

Online Presence and ISHA: A Short Guide

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As you may have noticed ISHA's online presence has been growing steadily over the past few years, mostly due to the efforts of my predecessors who have rigorously maintained ISHA on social media and designed a new website. As of this academic year ISHA has its own website (isha-international.org), in addition to a strong presence on different social media platforms such as Facebook (ISHA International), Twitter (@isha.inter) and since very recently Instagram ([isha.inter](https://www.instagram.com/isha.inter)). We hope that every single one of the sections or anyone connected to ISHA in one way or another and who is active on social media will like, share or comment on the posts/pictures to spread the word about ISHA International as far as possible. This might be something to think about for your own section as well, since representation on multiple platforms will draw different kinds of people to you.

Every weekend we are also looking for content from the sections to see what is going on with ISHA at a local level, so please feel free to inform the webmaster about any activities (preferably with pictures) that you have done or are planning to do since they will be featured on the website and social media on Saturday or Sunday. We are also keeping the ISHA International website up-to-date: with the latest news appearing there as well in blog form including call for papers, more information about the structure of ISHA and upcoming events, you can find past Carnival issues, merchandise and important documents like the Statutes and Standing Orders, etc. The website is a treasure trove in that it contains a lot of things you might need for your sections, so make sure you check them out. The current pictures are a little out of date, so we welcome any recent pictures so the visual aspect can also be updated and of course these will also be featured alongside older pictures on the Instagram account.

Yet, it is important to realise that when you are creating an online presence for your section - i. e. Facebook, Twitter, Instagram, website - it is important to realise what you can and cannot put online. Of course, this will seem quite straightforward for most of you, but since one of the goals for the past two years has been the academic improvement of ISHA's image, there are certain things you should not put online. Drunken pictures from local activities or international seminars are one important thing that should not appear in any shape or form in connection to any official ISHA account. Furthermore, make sure if you are posting something academic, like a call for papers or one for participants that the English makes sense. It is also important to make sure you are connected to as many other sections as possible so that you are updated on the things that are going on in other places and keep your own profile up to date as

well. A frequently updated and professional looking profile will make it easier for you and ISHA International to show that we are a serious organisation and possibly secure some funding as well in the process.