Reach Your Online Community!

CREATE AN ACCOUNT

The platforms with the greatest reach are Facebook, Twitter, and LinkedIn. Try them and choose the one you’re most comfortable with.

CUSTOMIZE

Use your real name, a photo of yourself, and list your research subjects to distinguish your profile from others. This also helps other researchers find you.

FOLLOW OTHERS

Find people and organizations that focus on your interests and field of work. You’ll soon have a group of people to share the latest news and information with!

INTERACT WITH YOUR COMMUNITY

Engage with people and use your account(s) to build fruitful relationships with fellow scholars.

POST REGULARLY

If you maintain conversations with others, you’ll gain followers and recognition, opening you up to new interactions and opportunities.

PROMOTE YOURSELF

Use your DOI to share your research and encourage people to read your work.

USE KEYWORDS AND HASHTAGS

Using a hashtag when posting will index the selected word, making it searchable by other social media users.

Why Should I Join Social Media?

- Connect with academics and peers in your field
- Interact with scholars around the world
- Find new areas of research related to your interests
- Share your work with researchers
- Increase the impact of your work in real time

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