# **Work Sheet**

The audiences identified in Module 3 that I would like to engage with my research findings are:

* 1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# Part 1: Context: Social Media as Communication Tools

List which audiences are on the common social media networks below:

|  |  |  |
| --- | --- | --- |
| Audience  (from list above) | Social Media Network (choose 1-2 to start) | User Names |
| 1. | 🞏 Twitter 🞏 Facebook 🞏 YouTube 🞏 LinkedIn 🞏 Instagram |  |
| 2. | 🞏 Twitter 🞏 Facebook 🞏 YouTube 🞏 LinkedIn 🞏 Instagram |  |
| 3. | 🞏 Twitter 🞏 Facebook 🞏 YouTube 🞏 LinkedIn 🞏 Instagram |  |
| 4. | 🞏 Twitter 🞏 Facebook 🞏 YouTube 🞏 LinkedIn 🞏 Instagram |  |

Which social media tool did the quiz determine you should use to begin sharing your research? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Find and document your existing online content and online identity

Step 1: Go to google.ca and search for your name in quotes i.e. “Javier Kingston”.

Step 2: Note what you find below:

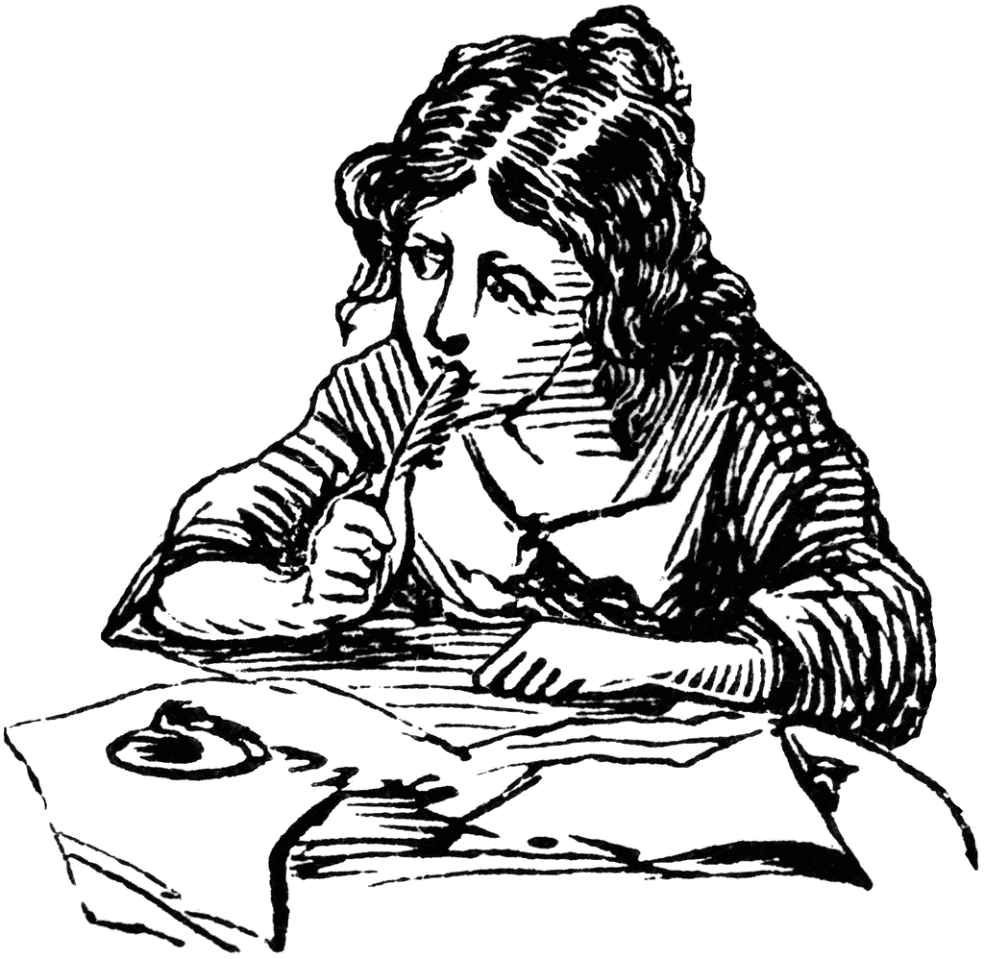
* My online user names (if any): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Professional information: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* Out of date information: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Write the biography for your research group/lab Twitter account. Remember, don’t go over 160 characters ( including spaces).

Examples:

* *A writer/editor, knowledge mobilization* [*#****KMb***](https://twitter.com/search?q=)*, translation & exchange specialist* [*#****KTE***](https://twitter.com/search?q=)*, & social media enthusiast who loves to indulge in knitterly obsessions.*
* *The KW Awesome Foundation is a small group of investors dedicated to bringing awesome projects and ideas to life. Have an awesome idea? Apply for a $1000 grant!*
* *SSHRC President / Président du CRSH* [*sshrc-crsh.gc.ca*](http://t.co/gsTPCp75YH)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# Part 2: Your Social Media Strategy

## Part 2b Quiz 1: Is your research funded by a Tri-agency funder?

Add social media user names of any funders below and add them to your audiences.

|  |  |
| --- | --- |
| **Social Media Network** | **Funder User Names** |
| 🞏 Twitter 🞏 Facebook 🞏 YouTube 🞏 LinkedIn 🞏 Instagram |  |
| 🞏 Twitter 🞏 Facebook 🞏 YouTube 🞏 LinkedIn 🞏 Instagram |  |
| 🞏 Twitter 🞏 Facebook 🞏 YouTube 🞏 LinkedIn 🞏 Instagram |  |
| 🞏 Twitter 🞏 Facebook 🞏 YouTube 🞏 LinkedIn 🞏 Instagram |  |

## Part 2b Quiz 2: Do you have any institutional social media supports?

Add social media user names of any institutional social media supports below and add them to your audiences.

|  |  |
| --- | --- |
| **Social Media Network** | **Institution/University User Names** |
| 🞏 Twitter 🞏 Facebook 🞏 YouTube 🞏 LinkedIn 🞏 Instagram |  |
| 🞏 Twitter 🞏 Facebook 🞏 YouTube 🞏 LinkedIn 🞏 Instagram |  |
| 🞏 Twitter 🞏 Facebook 🞏 YouTube 🞏 LinkedIn 🞏 Instagram |  |
| **Social Media Network** | **Faculty, Department or Research Groups User Names** |
| 🞏 Twitter 🞏 Facebook 🞏 YouTube 🞏 LinkedIn 🞏 Instagram |  |
| 🞏 Twitter 🞏 Facebook 🞏 YouTube 🞏 LinkedIn 🞏 Instagram |  |
| 🞏 Twitter 🞏 Facebook 🞏 YouTube 🞏 LinkedIn 🞏 Instagram |  |
| **Social Media Network** | **Researcher Colleagues User Names** |
| 🞏 Twitter 🞏 Facebook 🞏 YouTube 🞏 LinkedIn 🞏 Instagram |  |
| 🞏 Twitter 🞏 Facebook 🞏 YouTube 🞏 LinkedIn 🞏 Instagram |  |

## Part 2d: Completing your Social Media Strategy

1. Articulate who you are: The Twitter biography your created in Part 1 articulates who you are on social media.
2. Identify your audience: good news, you have already completed this step.
3. Set a goal, determining how to measure success of that goal and outline tactics to achieve that goal. These final three elements of your strategy are outlined in the framework below, with examples given. Add your own examples to populate your social media strategy.

|  |  |  |
| --- | --- | --- |
| **Goal** | **Tactic** | **Measurement** |
| Increase individual brand awareness – the brand is you and your research. | Use Twitter to share 2 papers a week. | # of retweets, # of shares, # of tweets |
| Increase individual brand awareness – the brand is you and your research. | Share 1 photos of my research team in the field on Instagram per month. | # of engagements, # of new followers. |
| Drive traffic to our content – help people on social media find your papers and other research outputs. | Share one paper from my institutional repository per month on Twitter, tagging people involved in the research & funders. Use a hashtag. | # of downloads of paper, # of engagements, # of retweets. |
|  |  |  |
|  |  |  |

To begin formulating your specific social media plan, complete Part 2e Exercise: Documenting your Digital Content.

# Part 3: Best Practices of Common Social Media Platforms

To finish creating your social media plan, complete [Part 3i Exercise: Get Ready to Share your Digital Content](#_Toc81329676)

#### Social Media Content Worksheet

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Part 2e Exercise: Documenting your Digital Content** | | | | | **Part3i Exercise: Get Ready to Share your Digital Content** | | | | | |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| Research Output | Location (URL) | Type of output | Does it have an image? | Location (file or URL) | Social Media to post on: | Related Twitter users | Audience | Related hashtag(s) | Tweet text | Date to post |
| Example: An examination of how rainbows have been anthropomorphized between 1960 – 1995. | Journal website (www.doi.org/1234z) | Full paper published in Frontiers in Psychology | Yes, Visual abstract | On desktop rainbows\_abstract.jpg | Twitter account @DrSociology | @Jay334  @Priya734  @FrontPsychol | Funders: @SSHRC\_CRSH  Institution: @LaurierResearch | #rainbow ~~#nature #weather~~  #sociology  #univresearch  #GetVaxxed | Proud of my @DrSociology lab members @LaurierGrad @Jay334 and @Priya734 for their work on our new paper about rainbows, published in @FrontPsychol bitly.com/234TT #rainbow #sociology @SSHRC\_CRSH @LaurierResearch | Sept 23, 2022 |
|  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |