



JOHNS HOPKINS  
INSTITUTE *for* CLINICAL &  
TRANSLATIONAL RESEARCH

CCC+RIU  
COMMUNITY COLLABORATION CORE  
RECRUITMENT INNOVATION UNIT

# COMMUNICATING RESEARCH EFFECTIVELY

SOCIAL MEDIA *and* OTHER COMMUNICATIONS STRATEGIES

TOSIN TOMIWA *and* EMMA SMITH

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# COMMUNICATING RESEARCH EFFECTIVELY

SOCIAL MEDIA + OTHER  
COMMUNICATIONS  
STRATEGIES

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A blue-tinted photograph of a laboratory setting. A person wearing a white lab coat and white gloves is shown from the chest down, pouring a liquid from one test tube into another. The test tubes are held in a metal rack. In the background, there are other laboratory glassware, including a beaker and a dropper. The overall scene is dimly lit, with a strong blue color cast.

The necessity of social media and creative communications for communicating research intentions and outcomes





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- Allows for the reach of a more broad and diverse audience
- Share findings, engage with other researchers and the public (especially impacted communities)
- Share your work in a creative, engaging way that increases visibility and impact + collaboration opportunities
- Build trust with the public
- Combat misinformation shared online



**SHARE**

# social media and innovative communication literacy





## 4 Main Tips

**There are many  
different platforms!  
Which best suits your  
intended audience?**

**Think (outside the)  
abstract**

**Hashtags, tagging, and  
more!**

**Brevity rules!**

how to begin to create  
and share content



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# Content Development

**01**

**strategizing,  
goal setting,  
understanding  
your audience,  
and planning**

**02**

**writing,  
creating visuals,  
storytelling,  
search engine  
optimization**

**03**

**publishing  
and  
promotion**

**04**

**data  
collection**



# Why are we giving these tips?

An introduction to CCC + RIU resources!



# Recruitment Innovation Unit (RIU)

Support research teams in developing and implementing;

- Traditional
- Digital-based recruitment methods.

# RIU; WHAT WE DO



## **Comprehensive Recruitment Consult**

A no-cost customized consultation for developing and modifying recruitment plans.



## **MyChart Recruitment Service**

Develop computable phenotype based on the study eligibility criteria. We send research message invitations out to potential participants through the MyChart patient portal.

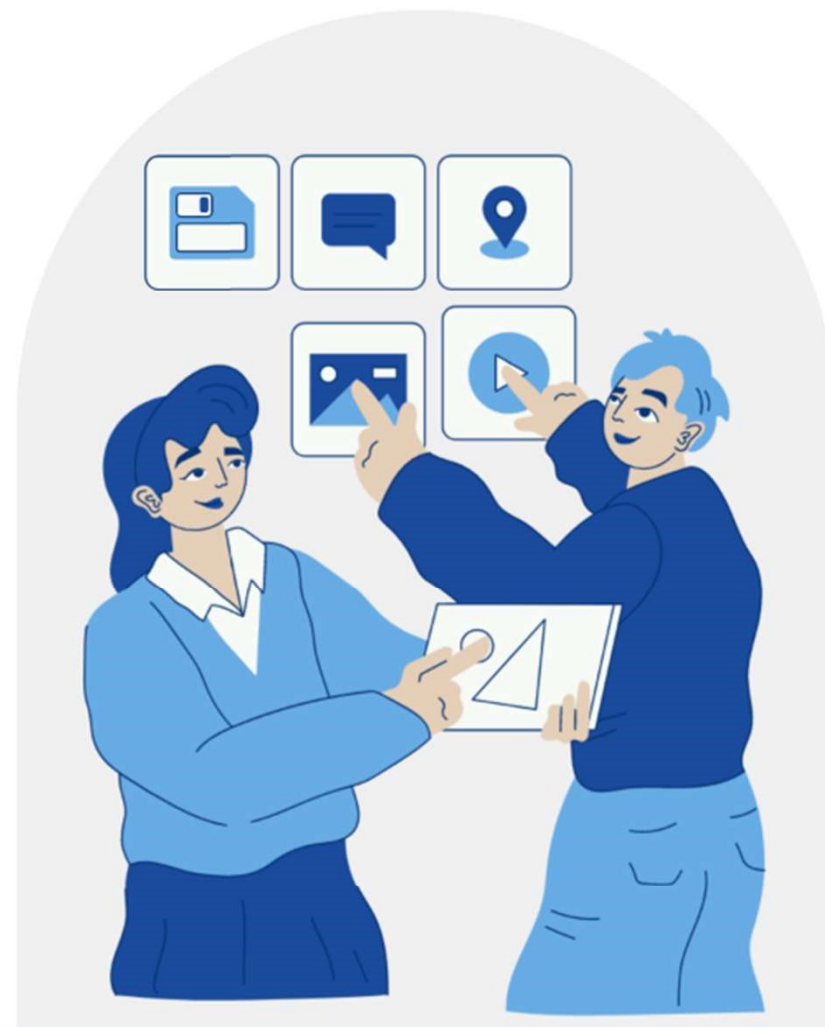


## **Recruitment Material Design Service**

Graphically design recruitment materials for print and digital distribution

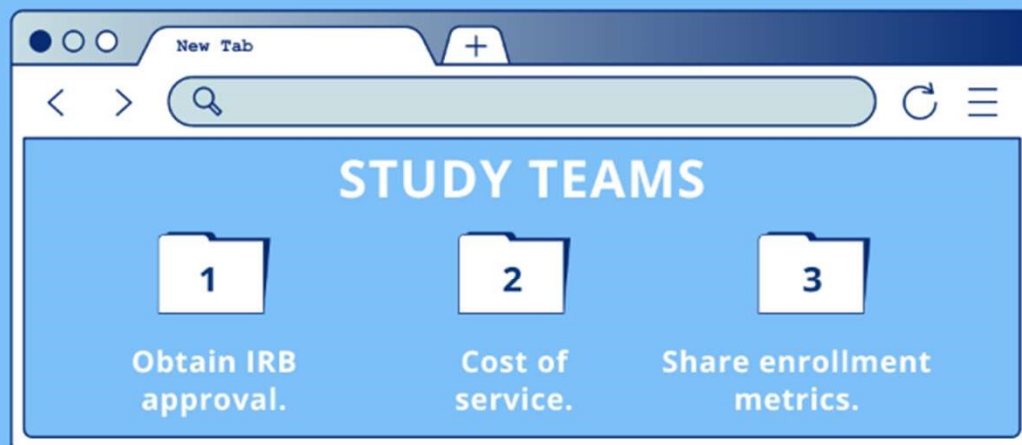
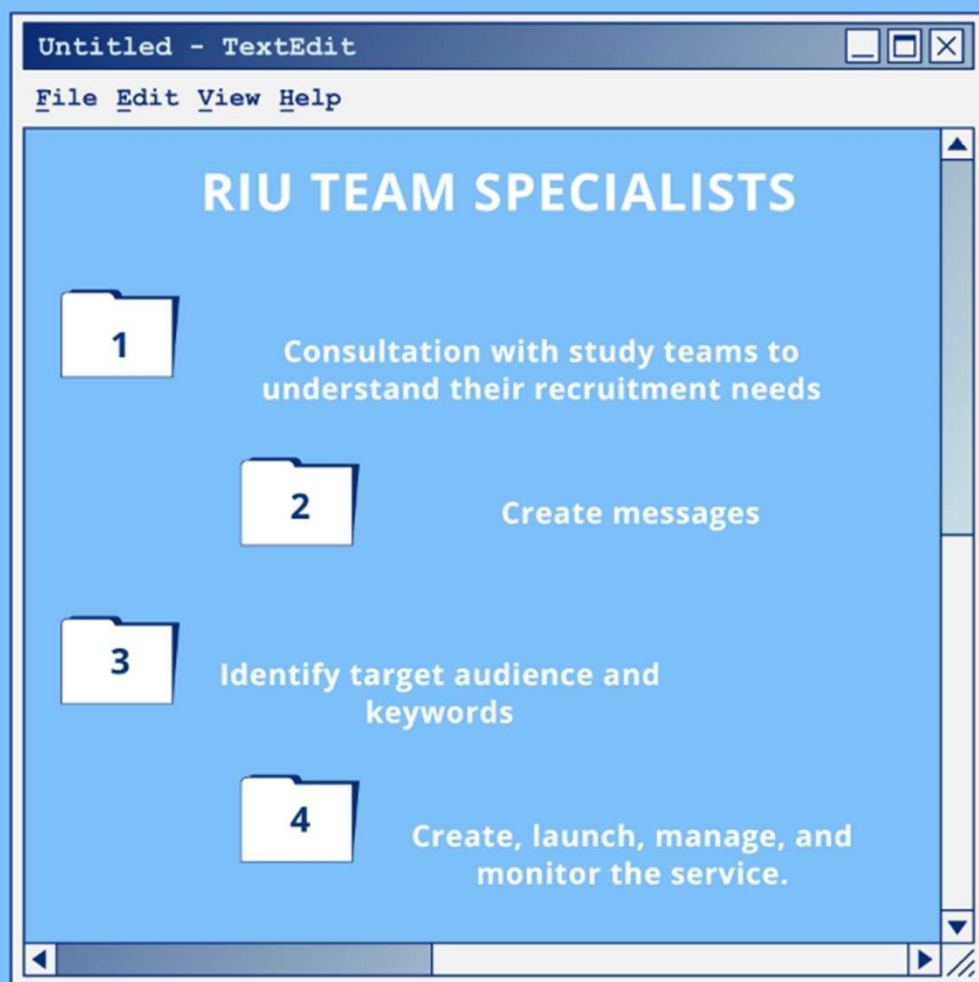
# Social Media Recruitment Service

Creates and manages social media recruitment campaigns on popular social media platforms.





# Service Responsibility



# Social Media Recruitment: Things to Consider



**Social Media  
Service Plan**



**Budget**

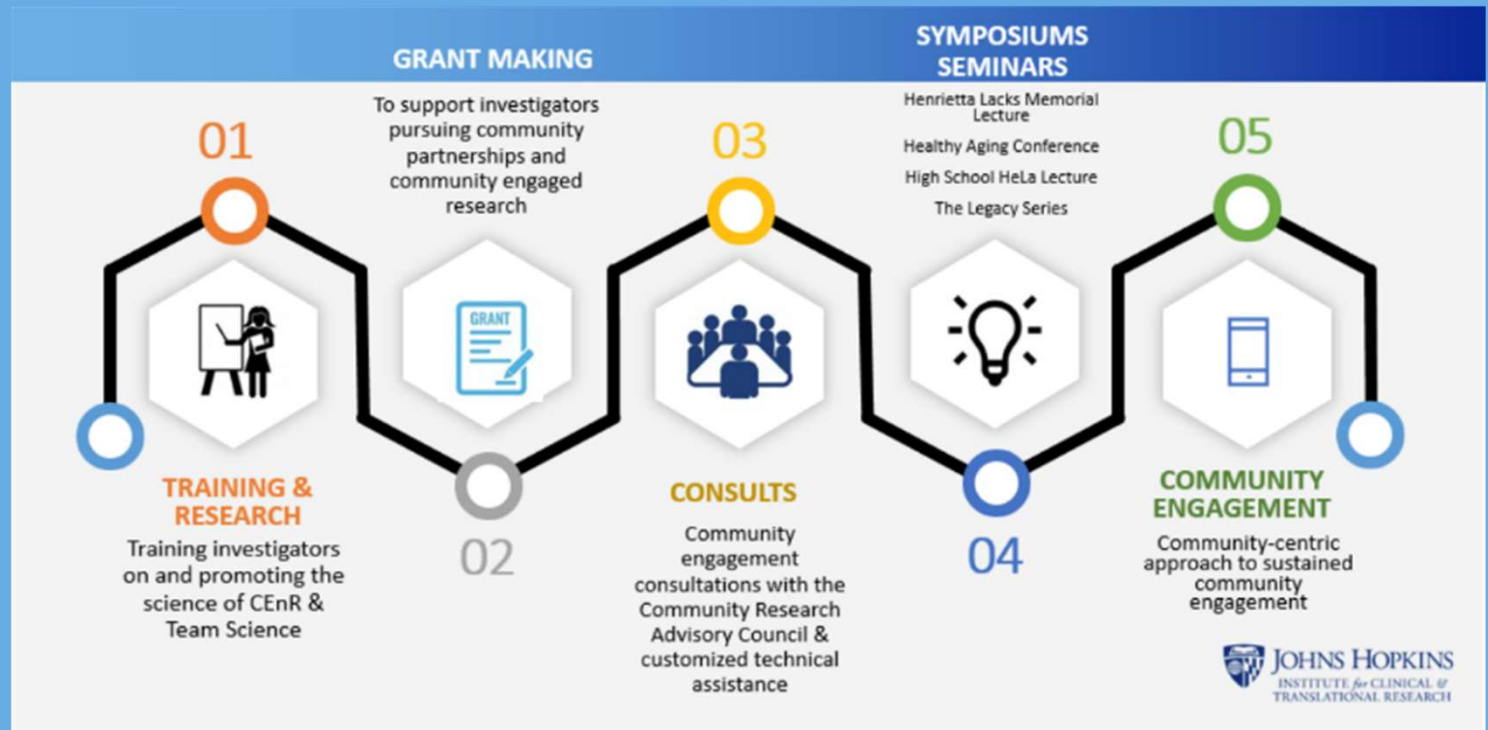


**Management**



**Lessons  
Learned**

# CCC Services



# Resources

- Recruitment Innovation Unit -- (Cassie Lewis-Land: [clewis4@jhmi.edu](mailto:clewis4@jhmi.edu) / Tosin Tomiwa: [otomiwa@jh.edu](mailto:otomiwa@jh.edu))  
<https://ictr.johnshopkins.edu/service/recruitment/riu-consult/>
- Sheridan libraries offer data visualization consultations  
<https://guides.library.jhu.edu/datavisualization>
- Art as Applied to Medicine (under SOM) - medical illustration!  
<https://www.hopkinsmedicine.org/medical-art/>
- Welch library has various health communication materials and clinical tools (apps + more)  
<https://welch.jhmi.edu/>
- Stock photo access  
<https://brand.hopkinsmedicine.org/downloads/jhm-approved-photo-library>
- Branding Guidelines  
<https://brand.jhu.edu/>





# Resources Continued

- University Communications  
<https://universitycommunications.jhu.edu/>
- University Communications Studio  
<https://universitycommunications.jhu.edu/multimedia/video-and-audio-studio/>
- Johns Hopkins Center for Communication Programs (through Bloomberg School of Public Health)  
<https://ccp.jhu.edu/>
- University Public Relations Department

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**THANK YOU!**

Q+A