**Content strategy for social media**

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| **1. What?** | **2. Formats**  | **3.Your Themes** |
| ResearchBookArticleMeeting / ConferenceScientific term clarifiedYour universityLectureCurrent eventsResearch policy | ‘Listicle’TweetCartoon / memePhoto / video captionInfo-graphicInterviewTravel log  / questLook what I’ve found!Comparison'Instructable'Problem versus solutionReaction to someone’s opinionBlog / column |   |