

## ONLINE ENGAGEMENT: INFORMATION AND IDEAS

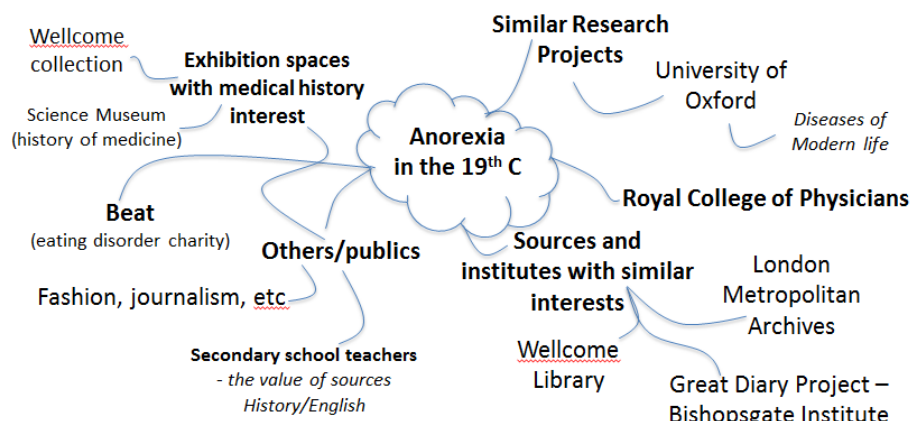
### 1. Your online audience

Before deciding *how* to engage online, it is important to identify *who* you want to interact with and *why*. Map out your research network, considering the groups or individuals who might have an interest in your research, and those you want to involve in creating or using it.

#### Network inspiration



#### Network example



### 2. Which online platforms?

Not everyone goes online and different people use different sites, forums and social media. By identifying specific groups to communicate with you can better tailor your online activity.

Think about where your audiences go online and the type of content they interact with. Make use of existing networks, blogs or hashtags.



### 3. Learn from others

Look at how other researchers communicate online, especially those in your field ([some examples here](#)), see who they follow or interact with. Some researchers have separate accounts or pages for their peers and less specialist audiences, using different language. Find some people who post blogs, link to other content, or repost/share things others have said. Looking at all of this can develop your ideas about your own content and tone.

### 4. Further reading

[National Coordinating Centre for Public Engagement – What works guide for social media](#)

[Using Twitter in university research, teaching and impact activities – a practical guide from LSE](#)

[The A to Z of social media for academia, Times Higher Education](#)

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