



Content strategy for social media

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