COMMUNICATING RESEARCH THROUGH SOCIAL MEDIA (SM2E)

Module
Communicating Research Through Social Media

Format
Exercise

Purpose
This exercise contributes to the module learning objectives by asking participants to apply what they have learned by crafting research messages appropriate for social media.

Time Required
- 30 min. (or assign as homework)

Activity Description
In this individual exercise, participants apply what they have learned through the presentation, Social Media for Research and Policy (SM1L), by crafting messages for social media. The worksheet asks participants to create one Facebook post and three Tweets. They can certainly create more!

The Facebook post and at least one Tweet should include research. Participants who are not researchers may find it helpful to refer back to the Finding the Evidence exercise (SC4A), and the timely research on their topic that they identified on that worksheet. Many participants are likely already comfortable crafting general and personal social media messages; for that reason, this exercise specifies that the messages should include research so that participants practice working with a new type of content.

If you’d like to make the exercise more engaging, you can challenge participants to create Twitter profiles if they don’t already have them, and to share these messages on Twitter over a given time period (such as one to three days). The facilitator can monitor each profile to determine who garners the most engagement on Twitter during that time by measuring new followers, likes, retweets, mentions, and comments.

You may also want to consider the timing of this exercise and when it will fit best within your workshop. If participants will be completing the rest of the Communicating Research Through Social Media module about academic blogging (Sessions SM3L and SM4E), you may want to assign this exercise in conjunction with the blog post assignment. In this way, the Facebook post and three Tweets would serve to disseminate and share the content of the blog post.
Key Learning Concept(s)

- How to select appropriate content for Facebook and Twitter messages.
- How to convey research through a social media platform.

Materials Needed

- None

Associated Exercises

- Social Media for Research and Policy (SM1L)
- Academic Blogging (SM3L)
- Writing an Academic Blog (SM4E)

Required Preparation

- None