How to share your research through Social Media

Background

• With a growing population existing online, social media can either be a friend or a foe in communicating information. Favorably, scientists are increasingly integrating social media sharing to strengthen scholarly communication. Source

• Research needs to be narrated into digestible and engaging forms for effective dissemination on one or more social platforms. Source

• An intriguing and relevant “hook” is essential when crafting a good social media post to capture the attention of audiences.

How to construct a convincing social media post?

Audiences on social media consist of scholars from various disciplines, news media, and public. To interest this vast readership, postings should align with the “Big Why” (trending news and ultimate impact) as well as highlight the “Why” (issues to be solved) of the research and present the message in forms preferred by the target audience and channel.
Platform-based Storytelling Best Practices

Selection criteria relies heavily on the format of content and nature of targeted audience

Real-time engagement platform to share quick information or thoughts through microblogging approach

Ideal platform for highly visual-based sharing in forms of images, 1-minute videos or 15-second stories

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