BARS Digital:
Social Media and its Impact

3 December 5pm: https://uni-mainz-de.zoom.us/meeting/register/vjO751ldQfGxrWqJqZfkPw



Measuring the impact of research is so often a challenge, but surely leaving a mark on a non-specialist audience and materials circulating outside of the academy are two such measures of success? One way to access those wider audiences is to think again about social media. This is a complex relationship, as social media engagement requires a different sense of tone and audience.

A strong social media presence can better allow a scholar to place their research and to secure access to different markets, including the trade press. This BARS digital event takes the shape of two presentations from Tom Ayling and Rebecca Marks, regarding their use of social media for scholarly and intellectual communications, followed by an interview-style Q&A chaired by Roslyn Irving and Amy Wilcockson.



So why not come along and learn about how you might extend your reach through Instagram, Youtube, TikTok and many other platforms?