

Science Communication Academy: Social Media Plan Activity Sheet

Objective: Begin to develop a social media strategy to share your research and academic life.

Social Media Plan: Imagine you are rolling out the findings of your research online. Develop a social media plan for what information you will share and on what sites.

List some social media outlets you are comfortable using. The examples below will help get you started:

Non-Academic Social Media Outlets:

- Facebook
- X (Twitter)
- LinkedIn
- YouTube
- Instagram
- TikTok

Academic Outlets:

- Google Scholar
- ORCID
- Academia.edu
- ResearchGate

When developing a social media plan consider:

- What are your goals? What do you want to accomplish?
- Do you have metrics or contractual things to meet for grants?
- Think about what your target audience is and what their online needs are.
- Do research—what content should you be posting and how often?

After answering these questions, think more specifically about your plan of action.

- What information do you want to share about your research?
- What sites are you going to post on?
- For each site, what do you want to focus on? What will you change by site?
- Does your purpose and audience change by site? If so, how?
- Are you making an individual post by site or will there be a series?
- If you choose a series, what order will things progress in?
- If you choose a single post, how will you ensure they get all the information you want them to have without overwhelming them?

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With these questions in mind, create a calendar and pencil things in to tell you what content you need to post, so you know what to capture—then look at platforms and think about consistency. It is easy to overwhelm your audience, and it takes time to do things well. Beginning with 1-2 platforms and building from there is a great way to start.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

Additional tips:

- Leave room for organic content. These are things your audience would find interesting that happen during the day-to-day of conducting research.
- Find natural ways to tag other groups—leverage these interactions for more eyes on your content.
- Utilize free services when you're just getting started to give you an idea on what you should be posting and how often—metabusiness scheduler.

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