

USE SOCIAL MEDIA AS AN LRP AMBASSADOR

You may find that posting information about the LRPs on your social media accounts is an effective and efficient way to get the word out to prospective applicants. One of the easiest ways to use social media is to subscribe to the NIH LRP Twitter account (hashtag @NIH_LRP) and Facebook page. Then you can simply re-tweet or share messages that you think will be of interest to your followers. Follow these steps:

LRPs on Twitter:

- Set up a Twitter account or sign in to your existing account at www.twitter.com
- Click on “Twitter” above or search Twitter for the NIH Loan Repayment Program
- Click on “follow” to add the NIH LRP tweets to your Twitter feed.

LRPs on Facebook:

- Set up a Facebook account or sign in to your existing account at www.facebook.com
- Click on “Facebook” above or search Facebook for the NIH Loan Repayment Program
- Click on “Like” on the NIH LRP page, and indicate that you would like LRP messages added to your Newsfeed.

Once you have a Twitter and/or Facebook account, you may want to send one or two initial messages to let people know that you are an LRP Ambassador, e.g.:

- Worried you can’t afford a research career? Contact me about the NIH Loan Repayment Programs at myname.XXXX.edu.
- I’m an LRP Ambassador, and I’m happy to talk about NIH Loan Repayment Programs that pay off student debt. Contact me at myname.XXXX.edu.

Remember to include your LRP Ambassador Badge on your messages!

Follow these important guidelines when using social media to communicate about the LRPs:

1. Post your NIH LRP Ambassador badge on your posts to identify yourself as a credible spokesperson for the NIH LRPs.
2. Do not represent yourself as an employee of NIH.
3. Make sure that the information you post is truthful and accurate.
4. Be respectful of NIH, the LRPs, and your followers. Never post material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, or is otherwise unlawful.
5. Respect copyright and fair use, i.e., attribute authorship where due.
6. Respect confidential and proprietary information that you may have learned about the LRPs and/or an LRP applicant.

And don't forget—there is an [LRP Ambassadors Facebook page](#) just for you. Use it to stay on top of what's happening with the Ambassadors Program and to connect with other Ambassadors. In particular, share your successes in reaching out to prospective applicants with other Ambassadors by posting them on the LRP Ambassador Facebook page.

For questions about social media use, contact the LRP Communication Specialist at lrpambassador@od.nih.gov.