

Communicating Your Research Using Social Media:



Why bother with social media?

Keep your network informed (collaborators, people in your field, funders, editors)

Find new collaborators

Come up in web searches globally with what you work on

Share your work with a broader audience (science is for everyone!)

Social media has a global reach

What should you do?

Ask yourself: What do I want to say? (New update, setback, looking for something, published paper)

Ask yourself: Who do I want to say it to? (New students, patients, science fans, your network)

Ask yourself: Why would they want to listen? (Fun fact, new job, great paper)



Tips for success

Authenticity: Be who you are, not who you think you need to be

Consistency: Show up often, as it's hard to remember someone you met only once

Engagement: Respond to comments and questions to start a conversation

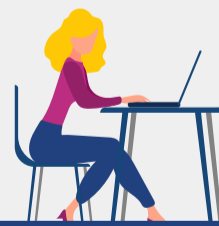
Build a community

Avoid pitfalls

Unethical or inaccurate content

One-way conversations (no engagement)

Too much self-promotion



Get help

Partnerships make it easier (influencers, aggregators, societies, journals, universities)

Talk to your university press release department

Tag journals when you post about your paper published in their journal