



# SOCIAL MEDIA CONFERENCES

*Benefits & Tips*

## Why is it valuable to present research through social media?

### IT DEVELOPS WRITING SKILLS.

Social media necessitates clarity and conciseness: identifying and including the most necessary, appealing aspects of your research and removing exclusionary jargon. By streamlining your findings, you'll improve your writing abilities for future work.

### IT BUILDS A NEW FRAMEWORK.

Social media prompts you to rethink your research within the framework of storytelling. To engage with a wide audience, you'll think more about the meanings, implications, and themes of your findings—and avoid losing these in a slew of numbers and technical terms.

### IT PROMOTES KNOWLEDGE TRANSLATION.

Knowledge is meant to be shared. Through social media, you can share your findings with those most affected by your research. You can meaningfully contribute to your field *and* society by making your work accessible to everyone—not just academics.

# EFFECTIVE RESEARCH STORYTELLING

Sharing your research on social media is an exercise in connecting with lots of people—*fast!* With so few characters, how can you make your work appeal to a wide audience?

Time to think like a protagonist! Try breaking your research adventure down into these narrative guideposts. Pick the most noteworthy elements for your final draft.

## 1. INTRODUCTION.

Why is the issue your research addresses important? What gaps in the discussion did you want your research to fill? What experiences or injustices motivated your research? What assumptions shaped it?



## 2. RISING ACTION.

What did your adventure look like? How did you acquire, vet, and interpret your information? What snags and setbacks did you need to solve along the way?

## 3. CLIMAX.

What are your findings? What "battle" preceded your big breakthrough? What are your most impactful conclusions? What surprised or intrigued you?



## 4. FALLING ACTION

How do your findings contribute to the discussion? What implications do your findings have for policy, practice, and further research? What questions remain?

# MAKING THE MOST OF THE PLATFORM: 4 KEY STEPS TO SUCCESSFUL RESEARCH POSTS

## 1. VISUALIZE.

Help your audience understand, remember, and connect to your work with photos, videos, graphs, colour-coding, highlights... The possibilities are endless!

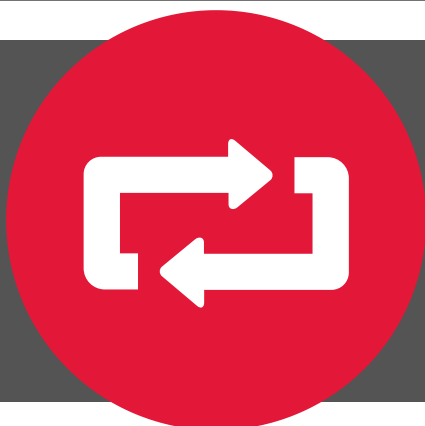


## 2. HUMANIZE.

Build engagement and rapport with your audience by sharing thoughts, feelings, and quips. Tell them what you researched *and* tell them who you are!

## 3. AMPLIFY.

Help your work get seen by using hashtags and tagging relevant profiles. Others' comments and retweets help too—so remember to return the favour!



## 4. REPEAT.

There's no shame in self-promotion! Retweet your work, share it on different platforms, re-tell it in articles and job interviews... You deserve the hype!

# RESOURCES

## Canva

An online designer for creating Instagram posts, infographics, logos, and more!

## OpenShot Video Editor

A free, open-source video editor with all the major tools.

## GIPHY

GIPHY trims, captions, and gif-ifies videos. What's social media without memes?

# SOURCES

(PSST... THEY'RE LINKS!)

Twitter and Your Research Program:  
Tweeting Your Publications  
Scientist Sees Squirrel

How Grad Students Can Effectively  
Tell Their Research Story  
University Affairs

## FURTHER READING

2018 Twitter Conference  
The War Through Other Stuff Society

FAQ: The Whats and Hows of a  
Twitter Conference  
Public Archaeology Conference

Why We Scientists Do Instagram  
From the Lab Bench

10 Ways to Use Social Media to Get  
Your Research Noticed  
Times Higher Education

Huron



Centre for Undergraduate  
Research Learning