Social media and research

Golden rules

1. Know your aim: why are you presenting your research to a broader lay audience?

2. Structure your activities on twitter or blog. Always make a connection to your core values and / or core message. What is your strong and unique point?

3. Be interactive and avoid one-way communication. Listen and react. It's social media.

4. Be positive if you can. Too many negative messages will in the end reflect negatively on you.

5. Search for a balance between scientific truth and attractive language. Train your writing skills.

6. Keep balance between business (research) and personal messages. For scientists we recommend a rate of 60% - 40%.

7. Share your dreams or vision about your field of expertise, science in general or society. You allow your followers to become part of your dream.

8. Have fun!