**Social Media Cheat Sheets for Academic Engagement**

**Groundwork**

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| Steps | Content | Purpose |
| Step 1: Lay Summary.  Time to create: <30m mins | <200-words summary.   * What was the problem you addressed, an outline of what was done and found, and clearly state the significance of your findings and what they mean for the broader community. | LinkedIn.  Media pitches.  Short Interviews.  Short blogs. |
| EXAMPLE | *Lay Summary: Imagery has been shown to enhance performance, but if individuals have limited ability to imagine they may not reap these performance benefits. We investigated the impact of Functional Imagery Training (FIT) on athletes with initially low sensory imagery abilities. Results showed significant and lasting improvements, suggesting FIT as a valuable tool for enhancing cognitive skills in sports and can improve imagery ability. The findings propose practical applications for coaches and highlight avenues for future research in imagery training, especially in those with an inability to create vivid imagery.* | |
| Step 2.1: Practical Implications.  Time: <10 mins | So what?!   * Three points max. What does it mean for your academic audience? * How can the average person use it? | Twitter.  Instagram Post.  Facebook. |
| EXAMPLE | • Functional Imagery Training (FIT) is an effective method for improving imagery abilities, offering a viable intervention for athletes with impoverished sensory imagery, including aphantasia or low visual imagery.  • Multi-sensory imagery training is beneficial in applied sport settings, providing a potential avenue for coaches, trainers, and mental health professionals to enhance athletes' cognitive skills and performance.  • The sustained improvement in imagery scores six months post-intervention indicates the potential long-term impact of FIT. Coaches and practitioners should consider incorporating imagery training as a regular part of athletes' cognitive skill development programs. | |
| *Sidestep (2.2): 90 second video.*  *Time: more than 90s!* | *Expand your reach – humanise the “So what!”*   * *Talking head – use Point 2.1 and talk on camera about your research. Use your phone, shoot in portrait.* | *Instagram REEL.*  *Facebook.*  *YouTube Story.* |
| *EXAMPLE* | [Aphantasia\_Example.MP4](https://liveplymouthac-my.sharepoint.com/:v:/r/personal/jonathan_rhodes_plymouth_ac_uk/Documents/Aphantasia_Example.MP4?csf=1&web=1&e=LfrMVZ&nav=eyJyZWZlcnJhbEluZm8iOnsicmVmZXJyYWxBcHAiOiJTdHJlYW1XZWJBcHAiLCJyZWZlcnJhbFZpZXciOiJTaGFyZURpYWxvZy1MaW5rIiwicmVmZXJyYWxBcHBQbGF0Zm9ybSI6IldlYiIsInJlZmVycmFsTW9kZSI6InZpZXcifX0%3D) | |
| Step 3: Give your Research a Story (Narrate it actively).  Time: 2 hours | What’s the problem you are solving?   * You meet a hero (your participant), who has a problem, who meets you (the mentor), who gives them a plan (the intervention), who calls them to action, that results in…avoiding failure, and achieving success. | Newspapers.  Magazines.  Blogs (e.g., Psychology Today). |
| EXAMPLE | <https://www.psychologytoday.com/gb/blog/imagery-coaching/202308/aphantasia-and-the-science-of-imagination-training> | |
| Step 4: Tell colleagues (and anyone who will listen!).  Time: ongoing | Spread the word.   * Academic Peers inc. JM and AW * Asset support: JR * University social media and marketing team – they may ‘park’ the information until it’s been accepted for publication and often ask you to write a blog. | University media  The Conversation  Instagram  Blogs  Video assets. |
| EXAMPLE | Research – public engagement – podcasts – general wins!  <https://www.abc.net.au/listen/programs/allinthemind/visualisation-values-goal-setting-choice-point/102525774> | |

**Impact: 'an effect on, change or benefit to the economy, society, culture, public policy or services, health, the environment or quality of life, beyond academia.'**

**Accepted for Publication…what’s next.**

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| Q1. Who and where’s your audience? – what do they engage with? | Academics? – Twitter and LinkedIn. Books, Journals, newspapers, conferences (most have an Instagram account too!)  Non-academics? Google and Meta…depends on age.  +40 FB, Twitter.  <40, >25? – inc. LinkedIn, blogs, FB, newspapers, Instagram, YouTube. Podcasts.  <24? TikTok, Instagram, YouTube.  Government and organisations? - LinkedIn, specific websites (e.g., BBC, and Internal Comms), news outlets such as mainstream newspapers. Books, journals, blogs. Podcasts. |
| Q2. What’s my goal? | **Economic Impact**   * Methods of Engagement: Engaging with industry partners, business collaborations, and technology transfer. * Evidence for REF: Reports on increased economic activity, job creation, or improved business practices resulting from your research.   **Social Impact**   * Methods of Engagement: Social media campaigns, community outreach programs, and workshops for the public. * Evidence for REF: Demonstrated changes in community behaviour, increased awareness, or positive societal outcomes attributed to your research.   **Cultural Impact**   * Methods of Engagement: Social media posts, media articles, public talks, and collaborations with cultural institutions. * Evidence for REF: References to your work in cultural discussions, adoption of cultural practices based on your research, or increased cultural awareness.   **Public Policy Impact**   * Methods of Engagement: Publishing in reputable journals, white papers, engaging with policymakers (networking!), and participating in relevant conferences. * Evidence for REF: Citations in policy documents, direct references to your work in policy changes, or invitations to advise on policy decisions.   **Health Impact**   * Methods of Engagement: Collaborations with healthcare institutions, dissemination of findings through medical conferences, and public health campaigns. * Evidence for REF: Reports on improved health outcomes, changes in healthcare practices, or the adoption of your research in medical guidelines.   **Environmental Impact**   * Methods of Engagement: Collaborations with environmental organizations, media campaigns, and participation in conferences on sustainability. * Evidence for REF: Reports on environmental improvements, policy changes related to sustainability, or industry adoption of ‘eco-friendly’ practices.   **Quality of Life Impact**   * Methods of Engagement: Public awareness campaigns, workshops, and collaborations with organizations focused on improving quality of life. * Evidence for REF: Reports on enhanced quality of life indicators, testimonials from individuals positively impacted, or societal improvements linked to your research. |
| Q3. How do I build a social campaign? – some ideas. | Campaign 1: Humanise your research and writing (public engagement).  Where: Meta platforms and YouTube  Name: Talking Head Series   * Start with a relatable question or statement. * Briefly introduce the problem your research addresses. * Share key findings and explain why they matter. * Encourage engagement through comments.   Campaign 2: Disseminate key findings for Stakeholders (academics, funders, policy makers, etc)  Where: Twitter  Name: Your Research Brief   * Create concise tweets highlighting important aspects of your research. * Include relevant visuals - charts, images, or infographics. * Use appropriate hashtags to increase discoverability.   LinkedIn   * Pose a thought-provoking question related to your research. * Encourage your network to share their thoughts and experiences. * Respond to comments to foster a meaningful conversation.   Campaign 3: Expand your Reach  Where: Podcasts – google it and ensure it’s on Apple and Spotify.  Name: Outreach1   * Identify relevant podcasts in your field. * Propose collaborations or offer to be a guest. * Prepare talking points that make your research accessible to a diverse audience.   Where: Blogs, magazines, etc.  Name: Outreach 2   * Craft a detailed blog post covering the problem, methodology, findings, and implications. * Use a conversational tone to engage a wider audience. * Optimize for search engines with relevant keywords.   Note: SEO   * Research and incorporate relevant keywords into your online content. * Use platform-specific and trending hashtags to broaden your reach. * Regularly monitor and adjust your strategy based on analytics and engagement data.   + How: Google your keyword (e.g., Brain Injury) and then after a space, go through the alphabet. For me, searching “Brain Injury” automatically brings up “Symptoms” and “Rehabilition”. That’s what you must have in your blog/articles as it’s being searched the most.   + Hashtags: don’t use more than 5. #braininjury should be hash tagged with a more frequently searched single word e.g., #brain. Using high frequency words like #dream would get more hits than #goal, so think about what your audience are searching. |