



MaterialsMatrix Best Practices

Want to get the most out of the **MaterialsMatrix**? This guide will show you how to engage with the community - in a nutshell, what goes where!

Profile

Your profile is how people connect with you, whether through a shared professional background, education, your company or research interests. It's therefore really important to keep your profile information relevant and up-to-date. As well as your information, you also need to use a recent profile picture. We recommend using an image that is 300x300px that features just your head and shoulders.

Content Types: What to post and where

Discussion Posts

Discussion Posts are a great place to post short, attention-grabbing content. The format of a Discussion Post is typically short text accompanied by an image/graphic (if you have one) and a website link where applicable (e.g. you might want to link to an external site such as an article that you've read).

Here are some examples of content types that we recommend as discussion posts:

- Conversation Starters (e.g. Who is your materials role model?)
- A link to External Content (e.g. Have you seen that x university has done some research on x material)
- A shout-out about your own Personal Achievements (e.g. completed work experience, qualifications, promotions)
- A Question (e.g. around a material/processing challenge)
- A Call to Collaborate (e.g. anyone interested in forming a consortium to solve x challenge?)
- Stories/Advice (e.g. share an interview recording around a topic and ask the community what their thoughts are)





Blogs

If you want to explore a topic in more detail then blogs are the way to do it.

You might want to write an opinion piece on something that you're an expert on or interested in, or you might want to write a piece about your typical working day.

News

Sometimes you might want to post a link to some external news, that is just for information.

This should be written as a blog post, with a #News media tag added to it. This will then appear on the home page in the What's New section. For more information on how to add a news item, see the How-To guide.

Latest Resources

The Latest Resources section within each sub-community is an opportunity to share any documents such as white papers, presentations or data sheets or any videos. They can still be shared into discussion posts with a short succinct line of text describing what the document is, but will primarily reside in the library. This type of content includes:

- Documents (e.g. white papers, service portfolio)
- Videos (e.g. interviews, promotional videos)

How to create great content

Start by thinking of a great topic, something within your subcommunity that you know will get people talking. Once you've got your topic, think about formatting; is this a story that could be a video interview? Can you create a graphic to accompany your post? Does your post promote conversation by using questions at the end? Then for discoverability, make sure you use topic tags relevant to your post, and tag other citizens that you have collaborated with or want engagement from.

What external content can I use?

It is OK to include a link to a story on an external site with a comment on/quick summary of the story (in your own words) to engage others to view it and discuss it with you.

Please do not copy and paste others' content unless you have permission and the content is properly attributed. The community should not be used to distribute unauthorized copies of any copyrighted material.





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If you want to know how to compose and post content as blogs, news items, discussion posts and how to use the tags, please take a look at our How-To Guides.

