



Research Communication using Social Media

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Extract from the CERHI Short Course



Social Media

CONNECT

INTERACT

COLLABORATE





SHARE

CREATE

LEARN

Social Media & Research



- **Social media are web-based communication tools/platforms used to express or exchange information quickly, efficiently and in real-time.**
- Significance of Social Media to communicating research outcomes
 - ✓ **Need to communicate with academic and non academic audiences**
 - ✓ **Engage the public in your research**
 - ✓ **Demonstrate benefits of research**





Social Media

- **Forms of Social Media**

- Websites and applications dedicated to forums (fora), blogging, networking, bookmarking, curation and wikis

- **Famous examples of social media**

- Facebook, Twitter, Instagram, YouTube, Google+, Flickr, LinkedIn, WhatsApp , ResearchGate, Redit, Pinterest, Snapchat, Blogs, Snapchat, Mendeley, Publisher-specific networks etc.





Social Media

- Criticism of using social media to communicate research outcomes
 - **Privacy**
 - **Confidentiality**
 - **Authority and Quality**
 - **Information Overload**
 - **Time Consuming**

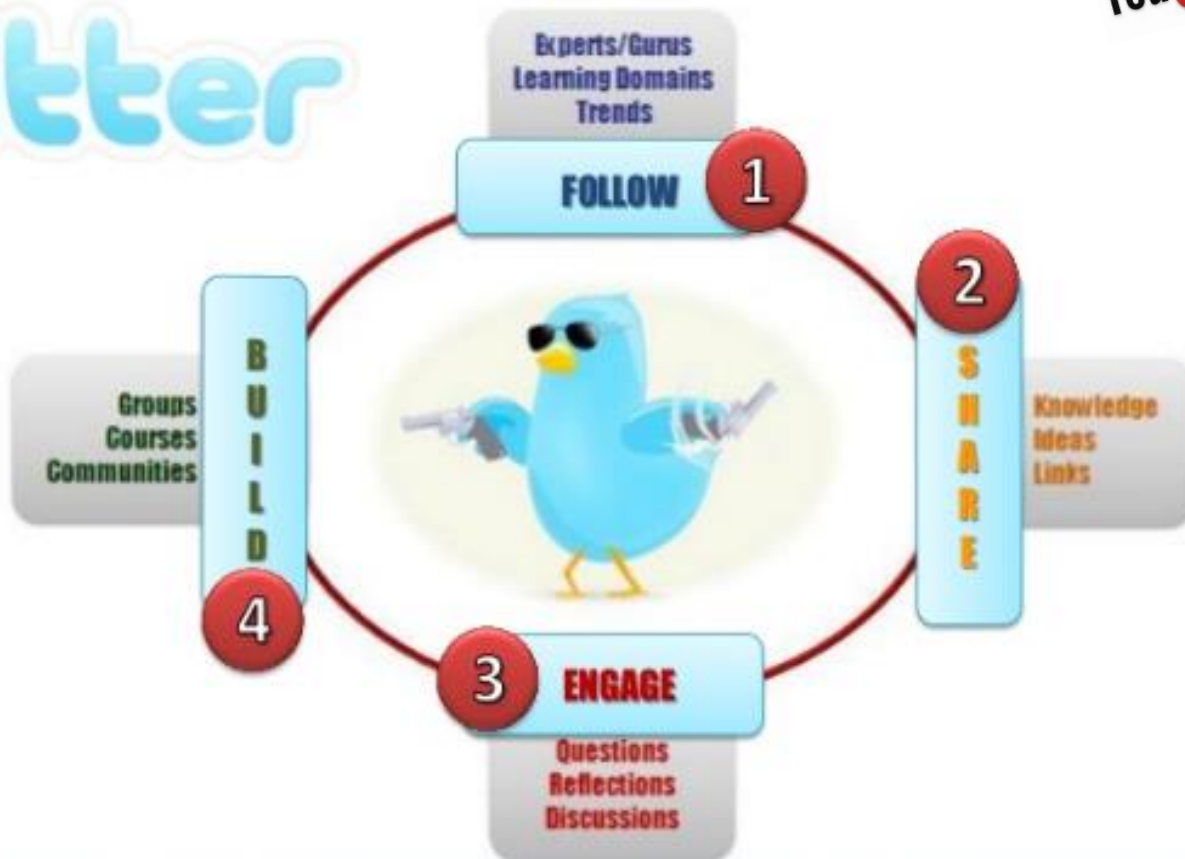




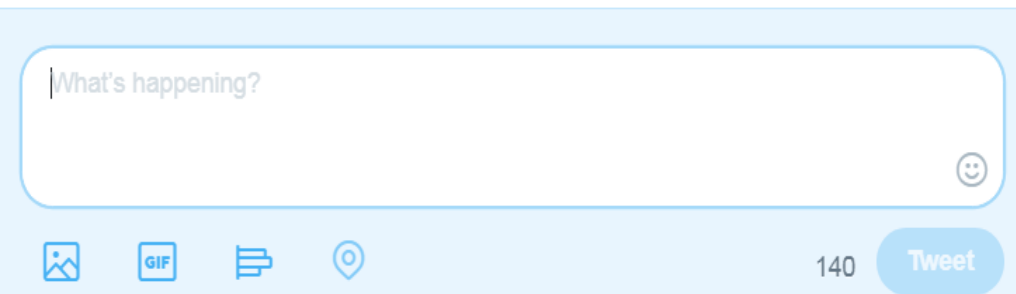
Twitter



twitter



Compose new Tweet



Use of Keywords

Use twitter **#Hashtags** to amplify sharing during research / event / activities

#MedEd – Medical Education

#EduTech – Education Technology



Facebook



www.facebook.com



Use Facebook Groups and Pages to Connect, Network and Collaborate



YouTube




www.youtube.com


YouTube is a free video sharing website that lets people upload, view, and share videos.



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-  Gaming

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Take home



- **Create and share documents**, images, audio, video, links of your research in creative ways to inspire more interest of target audience
- **Discover** latest research and trends in your research areas
- **Connect and collaborate** with other researchers, educators, professional organisations in your discipline around the world
- **Join groups** relevant to your research





Take home

- **Follow your colleagues** and noble authorities who have their presence on Social media
- **Follow hashtags** related to your research areas
- **Promote your research** with wider, more engaged audience in academia and beyond through practical advice and actionable strategies
- **Measure and quantify** research communication efforts for funders
- **Reach** your target goal





**THANK YOU
FOR
LISTENING!!!**



