**Content strategy for social media**

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| **1. What?** | **2. Formats** | **3.Your Themes** |
| Research  Book  Article  Meeting / Conference  Scientific term clarified  Your university  Lecture  Current events  Research policy | ‘Listicle’  Tweet  Cartoon / meme  Photo / video caption  Info-graphic  Interview  Travel log  / quest  Look what I’ve found!  Comparison  'Instructable'  Problem versus solution  Reaction to someone’s opinion  Blog / column |  |