

Social Media Guidelines

HCI@TLU

Our Social Media Presence

Facebook

The HCI Group

HCI Master Program

IDMaster

YouTube & Vimeo

The HCI Group

Twitter

The HCI Group (For the future)

IDMaster (not active)

Instagram

The HCI Group (Will start with the
Masho Wall Painting)

Linkedin

The HCI Group (To be opened)

Medium

The HCI Group (for the future)

What do we post

- **Our research and our work.** Publications, projects, presentations.
- **Our Programs.** Our Master Programs and our PHD through the admissions calls, the day to day experiences, the relevant outcomes, our alumni stories.
- **Our Events.**
 - To promote the events we organise and invite people to attend.*
 - To share the outcomes of the events (pictures and videos)*
- **Our culture and worklife.**
- **Relevant or interesting information,** interesting work or events from others.
- **Fun things** from time to time.

Hierarchy of our Social Media

Facebook is our main channel. We post there content from all the types.

YouTube & Vimeo are hosting our audiovisual content.

Twitter is a secondary channel, to reach out to other people in the community. We post mainly **our research and work, our events and other people events** (retweeting).

LinkedIn is just informative. In the future it will feature posts relevant for the industry (study cases).

Instagram is mostly about **our events** and **our culture and worklife**.

Medium in the future should be used for the divulgation of our research and work.

Before we start

Know why you are going to engage with social media

It is useful to ask **what you hope to achieve** through your chosen social media platform: **Who is your audience? What are you going to talk about? Do you have enough to talk about?**

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Before we start

Be prepared

We need to have some content ready for the first few days/weeks - some tweets, some posts, some events, notifications etc. **Information should be interesting, relevant and useful (not always all three!).**

Do you have adequate time to dedicate to this? **Social media is an active conversation with your audience.** You must be prepared to engage with them.

Before we start

Branding, templates, icons

These are in a shared folder. Feel free to use them, but do not modify them without checking with us first. In case of doubt keep it simple!

If you have any doubts please contact _____

Posting Content

Think about who you're posting as.

When you post from our Social Media accounts you represent all of us. This is especially important when answering a message or a comment, **be always courteous, even when you don't feel like it!**. Do not post if you are feeling angry or stressed!

Posting Content

Consider our style.

Be always clear, direct and friendly. Don't be afraid to be excited about something, use exclamation marks if you feel they are good!

Keep it informal but informed. Emojis or a sense of humour are always welcome, just mind the content.

In the posts of our group, we are a team, **use the first person plural** but feel free to tag the people involved and explain their role.

Remember some people do not share your background! Be sure to **add relevant information to ensure comprehension!**

Posting Content

Accuracy and Information Quality

Be accurate! If you make a mistake don't hide but update the page explaining the correction. This is especially important in the case of Twitter, where a post cannot be edited.


Similarly, **always check the validity and truth of statements that you publish or even repost** (e.g. via a retweet or Facebook share). Legally speaking, reposting is still seen as publishing, so care does need to be taken.

Posting Content

Finally, don't infringe copyrights nor GDPR

Don't put others' content online or images without their permission. If you're posting our images onto an external site, do check that you have permission to do so (the images may only be licensed to be used on the HCI accounts). In cases where you cannot find the owner of the original content, you should not use it.

Examples

 **The HCI group at Tallinn University**
Published by Hanna-Liisa Pender [?] · 17 hrs ·

The HCI master thesis projects were successfully defended last week! Time for introducing another one:

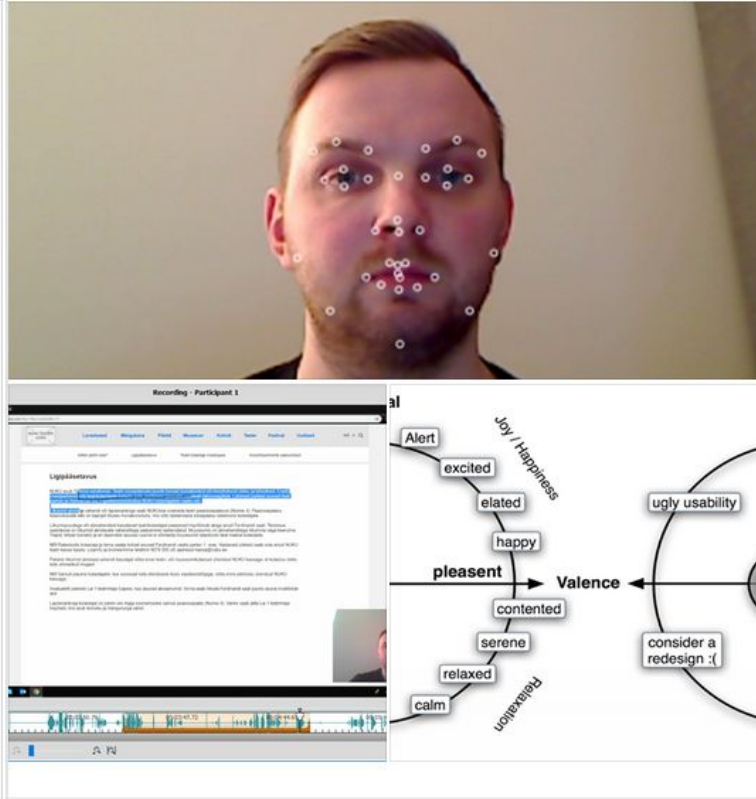
Liisa's thesis work was about enhancing usability evaluations by measuring facial expressions of the test participants.

Interaction designers always thrive towards building user-friendly systems, that would be easy to use and create a pleasant experience for all the users. This is often done by including the user in the design cycle, for example to evaluate a prototype or gather feedback about an existing system. This way, the designers can discover usability problems early on and improve the overall friendliness of the system.

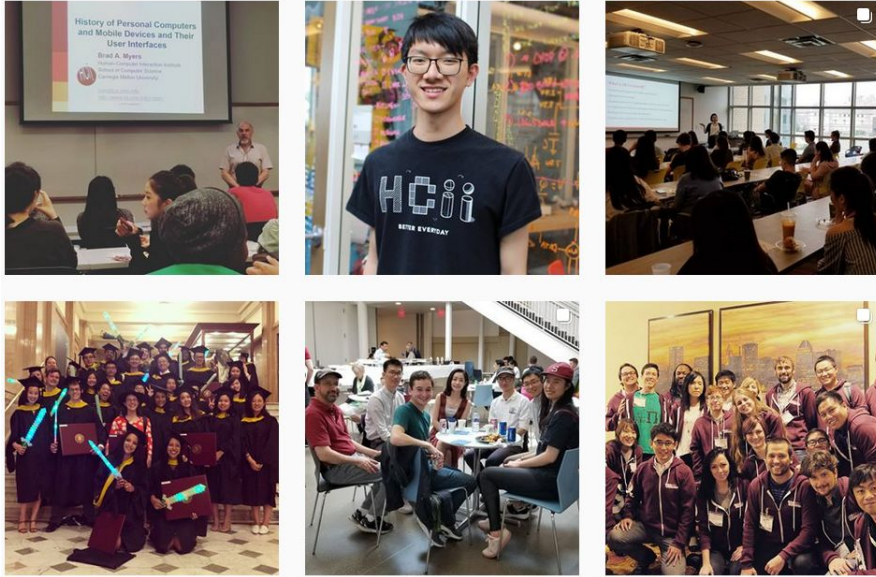
In addition to usability testing, user opinions are often gathered by conducting questionnaires, surveys or interviews. The problem is that all these methods are based on the self-reported answers of the user, which are inherently subjective. Fortunately, we can automatically detect facial expressions and emotions of the person interacting with a computer. This gives us an opportunity to gain more insight to how the user is feeling during the interaction.

Liisa's thesis investigated the differences between usability testing with a prototype and with a ready-made product with the aim to study how are the users affected by interacting with a lower-fidelity system. In order to analyze the differences and to investigate if the users are really reporting what they are feeling, this study utilized the measurement of facial expressions in addition to traditional usability testing methods.

The results showed that adding measures of emotion detection could enhance the traditional way of measuring usability because of the additional layer of insight to the users reactions towards a system. Measuring emotions was especially helpful in pin-pointing problem areas which brought out negative emotions. The comparison between a prototype and a ready-made product indicated no difference in assessed usability.



Examples



Instagram from HCl at CMU



Twitter from HCl Group Bremen

Examples



MIT MEDIA LAB

Sign in

Get started

Generation AI: Teaching a new kind of tech savvy



MIT Media Lab [Follow](#)
Jun 3 · 6 min read ★

By *Blakeley Hoffman*

In 2017, my colleagues in the Personal Robots group ran a study. Children, ages 6–10 years of age, were invited to the Media Lab to play with various smart devices (think: Amazon Alexa or Google Home). After the kids had an opportunity to play and interact with these devices, the researchers asked them each the following question: do you think the device is smarter, just as smart, or less smart than you? Here were the responses:

AGE	RESPONSE	ALEXA	GOOGLE
Younger (ages 3-4)	Smarter	20%	0%
	Neutral	20%	100%
	Not as Smart	60%	0%

Medium from MIT MediaLab

Twitter from HCI Group Bremen