

# Making research connections with social media

*Colombo, 3<sup>rd</sup> and 4<sup>th</sup> March 2015*

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# Why use social media to share published research? (part 1)

- More informal way of communicating
- Rapid response
- Enables people to comment on and share research
- Reveals research that people might not find otherwise



# Why use social media to share published research? (part 2)

- Connects with people around the world
- Demonstrates research impact in a new way  
(new metrics look at social media engagement)
- Other researchers are doing it
- It's easy



# How do you get started?

- Set up an account – e.g. with twitter.com, www.facebook.com, linkedin.com
- They can be linked together so that Twitter automatically populates Facebook and LinkedIn
- (There are other social media channels. You probably can't do all of them so best to focus on one or two)



# How do you use it? (part 1)

- Tweets can be up to 140 characters in length (including links)
- Some journals ask authors to do tweetable abstracts or titles (very short summaries of their work that can be tweeted)
- Include a web link/DOI to your paper
- Include Twitter names of relevant people
- Follow relevant people



# How do you use it? (part 2)

- Use hashtags, especially of popular search topics
- Tie in hashtags with other things going on in social media (e.g. World Wildlife Day)
- Facebook is very similar, except that it doesn't have the character limit. Facebook is particularly effective for gaining engagement if you are sharing photos



# How do you use it? (part 3)

- Be consistent about what you tweet about
- Keep your institution, potential collaborators, other researchers in your field etc. informed about what you are doing by tweeting things to them
- Keep @INASPinfo informed about what you are doing so that we can retweet



# Monitor social media activity

- Some journals platforms track social media engagement
- You can also begin tracking analytics.twitter.com when you set up an account
- On Facebook, you can track the traffic and engagement using the 'Insight' tab



Thank you

Any questions?



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