

Top tips for using social media to increase research engagement

In today's digital landscape, social media can be a really valuable tool for building research reputation and engagement. Good social media that effectively targets and engages the right people can lead to not only greater engagement with your work but the opportunity to build valuable research relationships.

If your audience includes academics, policy makers, business, government, NGOs or charities, one of the best ways of reaching them is via Twitter.

Whether you are an experienced Twitter user, or are just starting out, here are some useful tips to gain maximum impact from this powerful channel.



Top Tips:

- 1 Know your target audience – use the social media channels they are using.
- 2 Create content that is interesting and relevant to your target audience.
- 3 Don't use complicated language, jargon or acronyms.
- 4 Use short, catchy content to capture the interest of your audience.
- 5 Adding relevant images, videos and gifs to your tweets can help your content stand out.
- 6 Get to know Twitter and build up your engagement and following before targeting influencers by using free tools such as [Followerwonk](#) and [Twitonomy](#).
- 7 Follow influencers and be part of their (relevant) Twitter conversations. Use hashtags they are using, note the tweets they like and accounts they *@mention*.
- 8 Only *@mention* an influencer if you are sure your tweet will interest them.

Innovation, Impact and Business support

How we can support you:

- 1 Providing individual and group advice on the best ways of using Twitter to influence and drive engagement.
- 2 Directing you to some of the University's most influential academic Twitter accounts so you can learn from them.
- 3 Giving you access to Twitter lists of University academics and research accounts so you can help boost the tweets of colleagues.
- 4 Helping you understand your Twitter analytics.
- 5 Amplifying your tweets on institutional accounts.

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