

## **Faculty Information Exchange Series 2022-2023: Using Social Media to Promote Your Research & Expertise**

Date	Location	Notes
Monday March 27, 2023 1:00pm to 2:15pm	Virtual	<p>Registration is encouraged.</p> <p><b>Register:</b> <a href="#">Webinar, March 27, 2023</a> [1], to add the event in your Calendar.</p> <p><b>Join:</b> <a href="#">Webinar, March 27, 2023</a> [2], to join without registration.</p> <p>NOTE: Participants will join a waiting lobby when entering the Microsoft Teams session.</p> <p>If you are experiencing issues registering or joining the meeting, please contact <a href="mailto:aburke05@uoguelph.ca">aburke05@uoguelph.ca</a> [3].</p>

### **Description**

Led by:

- **Dr. Amy Greer**, Canada Research Chair in Population Disease Modeling and Associate Professor and Graduate Program Coordinator, Department of Population Medicine
- **Dr. Simon Somogyi**, Arrell Chair in the Business of Food and Professor, School of Hospitality, Food & Tourism Management
- **Melanie Parlette-Stewart**, MLIS, Head, Learning and Curriculum Support, McLaughlin Library

Why use social media like Twitter, LinkedIn, video and more? This session will explore how to use social media technologies to make your research and expertise more visible. In this session, there will be practical tips for building your personal brand and social media identity. Join us as we review examples of various social media tools and discuss how to build an effective social media strategy.

Learn more about [Faculty Information Exchange Series](#) [4].

## Alert Classifications **Category:**

Workshops and Events

## **Disciplines:**

Health and Life Sciences

Humanities

Information and Communications Technology

Physical Sciences and Engineering

Social Sciences

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## **Source**

**URL:** <https://www-research.uoguelph.ca/research/alerts/content/faculty-information-exchange-series-2022-2023-using-social-media-promote-your-research>

## **Links**

[1] [https://teams.microsoft.com/registration/K6Fivq0soUml-oX08xVqfQ,RsqladP-GEqKr3SSmY-view,6iG83-peXE20l-ReVXmwbQ,1KEhn8PwKkyCGc-wQDAZXQ,z1WvENxd30CEWIYX0L5BGQ,9-IQsSTNvEGtJfUY9s\\_0qg?mode=read&tenantId=be62a12b-2cad-49a1-a5fa-85f4f3156a7d](https://teams.microsoft.com/registration/K6Fivq0soUml-oX08xVqfQ,RsqladP-GEqKr3SSmY-view,6iG83-peXE20l-ReVXmwbQ,1KEhn8PwKkyCGc-wQDAZXQ,z1WvENxd30CEWIYX0L5BGQ,9-IQsSTNvEGtJfUY9s_0qg?mode=read&tenantId=be62a12b-2cad-49a1-a5fa-85f4f3156a7d)

[2] <https://www.uoguelph.ca/research/for-researchers/workshop-series-and-training/faculty-information-exchange-series/2022-2023#mar27>

[3] <mailto:aburke05@uoguelph.ca>

[4] <https://www.uoguelph.ca/research/for-researchers/workshop-series-and-training/faculty-information-exchange-series>