

Lunchtime Seminar

Creating an effective online presence for research and impact

Wed 4 November @ 12.45pm

Wellcome Theatre, QMRI, Little France



This session will focus on managing your digital footprint and how to create an effective online presence. It will:

- Focus on 4 areas: audience, purpose, choice of media, and evaluation.
- Highlight the importance and benefits of having an effective online presence for disseminating research and increasing impact
- Highlight guidance from various Professional Bodies e.g. General Medical Council etc.
- Tips for creating a clear and effective message/brand for your online presence
- Hints and tips on saving time when using social media, for example scheduling tweets and Facebook/blog posts

No previous experience or knowledge is needed to attend this session.

After the session (about 1.45pm), there will be a drop-in clinic where you are welcome to come along and ask questions or seek advice on specific social media platforms.

<http://www.ed.ac.uk/schools-departments/institute-academic-development/about-us/projects/digital-footprint>