

## Communicating your blog using social media

Handout for session 3.2

### **About the blog** - for content in email newsletters

Blog title	
Blog summary	
Who is the intended audience?	
What is the objective of the blog post?	
Where do you aim to publish it?	

### **What are the key messages?** - Email newsletters, social media posts, text over photos

1	
2	
3	

### **Visual aids**

Photo/image:

Chart/chart description:

### **Linking it up**

Details of full journal article	Article citation with link
Author institution/group	
Related resources	

### **Twitter**

What hashtags will you use?	Keywords
Who will you link to? –	e.g. prominent audiences/organisations/media
Tweet 1	
Tweet 2	

