

# How to share your research through Social Media

## Background

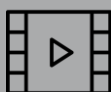
- With a growing population existing online, social media can either be a friend or a foe in communicating information. Favorably, scientists are increasingly integrating social media sharing to strengthen scholarly communication. [Source](#)
- Research needs to be narrated into digestible and engaging 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.



Image



Video



Podcast



Hashtag



Case study of  
**Research Visibility**  
by ies Research Consulting

# 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



**ies Research Consulting** @iesAsia · Nov 13

Researchers are now sharing the potential reduction of greenhouse gases by adopting an integrated waste management system. [#wastemanagement](#) [#climatechange](#)

Click here for research highlight: [link.growkudos.com/1dynw9jn85c](https://link.growkudos.com/1dynw9jn85c)



Waste Management and 8 others

Source : [ies Research Consulting](#)



Instagram

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



**nature.research**



**nature.research** What makes spider silk so strong? Researchers in Germany recently discovered that the amino acid methionine plays an important role. Reporting in Nature Communications (doi.org/10.1038/s41467-019-12365-5), they found that the side chains of methionine help create tight connections between spider silk proteins.

This image shows the chemical structure of methionine and the crystal structure of spider silk (a spider silk protein) with its methionine side chains represented as red and orange sticks, superimposed in front of a spiderweb. Read more about super strong spider silk in this Behind the Paper post on the Nature Research Chemistry Community: [go.nature.com/2IE181d](https://go.nature.com/2IE181d) (link in bio).

Image credit: Hannes Neuweiler (chemical structures) and Pixabay (spiderweb).

[#spiderweb](#) [#spidersilk](#) [#arachnids](#) [#instagram](#) [#chemistry](#) [#biochemistry](#) [#protein](#) [#aminoacid](#) [#methionine](#)



Source : [Nature Research](#)



Facebook

**Multi-purposed** platform for sharing and exchanging stories with the **largest global user base**

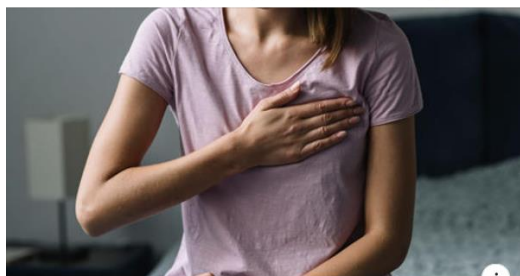


**University of Malaya Research**

9 November at 09:00 · 🌐

2.1 million women fall prey to breast cancer each year which becomes the leading cause of cancer-related deaths among them. By leveraging computational chemistry to design new drugs, researchers have identified the potential of benzimidazole derivatives in inhibiting cancer among BRCA-2 deficient patients. [#breastcancer](#) [#cancertreatment](#)

Click here for research highlights: <https://link.growkudos.com/1dyvg1wn5kw>



LINK.CREATEDACARD.ME

**Benzimidazole derivatives as potential cancer inhibitors**

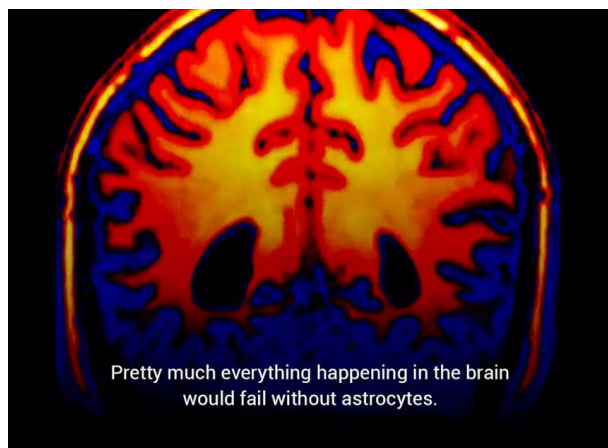
[Learn More](#)

Source : [University of Malaya Research](#)



YouTube

**Largest video hosting** platform for presenting stories through recorded or animated videos of any length



Pretty much everything happening in the brain would fail without astrocytes.

[#science](#) [#neuroscience](#) [#neurons](#)

Where does long-term memory come from?

Source : [Where does long term memory come from?](#)

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