



F O U N D A T I O N

AWARDEE SOCIAL MEDIA TOOLKIT

Dear Beckman Foundation Program Awardee,

Congratulations on receiving your Beckman Foundation national program grant!

We are excited to support your research endeavors and celebrate your accomplishments along the way. We hope our enthusiasm about your efforts is contagious and you'll be inspired to share about this award with your community circle. Your proposed work aligns with the mission of the Foundation, which is to support leading edge research, in the fields of chemistry and life sciences, broadly interpreted, and particularly to foster the invention of methods, instruments, and materials that open up new avenues of research and application in these sciences and related disciplines.

To help promote your recent grant, we are offering this Beckman Foundation Awardee Social Media Toolkit containing suggested content for *Instagram*, *LinkedIn*, and *X*. This toolkit is designed to help you (and your institution) make the most of your time as a Beckman Foundation national program grant recipient and to amplify your research, sharing it with your peers and others.

As you review this social media toolkit, please keep in mind that the examples provided are suggestions. You may prefer to customize some of these examples to better fit your needs and audience, and we encourage that.

See you online!

Graphics

Use the Beckman Foundation logo, Program logo, and shareable graphics when promoting your Beckman Young Investigator, Arnold O. Beckman Postdoctoral Fellowship, or Beckman Scholars Program award. We've got a Dropbox folder ready for you to download *here*.

 949.560.4232

 pr@beckman-foundation.org





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Please use #BYI, #AOBPostdoc, #BSP, or #BeckmanScholars in your communications. If you tag @BeckmanFoundation, we can respond to your posts. While Instagram does not support links within post captions, they can be added to your organization's bio and direct followers there. If you prefer to write your own posts, Instagram captions can contain up to 2,200 characters and include hashtags and emojis; photos and graphics should be square.

Sample Instagram Post for BYI Awardees

Example Instagram Post 1: I'm pleased to share that I've been named a Beckman Young Investigator Awardee by @BeckmanFoundation! The support this prestigious #BYI award provides will enable me to pursue exciting and impactful research in the area of [insert research focus]. I look forward to sharing more in the future as results are achieved and milestones reached!

Sample Instagram Post for AOB Postdoc Awardees

Example Instagram Post 2: I'm honored and excited to have been named an Arnold O. Beckman Postdoctoral Fellow by @BeckmanFoundation! I look forward to continuing meaningful research in the area of [insert research focus] with the goal of [insert goal] with the help of this prestigious #AOBPostdoc award. More to come!

Sample Instagram Post for BSP Awardees

Example Instagram Post 3: I'm thrilled to announce I have been named to the #BeckmanScholars Program at [insert institution name]! This prestigious award will enable me to experience a 15-month mentored research experience studying [insert research focus] in the lab of [insert mentor name]. Can't wait to start this work, and for the opportunity to present and share my findings! #BSP @BeckmanFoundation



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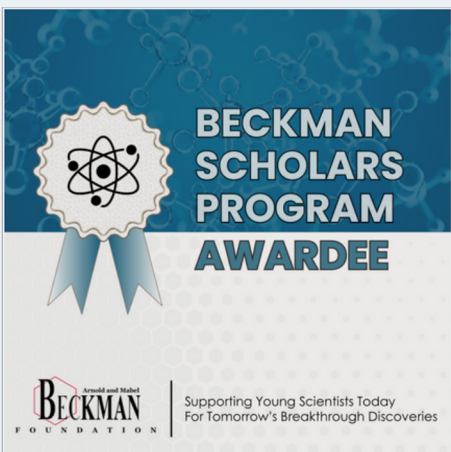
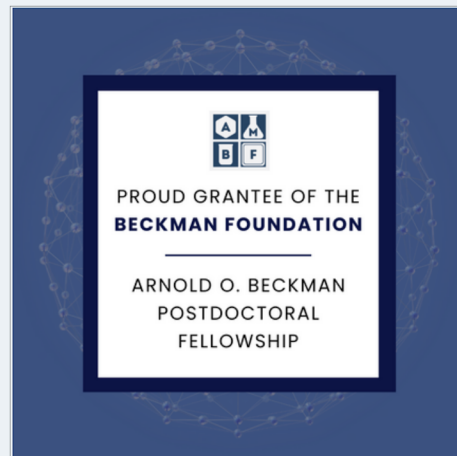




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Instagram Graphics 1080 px x 1080 px



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Please tag us in your post by inserting the '@' symbol and typing out "Arnold-and-Mabel-Beckman-Foundation", a dropdown box with the tag will show up, select 'Arnold and Mabel Beckman Foundation' for your post. Use the hashtags #BYI, #AOBPostdoc, #BSP and/or #BeckmanScholars whenever possible. If you prefer to write your own posts, LinkedIn users enjoy catchy, timely content combined with images or rich media. You can engage your audience by mentioning people, using hashtags, and keeping longer posts somewhere around 500 words. Including video? Keep it between 30 seconds and 2 minutes, max.

Sample LinkedIn Post for BYI Awardees

Example LinkedIn Post 1: I'm pleased to share that I've been named a Beckman Young Investigator Awardee by @Arnold-and-Mabel-Beckman-Foundation! The support this prestigious #BYI award provides will enable me to pursue exciting and impactful research in the area of [insert research focus]. I look forward to sharing more in the future as results are achieved and milestones reached!

Sample LinkedIn Post for AOB Postdoc Awardees

Example LinkedIn Post 2: I'm honored and excited to have been named an Arnold O. Beckman Postdoctoral Fellow by @Arnold-and-Mabel-Beckman-Foundation! I look forward to continuing meaningful research in the area of [insert research focus] with the goal of [insert goal] with the help of this prestigious #AOBPostdoc award. More to come!

Sample LinkedIn Post for BSP Awardees

Example LinkedIn Post 3: I'm thrilled to announce I have been named to the #BeckmanScholars Program at [insert institution name]! This prestigious award will enable me to experience a 15-month mentored research experience studying [insert research focus] in the lab of [insert mentor name]. Can't wait to start this work, and for the opportunity to present and share my findings! #BSP @Arnold-and-Mabel-Beckman-Foundation



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LinkedIn Graphics 1200 px x 627 px

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Please use #BYI, #AOBPostdoc, #BSP and/or #BeckmanScholars in your communications. Tag @BeckmanFnd, so we can respond and retweet your communications to our followers as well. If you prefer to write your own posts, X users prefer compelling content that uses visuals, upper and lowercase text (avoid all caps), links, and no more than two hashtags. Posts can support a 280 character count, max.

Sample Tweet for BYI Awardees

Example Tweet 1: Pleased to share I've been named a Beckman Young Investigator Awardee by @BeckmanFnd! This prestigious #BYI award enables me to pursue exciting and impactful research in [insert research focus]. Looking forward to sharing more in the future!

Sample Tweet for AOB Postdoc Awardees

Example Tweet 2: Honored and excited to be named an Arnold O. Beckman Postdoctoral Fellow by @BeckmanFnd! I look forward to continuing meaningful research in [insert research focus] with the help of this prestigious #AOBPostdoc award. More to come!

Sample Tweet for BSP Awardees

Example Tweet 3: Thrilled to be named to the #BeckmanScholars Program at [insert institution name]! This prestigious award provides 15-months of mentored research studying [insert research focus] in the lab of [insert mentor name]. Can't wait! #BSP @BeckmanFnd



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X Graphics 1600 px x 900 px



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