# #PhDHub Media kit

> The European PhD Hub provides a platform for early-stage researchers, researchers and practitioners to intensify their research collaboration and tap into industry-driven opportunities across Europe.

## Purpose of this toolkit

The #PhDHub Media kit is designed to **support Local Hubs** and more particularly Higher Education Institutions **to raise awareness about the PhD Hub** and its added value and **grow an active user base** on their Hub.

The **key messages** of this toolkit are tailored to **early-stage researchers** (including PhD candidates, PhD graduates and PhD prospects) as well as **researchers and academic staff** at large.

The toolkit presents **general and customisable (Local Hub-specific) posts**. Take advantage of this toolkit to disseminate about PhD Hub in a few clicks and/or translate them in your local language to increase impact.

We recommend you to post regularly on your Social Media channels to increase the visibility of your Local Hub.

## When/What to post?

You can publish news on your Social Media channels at any time to boost the user base and visibility of your Local Hub. It is recommended to publish a news piece when:
- You have published new Open positions or Cooperation calls;
- You have organised an event that brought together industry and academia or any relevant events;
- You want to share testimonials/success stories of your PhD candidates or business partners

# How to use this toolkit?

- Copy/paste the **suggested social media posts** or develop your own customised posts containing **Local Hub stories**.
- Use the hashtag **#PhDHub** in all your posts.
- Add some of the other suggested **hashtags** to your posts and **tag** the **PhD Hub partners** to increase visibility.
- Use the suggested **graphic content** to make sure your #PhDHub posts are even **more attractive** to your followers.
- **Follow** the other **partners** of the project on Facebook, Twitter and LinkedIn and share/retweet their content about the PhD Hub.

# Suggested Social Media posts

## General posts

- 💡 www.phdhub.eu offers doctoral and funding opportunities for both #HigherEd researchers and #industry practitioners. Bridge the gap between #Research and #Innovation now. #PhDHub #HigherEd
- 🔔 Early-stage researchers: Join the #PhDHub community (www.phdhub.eu) and get in touch with #Industry and #Academic partners from across Europe. Let's boost #Research & #Innovation together. #PhDlife #HigherEd
- The #PhDHub drives #innovation. The platform provides a space for #PhD candidates, #Universities and #Industry to meet and collaborate on #research projects & opportunities. Sign up for free ➡ www.phdhub.eu
- Are you looking for a #PhDposition? 🔎 Do you wish to apply your #research results in #industry? Look for the perfect opportunity on www.phdhub.eu. #PhDlife #HigherEd #Innovation
- 🤝 What do Universities, Businesses and #PhD candidates have in common? The #PhDHub! Join now at www.phdhub.eu to collaborate at the doctoral level with partners in Europe.
- Doctoral School representatives, Researchers, #PhD supervisors can join the #PhDHub to boost #research and #innovation in their local environment and foster #international cooperation at www.phdhub.eu. Sign up now.
- We are boosting #Internationalisation #Research #Innovation with the European #PhDHub. The platform provides a space for #PhD candidates, Universities and

Industry to meet and collaborate on research projects & opportunities. Join the community: www.phdhub.eu

## Customisable posts

- Our students can search/apply for available industrial #PhD positions in Europe via our #PhDHub.  Join the [insert local hub name, e.g. Alcalá Hub] now: [insert link to local hub, e.g. www.phdhub.eu/alcala]
- Find #PhD and Cooperation offers to work with researchers and businesses via the [insert local hub name]. Sign up on #PhDhub ➡ www.phdhub.eu
- The [insert name of the University] bridges #research and #innovation by increasing industry-driven research opportunities across Europe. Join the #PhDHub: www.phdhub.eu
- #PhDHub enables University #Research teams to collaborate with #PhD talents and #industry partners across Europe. Doctoral school representatives, Lead researchers, PhD supervisors are welcome to sign up for free on the #PhDHub at www.phdhub.eu
- Our #PhDHub industry partner [insert social media handle of the partner, e.g. @HELPE_Group ] is looking for #PhD and #Academic talents: [insert link to call for cooperation] in the field of [insert relevant hashtags, e.g. #energy]. Apply now.
- We just published a new #PhD opportunity ➡ [insert link to PhD offer]. Check all available Open positions on #PhDHub.

# Hashtags

Other than #PhDHub, use popular hashtags about related topics for increased visibility: #PhDlife #HigherEd #Innovation #Industry #Research #Universities #PhD #Science #ResearchCollaboration #PhDTips

# Graphic content

- Download the image package for Facebook and LinkedIn
- Download the image package for Twitter

For additional visual resources, you can browse the following **free for commercial use** image libraries: Unsplash, Pixabay, Rawpixel, Pxhere.