GIVE AND RECEIVE FEEDBACK ON BLOGS AND SOCIAL MEDIA MESSAGES (SMS1G)

Module
Communicating Research Through Social Media (SM)

Format
Small group discussion

Purpose
This activity contributes to the module learning objectives by asking participants to evaluate and provide feedback on the academic blog posts and social media messages drafted by their fellow participants.

Time Required
- 1 hr.

Working Group Description
Participants are grouped into Working Groups of 3-5 participants based on their research or advocacy topics. Throughout the series of Working Group sessions, participants are asked to apply the concepts and skills taught in the workshop to their own research or data on their topic.

Activity Description
This Working Group session asks participants to give feedback on the academic blog posts and social media messages of their group members.

After workshop participants complete and turn in their draft academic blogs and/or social media messages for Facebook and Twitter (Sessions SM4A and SM2E), assign each member of the group to review and comment on another participant’s work. You can either break people into pairs to review each other’s work, or assign in a circular fashion if you have an odd number (Participant A reviews Participant B; Participant B reviews Participant C; and Participant C reviews Participant A). During the session, each person provides feedback on the assignments they reviewed; the rest of the group listens and provides input and clarification if needed. The facilitator for the group should review all assignments and provide any feedback needed in addition to the participant reviewer.
Encourage participants to provide their feedback in a constructive manner. This includes commenting on both positive and negative aspects of the work, and providing suggestions for how to go about improving aspects that need additional work.

**Key Learning Concept(s)**

- Selecting appropriate content and messages for the platform (blog, Facebook, Twitter).
- Writing in a conversational style.

**Materials Needed**

- None

**Associated Exercises**

- Writing an Academic Blog (SM4A)
- Communicating Research Through Social Media (SM2E)