Social Media Communication

Ricardo Soares • Polytechnic of Porto

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Why Use Social Media?

- Share and promote your academic work

- Connect with other professionals

- Make your research more accessible
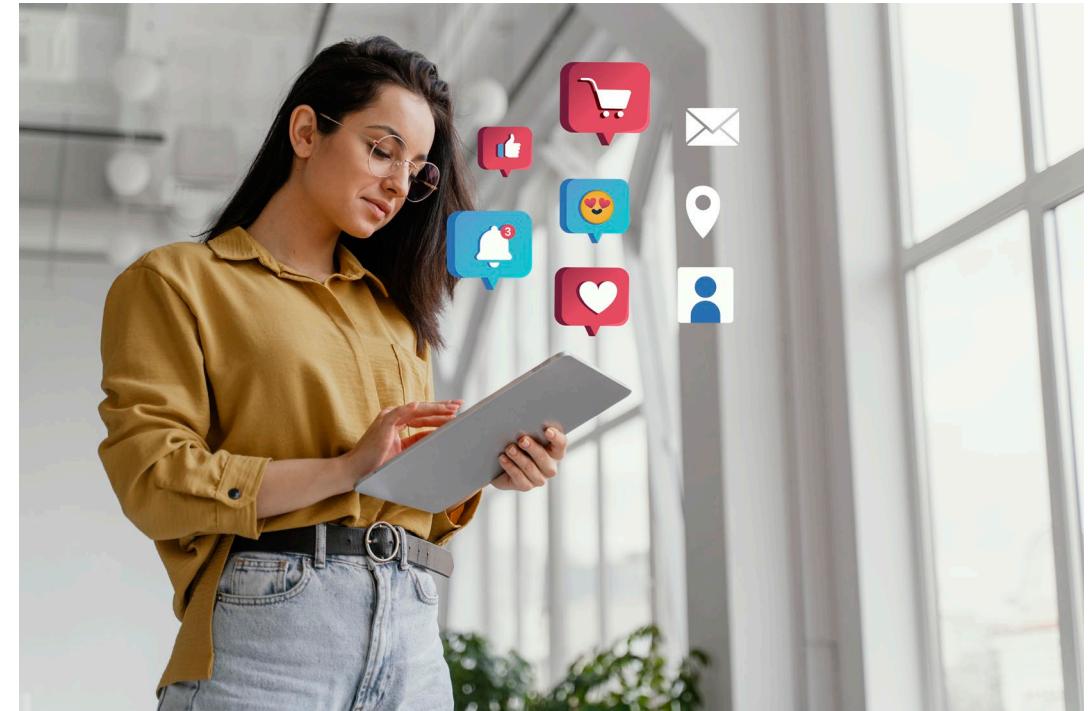
Understanding Social Media
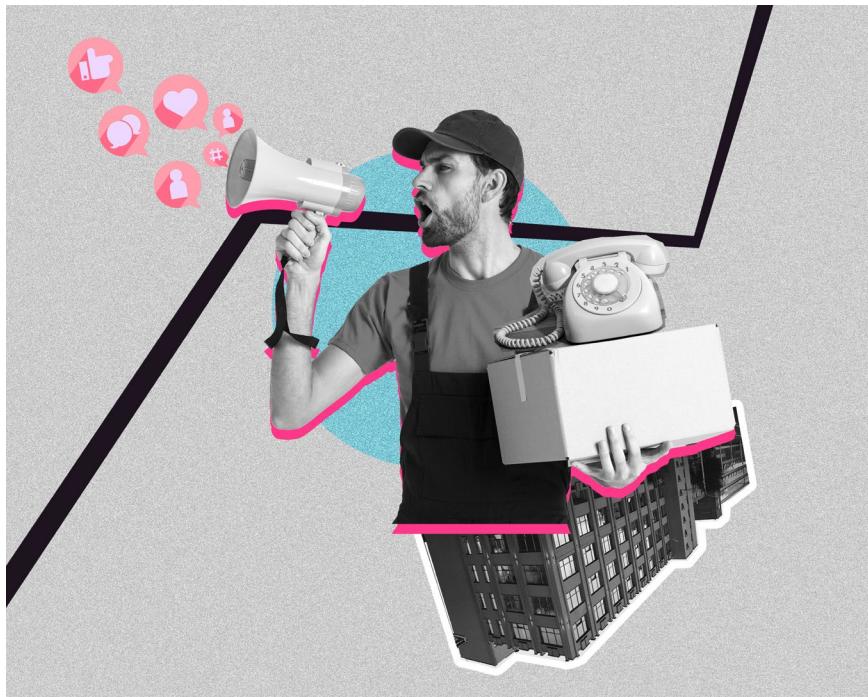
- Platforms for creating, sharing, and engaging

- Real-time communication and feedback

- Expand the reach of your research

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Why Should Academics Use Social Media?

- Dissemination of research

- Networking and collaboration

- Public engagement and impact

- Building an academic brand
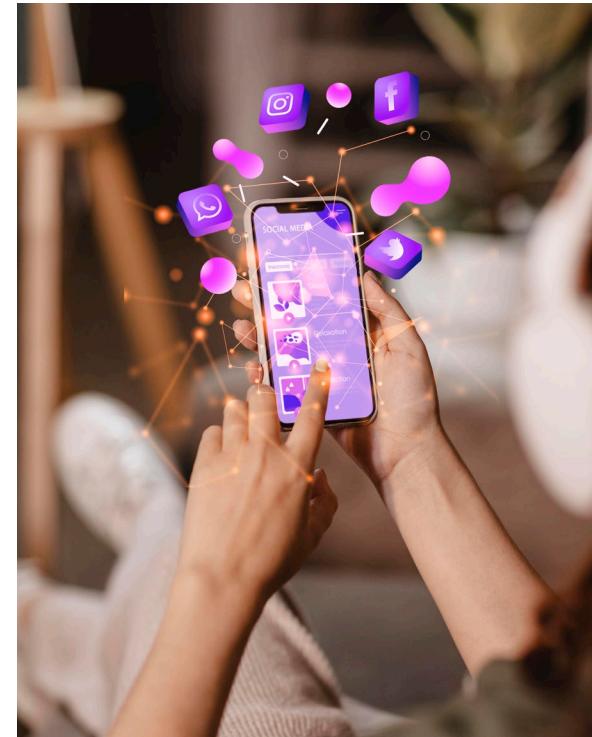
Choosing the Right Platform
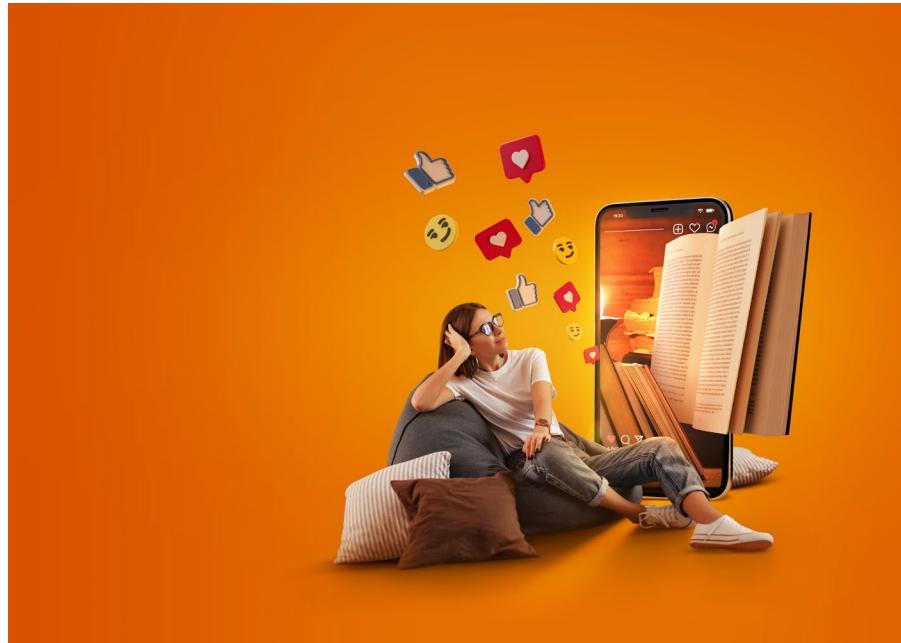
LinkedIn: Professional networking and publication sharing

Facebook: Community building and longer content sharing

Instagram: Visual storytelling and personal branding

LinkedIn for Academics

- Share articles and thought pieces

- Join academic groups

- Find collaborators, funding, and career

  opportunities

Facebook for Academics
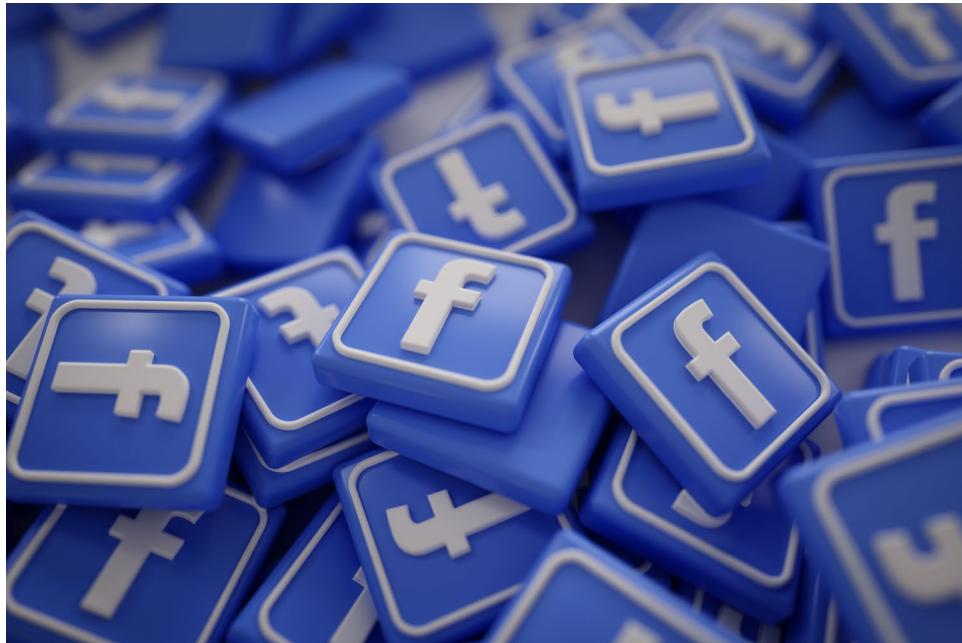
- Join or create groups

- Share articles and event promotions

- Build community connections

Instagram for Academics

- Share visuals: charts, fieldwork photos

- Use Stories and Reels for updates and tips

- Humanize your research journey

Where Should You Share Your Work?

LinkedIn: Professional updates and publications

Facebook: Community engagement and discussions

Instagram: Personal branding and visual content

Tip: Combine platforms for a balanced strategy

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Conclusion

- Engage, not just post;

- Build relationships;

- Share knowledge widely;

- **Your research deserves to be seen!**
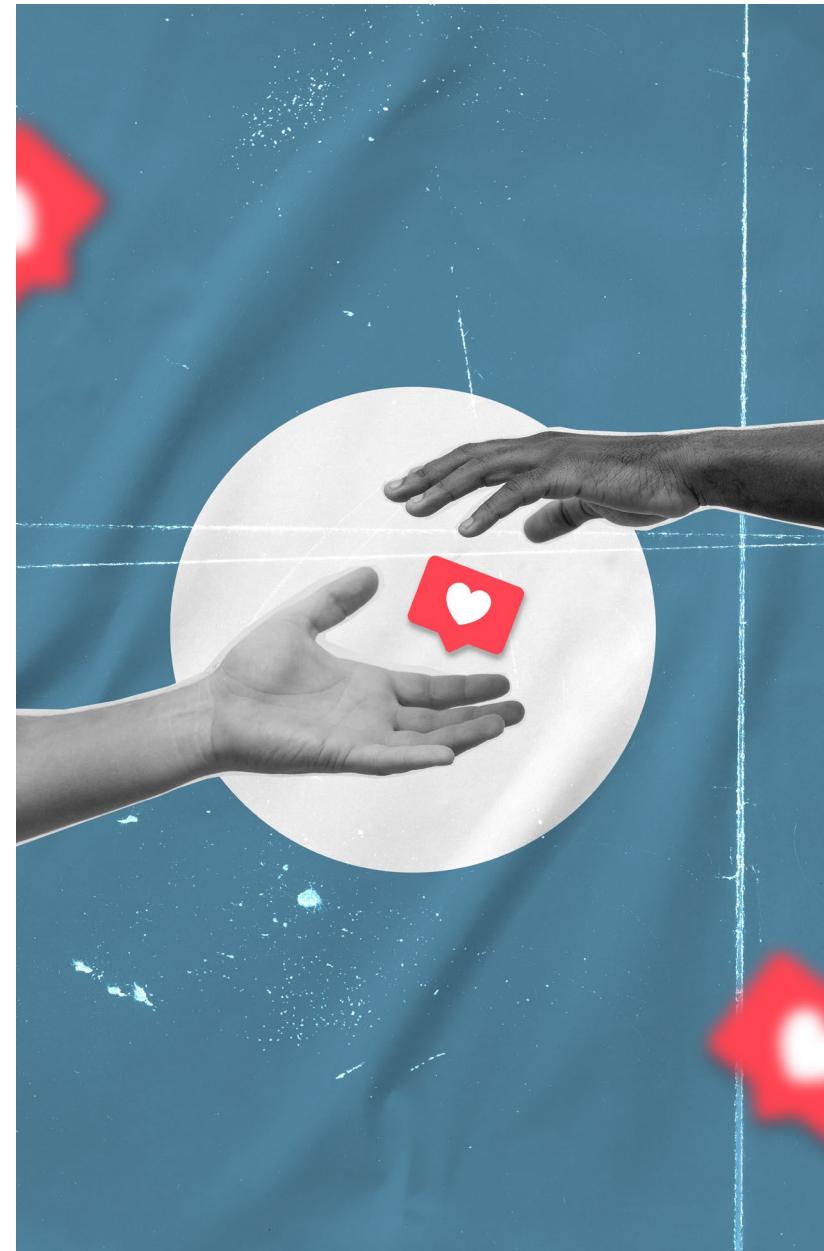
Thank You!

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Please check the following tools for further information:

CARPE Website
(general project information & training material)

LinkedIn
(news & up-dates)

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