGIA". Below the header, the page is divided into several sections. On the left, there is a sidebar with navigation icons. The main content area is titled "Homepage" and contains a "MY ACTIONS (3)" section with three items: "Set up your search settings", "Add your ORCID iD", and "Link your scholarly & creative works to funding". To the right of this section is a profile card for "Sunshine Jordan", Staff, with an email address "suni@uga.edu" and an "EDIT MY PROFILE" link. Below the "MY ACTIONS" section, there are four main content cards: "Scholarly & creative works", "Sponsored projects", "Professional activities", and "Instruction". The "Professional activities" card is highlighted with a large red arrow pointing to the "+ ADD NEW" link at the bottom of the card. The "Professional activities" card lists: "1 administrative effort", "7 educational/outreach presentations", and "3 memberships: committee". The "Instruction" card states "You have no instruction."

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A list of activity types will appear.
Select ***Social media impact/outreach.***

Note: You can enter a summary report for the year, if you want to capture all of your posts in one record.

Add a new professional activity



Select professional activity type

Administrative effort	Broadcast interview	Clinical/Diagnostic service	Congressional testimony
Consulting	Distinction/Award	Editorship	Educational event
Educational/Outreach presentation	Employee supervision	Event administration	Event judging
Event participation	Expert witness	External organization/program review	Extracurricular advising/mentoring
Gift & fund development	Legal brief	Library/Archive/Museum services	Marketing/Public relations
Media distribution	Membership: Association/Society/Club	Membership: Board	Membership: Committee
Print interview	Professional development	Professional mentoring (non-student)	Proficiency/Skill
Project (e.g., applied research/instructional initiative)	Promotion/Tenure assessment	Recruitment	Reviewing/Refereeing: Conference
Reviewing/Refereeing: Curriculum	Reviewing/Refereeing: Grant proposal	Reviewing/Refereeing: Journal	Reviewing/Refereeing: Manuscript (other than journal)
Social media impact/outreach	Technical assistance	UGA program/unit review	

CANCEL



Essential Information

* Title

Description

* Platform

- FaceBook
- Instagram
- Twitter
- TikTok
- WhatsApp
- Reddit
- LinkedIn
- YouTube
- blog
- vlog
- Other

Description of "Other"

Enter the title for your report and a brief description, then select the social media platform where you shared content. If you are reporting for multiple platforms in this report, select "Other" and list them in the "Description of Other" field.



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Enter the total number of posts for this report.

* Number of posts

Reach ?

Engagement ?

* Start date 📅

End date 📅

URL

CANCEL SAVE

Reach – This is the number of people that saw your post(s) at least once. Social media platforms offer tools like *Insights* to see your content’s viewer information.

Engagement – This is the number of people that **interacted** with your post, through likes, comments, shares, etc.

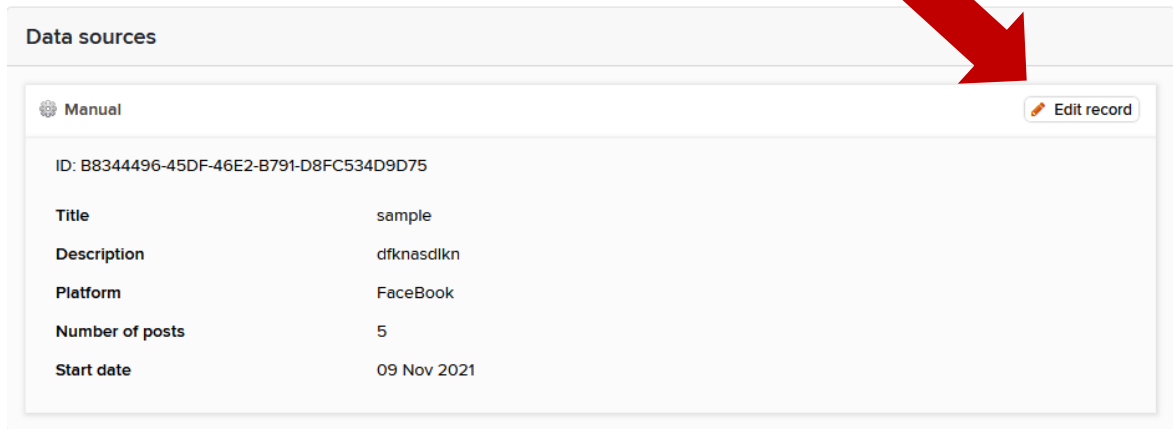
Enter the date range for this report.

You can also include a URL to your social media profile/page or a specific post.

Click the **SAVE** button, when you have all of your data entered.

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You will then see your completed entry. Click the **Edit Record** button to make changes to your entry.



The screenshot shows a 'Data sources' interface. At the top, there is a 'Manual' entry with a gear icon on the left and an 'Edit record' button on the right. A red arrow points to the 'Edit record' button. Below the entry, there is a table with the following data:

ID:	B8344496-45DF-46E2-B791-D8FC534D9D75
Title	sample
Description	dfknasdlkn
Platform	FaceBook
Number of posts	5
Start date	09 Nov 2021



For questions or assistance, please contact
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