Please @ Me: Using Social Media to Promote IR Content

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“Just put it online...”

Request to add content to the IR
If scholarship is posted in an IR, but is never promoted, will it have any impact?
The Pull & Push of IR Content

IRs (and the people who run them) are in a constant state of pulling in content.

The challenge is pushing that content out in a way that will lead to audience engagement with the content.
Push Plan

Use social media (particularly Twitter) as a tool to push content

Shared responsibility between institution & faculty
Suggestions for Institutions

Build audience (not just IR postings)

Tie in to:
- Trending news
- “Holidays”
- Anniversaries
- Campus events
Suggestions for Faculty

Build audience of peers & interest
Will have more impact than institution

Tie in to:
- Conferences
- Trending hashtags
- Recent publication news
- Existing discussion
Questions?

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