

## Skills for Research Impact: Social Media

Date

Tuesday March 28, 2023 1:00pm to 2:30pm

### Description

Learn all about the web 2.0! Discover how to choose social media platforms that are appropriate for your goals and audiences and get tips on creating engaging posts.

After attending this workshop, participants will be able to:

- Identify the benefits of using social media for knowledge mobilization
- Assess their own online brand and goals for social media
- Understand best practices in creating content that resonates for target audiences

[Register for the Social Media session](#)

Presented by **Melanie Parlette-Stewart**, McLaughlin Library

This workshop series is a collaboration between the Ontario Agri-Food Innovation Alliance, the Community Engaged Scholarship Institute (CESI) and the Research Innovation Office at the University of Guelph. For more information, contact us at [kttadmin@uoguelph.ca](mailto:kttadmin@uoguelph.ca).

[Click here to learn more about this alert](#) 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/skills-research-impact-social-media>