

Tips and tricks from the presentations

Be bold! Be brave! Be authentic!

Prepare for success: there will be questions – do you have the answers?

Make your connections: #Hashtags, mentions (@other accounts/funders/agencies), include links

Visuals are the other half of the story: What will capture someone's attention and hold it?

Helpful links for creating engaging visuals:

- [Canva](#) – For people and teams wanting to design absolutely anything, from logos and social media content to documents, prints and more.
- [Pablo by Buffer](#) – Enables users to create engaging social media quote images on the fly.
- [Piktochart](#) – Infographics, presentations, and reports maker.
- [Unsplash](#) – Free stock photography

The resources above are all free (some with the ability to upgrade to a paid plan) and are an easy-to-use resource to take your posts to the next level.

Other tips

Follow the social media platforms to stay up to date on changes and get helpful tips about using their platforms.

Many social platforms have great resource sections, tutorials, or videos to get you started.

Keep your audience in mind and make sure you are engaging on the platform(s) they are using.

Do your research to find out what content is best suited to what social platform.

Reach out to those who can help you, such as the communicators at your institution or colleges, or even your funders. We all want to share the story of your work!

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