

Researchers' Public Engagement and Social Media Use (and Abuse)
Workshop Outline
Workshop Leader: Anna Triandafyllidou, Ryerson University

9 - 10:30 AM	<p>Presentations and Introduction</p> <p>Why, when, what and how to make your research known among a wider audience. Some practical advice and ethical considerations include:</p> <ul style="list-style-type: none">• Blog writing: is it worth it?• Where should you publish?• What is a blog?• Practical guidelines on how to write a blog.
10:30 AM - 12 PM	<p>Team Work</p> <p>Choose one of the following topics:</p> <ol style="list-style-type: none">1. International student migration under the pandemic crisis2. Migrant farmworkers in Canada3. Care workers and global care chains4. Refugee claimants in Canada <p>You will be given short relevant materials to read. You will then form teams of three and write your own blog. You will have 1.5 hours to work as a team and draft a blog outline implementing the guidelines discussed. Outlines should include main ideas, main paragraphs and key messages.</p>
12 - 12.30 PM	<p>Peer Review</p> <p>You share your draft blog with other teams. You will have 30 minutes to prepare and then we reconvene after the break.</p>
12:30 - 1 PM	<p>Break</p>
1 - 1:45 PM	<p>Tell us what you liked and what you did not like about each other's blog. Advice and tips about writing a good blog.</p>
1:45 - 2:30 PM	<p>Share your blog / Engage with social media</p> <p>Your social media strategy: when, to whom and how. We shall select one of the blogs you have prepared and work together to create some tweets, Facebook posts, and list the social media where they could be shared.</p>
2:30 - 2:45 PM	<p>Wrap-up and evaluation of webinar</p>