



Knowledge Translation  
AUSTRALIA

# Social Media Workshop



## The Connected Academic

*Be Seen.  
Be Heard.  
Be Known*

Master your professional use of social media as a researcher or research team.



### TWITTER

Terminology used in Twitter.  
Set up and perfect your profile.  
Understand how to use Twitter effectively.  
Use of social tools for Tweeting efficiency.



### LINKEDIN

Sign up and setting up your LinkedIn profile.  
Adding positions, publications and skills.  
Sharing content.  
Developing strategic connections.  
Advanced LinkedIn skills



### RESEARCHGATE

How to use ResearchGate effectively.  
Setting up profile and importing your publications.  
Discovering other research publications



### STRATEGY

Develop your social media strategy.  
Plan for content sharing.  
Understand how to curate valuable content with little time.  
Tools for better social media use.

## Why should researchers use social media

There is increasing evidence that shows social media as beneficial to researchers in four ways. Firstly, studies have found that highly Tweeted peer-review publications are cited up to 20 times more. Secondly, social media provides a platform to broaden your audience and connect with decision makers. Thirdly, you have control over your own message about your research findings and you can easily see who is accessing your work and how it is being used and shared. Finally, there are increased benefits to crowdfunding campaigns with a solid social media presence, something that assists in increasing the chances of being funded.

## What you will get

- A full day of new and exciting content
- A workbook/manual to help you
- Professional instruction
- Set up, practice using and feedback on your social media channels
- Follow up coaching session for final implementation
- Certificate of completion

## What you will do

- Implement learning on the go.
- Set up and tailor your profile on three social media platforms.
- Understand social media terminology and techniques.
- Learn how to use each of the platforms and for what purpose you would use them.
- Develop your social media strategy and leave with a plan.

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## Schedule

8.45 - 9.00am	WELCOME AND REGISTRATION
9.00 - 9.30am	BACKGROUND TO VALUE OF SOCIAL MEDIA AND TOOLS AVAILABLE
9.30 - 11.00am	TWITTER - SET UP, PROFILE DEVELOPMENT, TERMINOLOGY, ETIQUETTE, HOW TO USE EFFECTIVELY
11.00 - 11.15am	MORNING TEA
11.15 - 1.00pm	LINKEDIN - SET UP PROFILE, REFINE BIO, LIST RELEVANT SKILLS AND EXPERIENCE,
1.00 - 1.45pm	LUNCH
1.45 - 2.45pm	RESEARCH GATE - PROFILE DEVELOPMENT AND HOW TO GET THE MOST OUT OF IT
2.45 - 3.00pm	AFTERNOON TEA
3.00 - 4.30pm	STRATEGY DEVELOPMENT & CONTENT CURATION
4.30 - 5.00pm	Q & A AND WRAP UP

For further information and testimonials please visit our [www.ktaustralia.com](http://www.ktaustralia.com)