As the leading scientific social networking website, a ‘powerful advocate in amplifying global networks, and publisher of premier educational virtual events, Labroots has gained quite a strong reputation over the years. With 4.1 million registered members, individuals in the world of science know the name “Labroots” when they hear it. That being said, using Labroots social media platforms as your third party of choice, comes with user trust that has been gained over multiple years. A product advertisement, brand awareness post, or lead generation push, goes a lot further when backed by Labroots.

Why should Labroots share a social post on my company’s behalf?

Teaming up with Labroots will ensure your social media post reaches a targeted audience of your choice. With over 2.4 million followers across multiple social platforms, views are guaranteed. Labroots’ multiple years of expertise have allowed best practices to be perfected that will get your post in front of the kind of readers you want.

What do I get exactly?

A social post with Labroots includes the following:

- 1 Organic Facebook and Twitter Post
  (Choose from 18 different category pages based on your desired audience)
- 1 Facebook Ad
- 1 Organic Labroots LinkedIn Post
- 1 Detailed Analytic Report including reach, likes, shares, and link clicks

LinkedIn Organic Post

Facebook Ad

Twitter Organic Post

Facebook Organic Post
What are some best practices I should follow?

1. **Be clear and concise**
   Studies have shown that 80% of users are accessing social media through their phones. This means many will only read the first line (so make it catchy!).

2. **Use imagery, and keep it simple, yet eye-catching**
   It’s safe to say that people are more likely to pay attention to a social post with imagery. It’s much more eye-catching than a wall of text. Visual content not only promotes engagement on the post, it also provides a way for the user to foresee what the copy will be about.

3. **Keep repeating posts on the same social page to a minimum**
   They’ve already seen it, so let’s try something new!

4. **Use relevant hashtags (but don’t overdo it!)**
   Hashtags have proven their worth on social platforms time and time again, but overdoing it can sometimes look unnatural to readers. You don’t want your post to look like spam in anyone’s eyes, so being aware of how many you use is key to a successful post.

5. **When in doubt, ask Labroots marketing team for advice!**
   Don’t forget that Labroots is always here to help.

When we asked Illumina and bioMérieux (long-standing social post clients) what they would tell someone who is considering using Labroots, here’s what they said:

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Don’t forget that Labroots is always here to help.

Labroots has a variety of advertisement options, so we can select the best one to fit our goals.

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Maggie Moriarty
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bioMérieux

Hitomi Fukada
Sr Marketing Programs Manager, Asia Pacific Japan
Illumina

Check out our [2022 Media Kit](#) for more information regarding Social Posts with Labroots.