COMMUNICATING RESEARCH EFFECTIVELY
SOCIAL MEDIA and OTHER COMMUNICATIONS STRATEGIES

TOSIN TOMIWA and EMMA SMITH
COMMUNICATING RESEARCH EFFECTIVELY

SOCIAL MEDIA + OTHER COMMUNICATIONS STRATEGIES

TOSIN TOMIWA AND EMMA SMITH
The necessity of social media and creative communications for communicating research intentions and outcomes
• 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
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
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

**RIU TEAM SPECIALISTS**

1. Consultation with study teams to understand their recruitment needs
2. Create messages
3. Identify target audience and keywords
4. Create, launch, manage, and monitor the service.

**STUDY TEAMS**

1. Obtain IRB approval.
2. Cost of service.
3. Share enrollment metrics.
Social Media Recruitment: Things to Consider

- Social Media Service Plan
- Budget
- Management
- Lessons Learned
Resources

• Recruitment Innovation Unit -- (Cassie Lewis-Land: clewis4@jhmi.edu / Tosin Tomiwa: 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/](https://universitycommunications.jhu.edu/)

• University Communications Studio  
  [https://universitycommunications.jhu.edu/multimedia/video-and-audio-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/](https://ccp.jhu.edu/)

• University Public Relations Department
THANK YOU!

Q+A