

## **Faculty Information Exchange Series 2018-19: Using Social Media to Promote Your Research - Best Practices for Creating and Measuring your Social Media Presence**

Date	Location	Notes
Tuesday December 11, 2018 12:00pm to 2:00pm	UC 430	All welcome!  <a href="#">Registration for the session</a> [1] is encouraged, as space is limited.  Bring your laptop in order to participate.

### **Description**

#### **Led by:**

- Melanie Parlette-Stewart, MLIS, Digital Media Librarian
- Ryan Regier, MLIS, Research and Scholarship Librarian

Looking to increase your research impact and online presence? Wondering how you can measure the impact of your research online? Learn how to effectively leverage and measure social media to increase awareness of your research.

This workshop introduces attendees to the best practices for creating and measuring your online identity using a variety of tools. You'll learn best practices for creating an online identity using tools such as Twitter and LinkedIn and understand how to use these to raise your online profile and share your research.

You are encouraged to bring a laptop in order to participate.

**Alert Classifications****Category:**

Workshops and Events

#### **Disciplines:**

Health and Life Sciences

Humanities

Information and Communications Technology

Physical Sciences and Engineering

Social Sciences

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**Source**

**URL:** <https://www.uoguelph.ca/research/alerts/content/faculty-information-exchange-series-2018-19-using-social-media-promote-your-research-best>

**Links**

[1] <https://www.eventbrite.ca/e/office-of-research-using-social-media-to-promote-your-research-tickets-51257529651>