

## Social media workshop

Monday 10 December 2018, 12.00 - 4.00pm

Hope Street Xchange, Sunderland, SR1 3QD

### Programme

12.00pm	<b>Registration/Arrival with Lunch</b>
1.00pm	<b>Introductions</b> <ul style="list-style-type: none"> <li>• <b>John Mooney, Senior Lecturer in Public Health, University of Sunderland</b></li> </ul>
1.15pm	<b>Speaker session 1</b> <ul style="list-style-type: none"> <li>• <i>Tips for using and studying Twitter at health related events (with live tweeting)</i> <b>Graham Mackenzie, Consultant in Public Health, NHS Lothian</b></li> </ul>
2.00pm	<b>Speaker session 2</b> <ul style="list-style-type: none"> <li>• <i>The art of blogging and other scholarly communications</i> <b>Andy Tattersall, Information Specialist, SchARR, University of Sheffield</b></li> </ul>
2.45pm	<b>Coffee break</b>
3.00pm	<b>Practical workshops</b> <ol style="list-style-type: none"> <li>1. <i>Summarising your research findings in 280 characters: write a compelling Twitter message</i> <b>Graham Mackenzie, Consultant in Public Health Medicine, NHS Lothian</b></li> <li>2. <i>How to maximise the impact of your research article by writing for blogs and the media</i> <b>Andy Tattersall, Information Specialist, SchARR, University of Sheffield</b></li> </ol>
4.00pm	<b>Close of event. Festive drinks and treats</b>

### Twitter

Create a twitter account: [help.twitter.com/en/create-twitter-account](https://help.twitter.com/en/create-twitter-account)

Graham Mackenzie: [@gmacscotland](https://twitter.com/gmacscotland)

Andy Tattersall: [@andy\\_tattersall](https://twitter.com/andy_tattersall)

John Mooney: [@StandupforPHth](https://twitter.com/StandupforPHth)

Fuse: [@fuse\\_online](https://twitter.com/fuse_online)

### Blog

Read the Fuse Open Science Blog: [fuseopenscienceblog.blogspot.com](https://fuseopenscienceblog.blogspot.com)

Why you should blog: [fuseopenscienceblog.blogspot.com/2013/01/why-blog.html](https://fuseopenscienceblog.blogspot.com/2013/01/why-blog.html)