



**University of
Sunderland**



fuse

The Centre for Translational
Research in Public Health



FUSE SOCIAL MEDIA WORKSHOP: MONDAY 10TH DECEMBER 2018

Programme

INTRODUCTION (JM)

1.15pm Speaker session 1

Tips for using and studying Twitter at health related events (with live tweeting) Graham Mackenzie, Consultant in Public Health, NHS Lothian

2.00pm Speaker session 2

The art of blogging and other scholarly communications
Andy Tattersall, Information Specialist, ScHARR, University of Sheffield

2.45pm Coffee break

3.00pm Practical workshops:

1. Summarising your research findings in 280 characters: write a compelling Twitter message (Graham)
2. How to maximise the impact of your research article by writing for blogs and the media (Andy)

4.00pm Close of event. Festive drinks and treats!

About today's speakers..

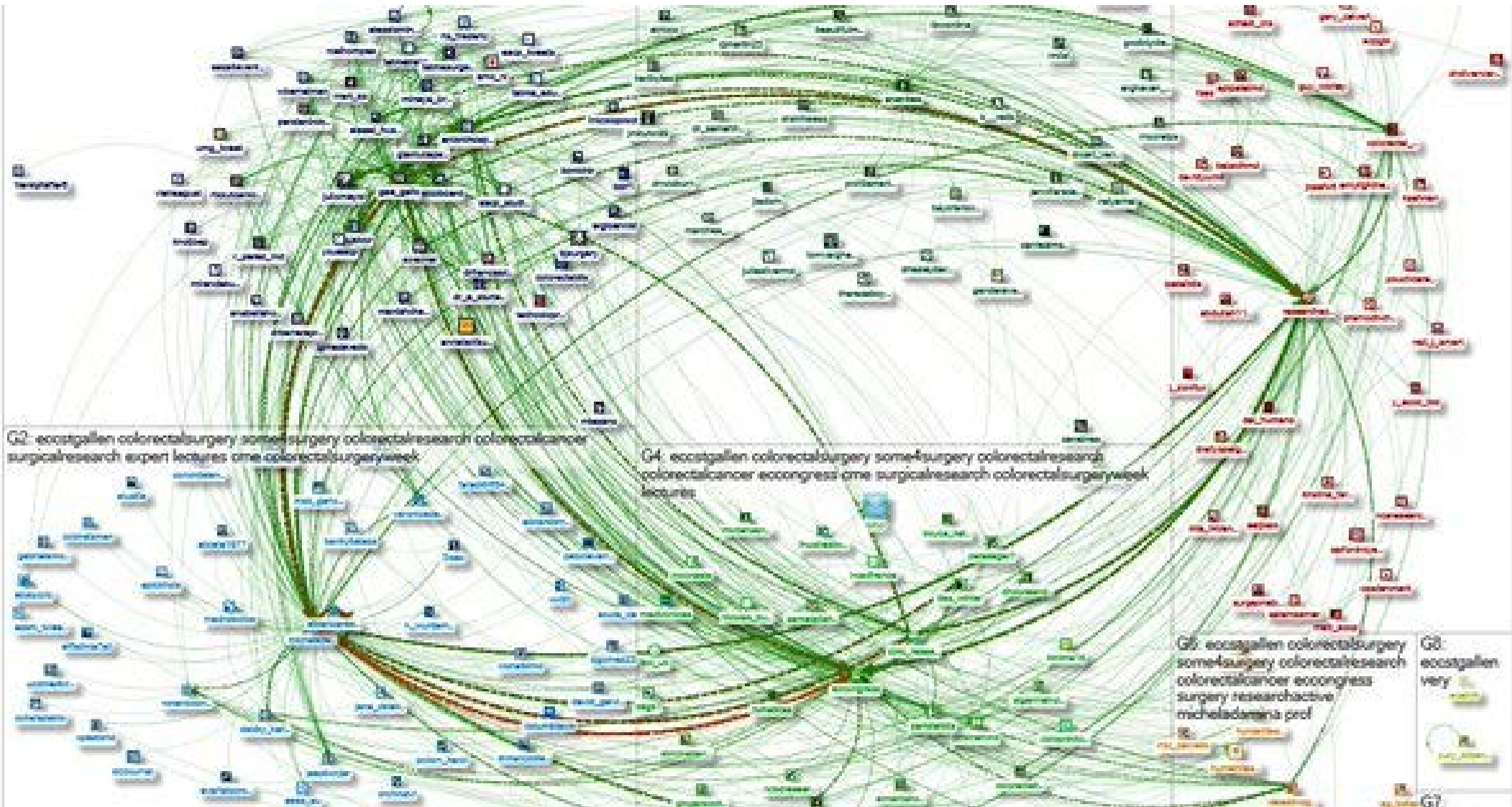
Andy Tattersall: “Information and Communication Technology Guru”:

<https://www.sheffield.ac.uk/scharr/news/tattersalljisc-1.746195>

Dr Graham Mackenzie: Public Health Consultant (Lothian NHS) & one of the UK's leading Twitter Geeks! –

<https://www.scotsman.com/news/uk/how-one-nhs-consultant-is-using-twitter-to-improve-treatment-1-4763555>

Twitter analytics/...



Fuse social media

#Fusesocial

Twitter [@fuse_online](https://twitter.com/fuse_online)

- 4k followers
- Joined June 2011

Fuse Open Science Blog

fuseopenscienceblog.blogspot.com

- 450 posts
- More than 130 different authors
- 460k page views
- Readers from across the world
- 6 years old



Fuse Blogs!

<http://fuseopenscienceblog.blogspot.com/>

<http://fuseopenscienceblog.blogspot.com/2018/11/the-age-of-bubble-gum-gin.html>

Twitter Create a twitter account: help.twitter.com/en/createtwitter-account

Graham Mackenzie: @gmacscotland

Andy Tattersall: @andy_tattersall

John Mooney: @StandupforPHlth

Fuse: @fuse_online Blog

Read the Fuse Open Science Blog: fuseopenscienceblog.blogspot.com

Why you should blog: fuseopenscienceblog.blogspot.com/2013/01/why-blog.html