

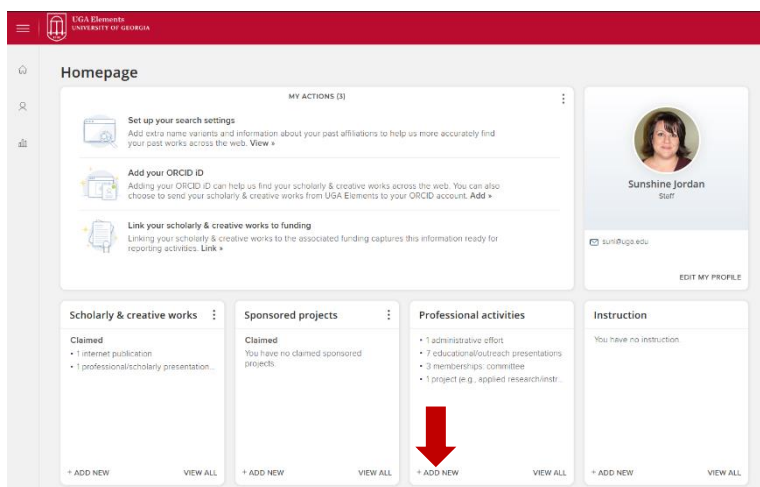
Entering Social Media

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.

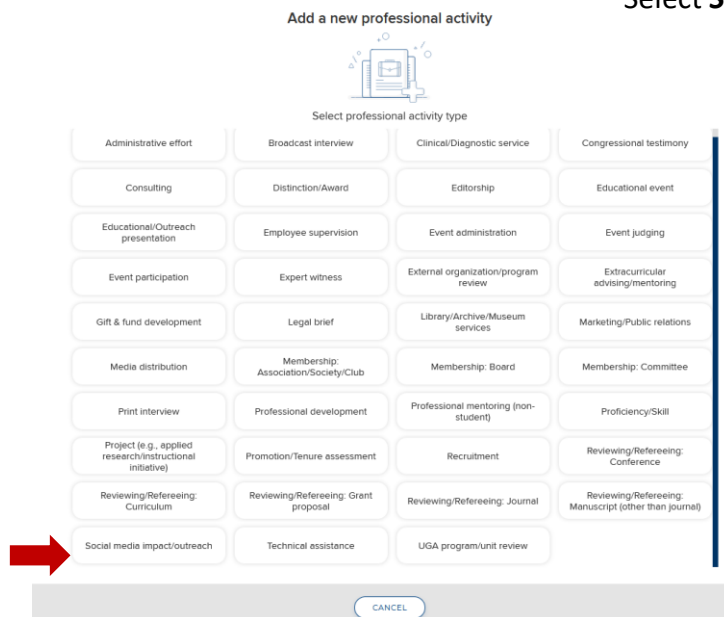
Note: You can enter a summary report for the year, if you want to capture all of your posts in one record.

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.



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



Entering Social Media

Title for your report

Brief **description**

Select social media **platform**
(For **multiple** platforms, select
“Other” and list them in the
“Description of Other” field.)

Total **number of post**

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.

Date range

URL to your social media profile/page or a specific post. (Optional)

Essential Information

* Title

Description

* Platform

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

Description of "Other"

* Number of posts

Reach

Engagement

* Start date 📅

End date 📅

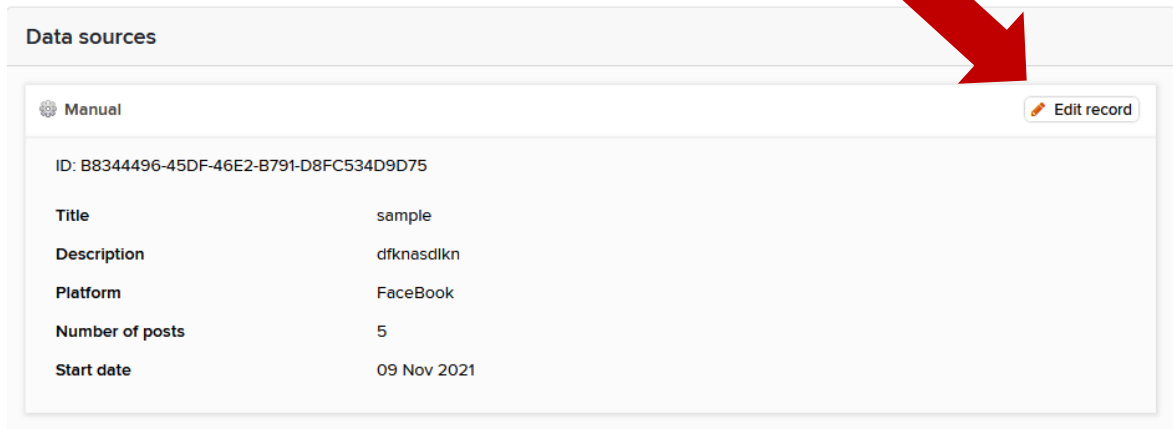
URL

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



Entering Social Media

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 large 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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