

Social Media Communication

Ricardo Soares • Polytechnic of Porto



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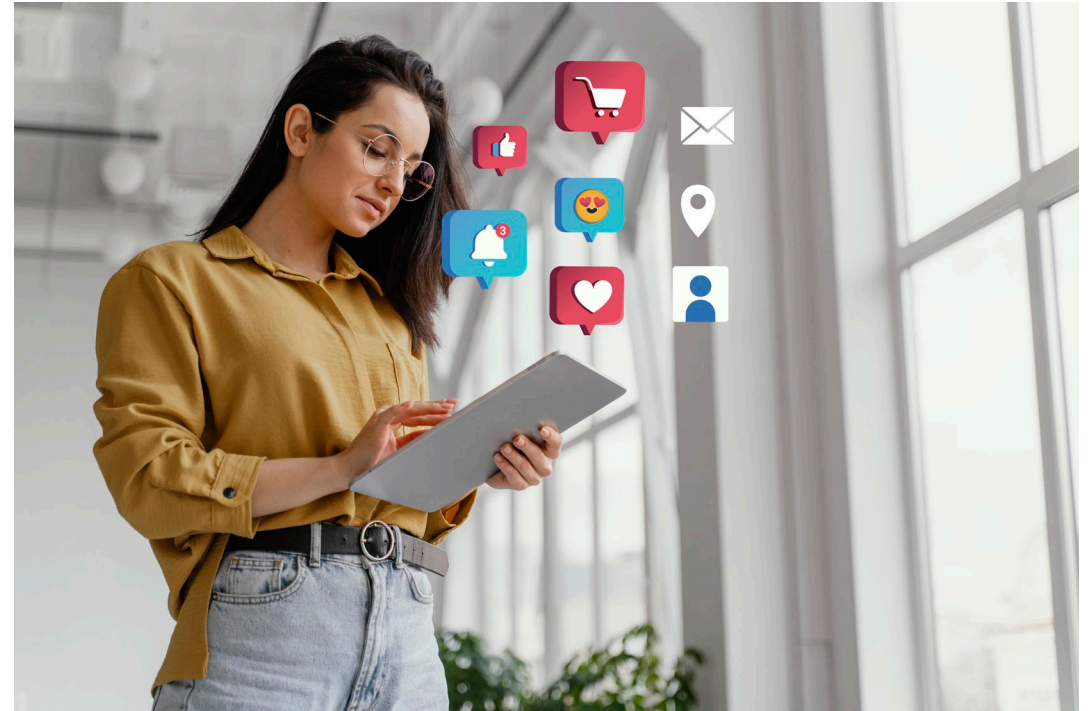
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Why Use Social Media?

- Share and promote your academic work
- Connect with other professionals
- Make your research more accessible



Understanding Social Media

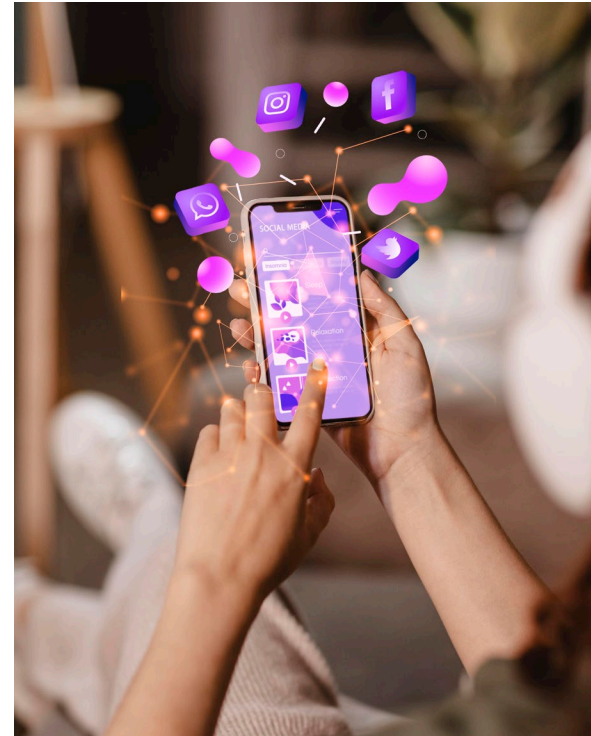


- Platforms for creating, sharing, and engaging
- Real-time communication and feedback
- Expand the reach of your research

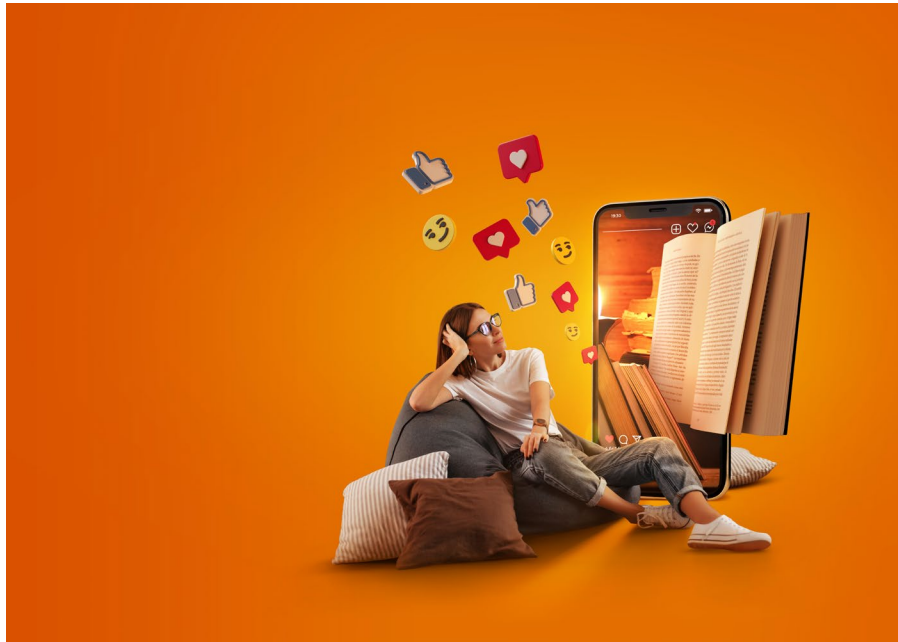


Why Should Academics Use Social Media?

- 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

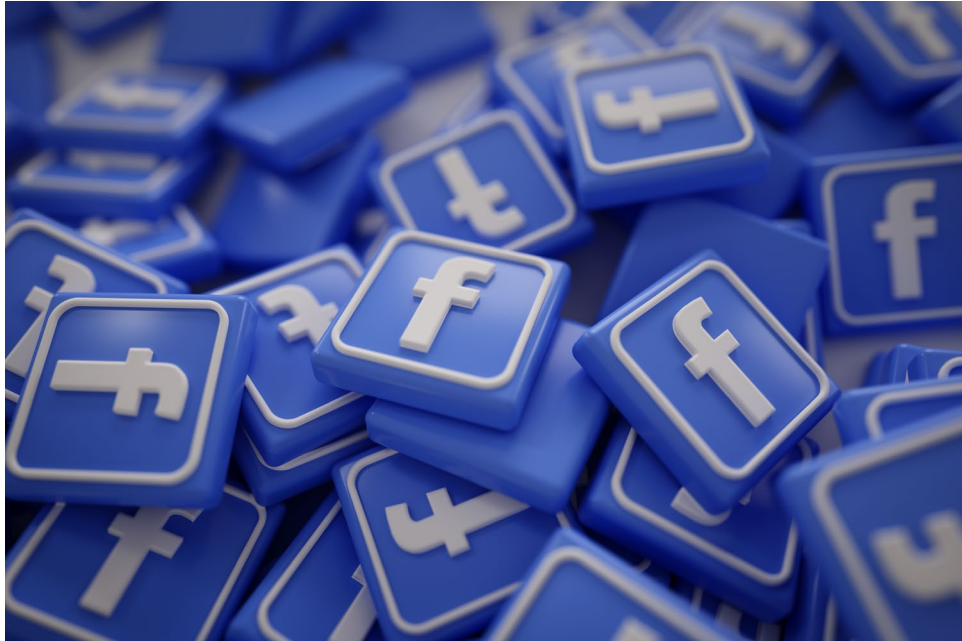


LinkedIn for Academics

- 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

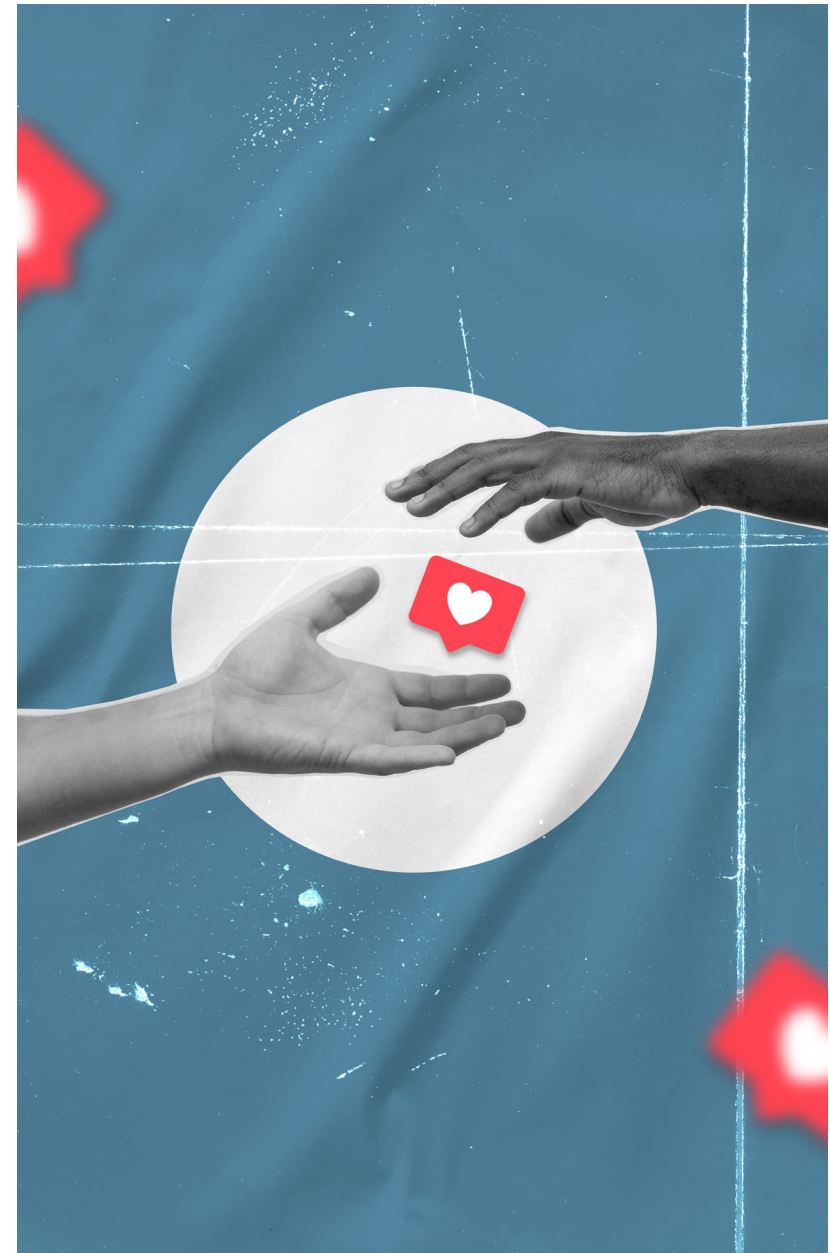
Instagram: Personal branding and visual content

Tip: Combine platforms for a balanced strategy



Conclusion

- Engage, not just post;
- Build relationships;
- Share knowledge widely;
- **Your research deserves to be seen!**



Thank You!

Ricardo Soares

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Please check the following tools for further information:

[CARPE Website](#)
(general project information & training material)

[LinkedIn](#)
(news & up-dates)

