Time Required

- 1 hr. to 1 hr. and 15 min.

Activity Description

PowerPoint presentation with speaker notes. This session covers a lot of ground in the realm of social media. It begins with a definition and introduction to social media, including an explanation of the role social media plays in communicating about research and policy. The presentation then covers basic information about three key social media platforms: Facebook, Twitter, and LinkedIn. The final section of the presentation covers best practices and etiquette for professional engagement on social media, as well as tips about how to become an influential participant on social media.

Depending on the participant group, you may want to skip the sections that cover user basics of Facebook, Twitter, and LinkedIn. The presentation is formatted such that you should be able to easily hide one or more of those sections, depending on your preference.

There are a few questions for discussion embedded in this presentation; as a presenter, you are encouraged to engage with the audience and ask questions periodically, such as asking for additional examples from participant experience.

Many people are active on social media these days, and some elements of the presentation might seem basic. However, many participants have learned social media skills “by doing,” rather than through a formal introduction to how to use the platforms, so it can be very helpful to quickly run through the basics. In addition, just because an individual is active on social media in a personal way doesn’t mean they can automatically translate those skills to building a professional profile and gathering a large following. This presentation focuses on those elements in particular.
Many of the examples come from PRB’s social media accounts. You may want to adapt these examples to your own organization, if you have an active social media presence. Depending on the technology available, you can also consider bringing up live Facebook, Twitter, and LinkedIn pages, instead of relying on the screen shots embedded in the PowerPoint slides.

Key Learning Concept(s)
- Why social media is valuable in communicating about research and policy.
- Basic skills for navigating Facebook, Twitter, and LinkedIn.
- Social media best practices and etiquette.
- Common strategies for generating a professional following on social media.

Materials Needed
- Laptop and projector

Associated Exercises
- Communicating Through Social Media (SM2E)
- Social Media in Practice (SMS2D)

Required Preparation
- None