

Enhancing Your Research Impact through Social Media: Scheduling Content

Think about the next 3- 6 months of your research activity or project...

Consider the key events, significant dates, planned publications or conference appearances, or engagement opportunities that you would want to post about. Think about what makes this moment unique, interesting, and relevant; what assets you will have or need to write the post (e.g. images, audio, video); what the call to action would be; who might write the content; when it could be written and when it should go live. How will you promote the content initially? And will you be able to use/share it again later?

Key Date/Event	What's the story?	What assets (images, links, video, etc.) will you have? /do you need	What's the call to action?	Who could write this?	When can write this post?	When will it go live?	How and where will you promote it?

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