

NDPCHS Social Media – Overview and Guidance

August 2024

Contents

- Why does NDPCHS use social media?
- What social media channels does the department use?
- What are the department's social media channels?
- What are the key benefits of using social media (for researchers)?
- Social media best practice – tips and tricks
- Further guidance and links

Purpose of social media

- Social media is an integral part of our overall communications. It:
 - Supports the department's business goals of: research; teaching and training; people and culture, and development.
 - Helps raise awareness about activity in the department, building and supporting our reputation as leaders in the field.

NDPCHS social media channels

Channel	Purpose	Use case
LinkedIn	Ideal for professional networking, sharing research findings, and promoting academic achievements. Well suited to posts about recruitment and community engagement.	<ul style="list-style-type: none"> •Share more detailed insights from research •Highlight departmental and individual achievements (eg staff, students, and researchers) •Connect with alumni and current students •Run targeted paid advertising campaigns for postgraduate programmes •Amplify student/staff voices where appropriate
Twitter (X)	Ideal for quick updates, sharing news, and engaging in conversations with a broad audience. Well suited to dissemination of research findings and departmental news.	<ul style="list-style-type: none"> •Share links to new publications and research outputs •Live-tweet events •Connect with other researchers, institutions, and stakeholders •Promote postgraduate programmes •Retweet activity related to the department
Bluesky	Ideal for quick updates, sharing news, and engaging in conversations with a broad audience. Well suited to dissemination of research findings and departmental news. More engaged science community than Twitter.	<ul style="list-style-type: none"> •Share links to new publications and research outputs •Live-tweet events •Connect and engage with other researchers, institutions, and stakeholders
YouTube	A channel for in-depth content such as lectures, interviews, and informational videos. Could in time expand this to utilising YouTube shorts, depending on video creation project.	<ul style="list-style-type: none"> •Share long-form video content from lectures, seminars, and other departmental events •Store marketing videos related to postgraduate programmes •Save unlisted research videos

NDPCHS social media accounts

Channel	Main department channel	Other channels
LinkedIn	<ul style="list-style-type: none"> •Nuffield Department of Primary Care Health Sciences 	<ul style="list-style-type: none"> •The Centre for Evidence-Based Medicine •NIHR ARC
Twitter (X)	<ul style="list-style-type: none"> Nuffield Department of Primary Care Health Sciences (@OxPrimaryCare) 	<ul style="list-style-type: none"> •The Centre for Evidence-Based Medicine (@CebmOxford) •Oxford Postgrad: EBHC (@OxEBHC) •NIHR ARC (@arc_oxtv) •NIHR (@NIHR_CH_MIC) •The Centre for Research Equity (@TheCfRE)
Bluesky	<ul style="list-style-type: none"> Nuffield Department of Primary Care Health Sciences (@oxprimarycare.bsky.social) 	
YouTube	<ul style="list-style-type: none"> Oxford Primary Care @OxPrimaryCareSci 	<ul style="list-style-type: none"> •The Centre for Evidence-Based Medicine @cebmoxford6066

Key benefits of social media (for researchers)

- Enable effective research dissemination
- Connect with like-minded people who share your research interests
- Gain valuable insight around research topics of interest
- Keep abreast of discussions and conversations related to research topics

Engaging header: What is the key message/finding and what does that mean for your audience?

Use stats and quotes

Include links

Include alt text for images

Coincide messages with topical industry news

Ask questions

Have a clear call to action

Engaging posts

Post frequency matters

Use imagery to convey key message and evoke emotion

Keep it short and snappy

Use hashtags and @mentions

Get inspiration from high engaging posts of others

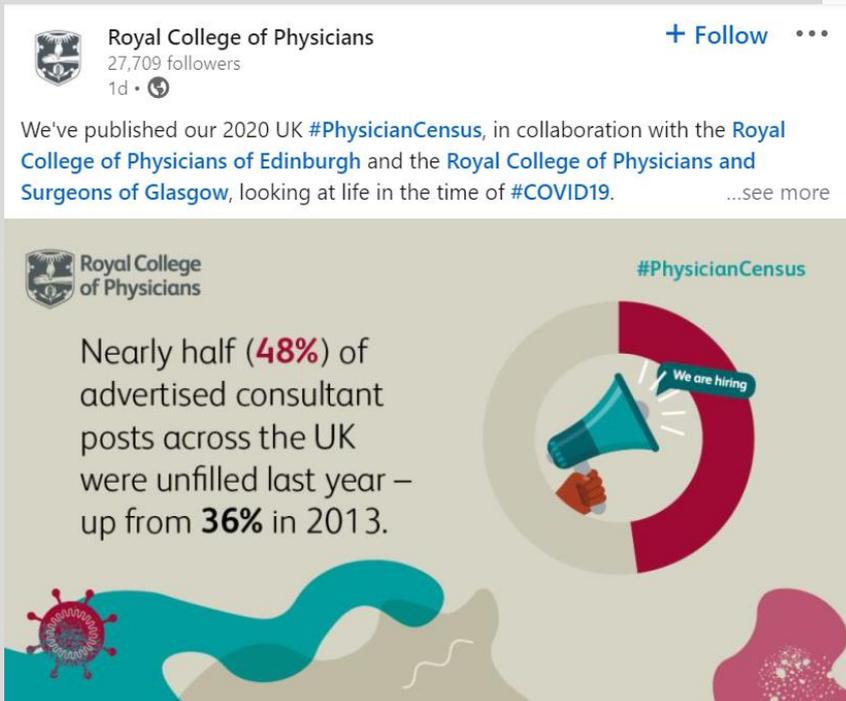
No jargon or acronyms

Make it personal

Further guidance on hashtags, tagging, and tone

Hashtags	Tagging	Tone (from PAD Guidance)
<ul style="list-style-type: none">• Use up to three hashtags• More than three hashtags may flag your post to LinkedIn as spam• Capitalise each word in your hashtag for accessibility (eg #HealthLeaders)	<ul style="list-style-type: none">• Tagging can increase your engagement• Do not tag more than 5 people/companies• If you want to tag more individuals, tag them in the comments so that LinkedIn doesn't flag your post as spam	<ul style="list-style-type: none">• Be friendly, helpful and informative• Don't be afraid to make the odd joke!• Define acronyms when you use them

Examples of effective social media posts



 **Royal College of Physicians**
27,709 followers
1d • 🌐

+ Follow ...

We've published our 2020 UK [#PhysicianCensus](#), in collaboration with the [Royal College of Physicians of Edinburgh](#) and the [Royal College of Physicians and Surgeons of Glasgow](#), looking at life in the time of [#COVID19](#). ...see more

 **Royal College of Physicians** [#PhysicianCensus](#)

Nearly half (**48%**) of advertised consultant posts across the UK were unfilled last year – up from **36%** in 2013.



 **Georgia Richards** @Richards_G_C · Nov 15

Oxford DPhil Graduation at last. All things [#opioids](#) summarised here [cebm.ox.ac.uk/research/proje...](#) Thanks to all that have been part of this journey, onwards! 🎓 @carlheneghan @JKAranson @UniofOxford @OxPrimaryCare @CebmOxford @EBMDataLab @Rotary @foundation_r @NIHRSPCR @KelloggOx





Nuffield Department of Primary Care Health Sciences - Universit...

3,978 followers

3w • 🌐

Next stop...graduation! 🎓

Cohort 2 of our MSc in Applied Digital Health programme presented their dissertations at [St Hilda's College, University of Oxford](#) at the end of June. They've not only been diligent and hardworking this year, but also incredibly supportive of one another along the way.

We celebrated their success with an end of course meal, where [Chris Wigley](#) shared a few words of wisdom with the cohort as they began to prepare for graduation.

Some alumni from Cohort 1 were also welcomed back, and [Ashley Murray](#) was presented with the inaugural Eddleson Award for her exemplary performance as top scholar on the programme last year.

Congratulations, Cohort 2, and best of luck on your next adventure. 🎉

[#AppliedDigitalHealth](#) [#Masters](#) [#HealthTech](#)



Nuffield Department of Primary Care Health Sciences - Universit...

3,978 followers

2mo • 🌐

We are thrilled to share that yesterday we hosted our first ever [Nuffield Department of Primary Care Health Sciences - University of Oxford Values Awards!](#) 🎉

This new peer recognition scheme celebrates our incredible staff and DPhil students who exemplify our core values through their work, behaviour, and projects.

We received a remarkable 104 nominations (84 individual and 20 group), demonstrating how members of our department uphold the values that are core to what we do and what we aspire to be:

- Ambitious
- Collaborative
- Creative
- Fair
- Respectful & Kind
- Trusting & Accountable

Our heartfelt thanks to everyone who participated and congratulations to all nominees!





Bakita Kasadha

@BakitaKK

 **#JustPublished** How women living with HIV in the UK manage infant-feeding decisions and vertical transmission risk – a qualitative study

Research from [@nourishukstudy](#)

[@OxPrimaryCare](#) [@angelina_namiba](#) [@savoy_truffle](#) [@LisaHinton4](#)
bmcpublichealth.biomedcentral.com/articles/10.11... [#openaccess](#)

BMC Public Health

[Home](#) [About](#) [Articles](#) [Submission Guidelines](#) [Collections](#) [Join The Editorial Board](#)

[Submit manuscript](#)

Research | [Open access](#) | Published: 06 August 2024

How women living with HIV in the UK manage infant-feeding decisions and vertical transmission risk – a qualitative study

[Bakita Kasadha](#), [Lisa Hinton](#), [Shema Tariq](#), [Farai Nyatsanza](#), [Angelina Namiba](#), [Nell Freeman-Romilly](#) & [Tara Rai](#)



University of Oxford

@UniofOxford

'There has to be a considerable reduction in meat consumption...otherwise, we're just not going to be keeping within our planetary boundaries.'

[@oxmartinschool](#) and [@OxPrimaryCare](#)'s Prof Peter Scarborough shares his message for [#WorldFoodDay](#):



Prof Peter Scarborough: My message for World Food Day

Use the search bar to connect with or follow networks, groups, organisations and individuals who are relevant to your field of research

View connections/followers of people you are following and also see who they follow on Bluesky and X/Twitter, to find new, relevant people to engage with

How can I build connections with the right audiences?

Comment on, share, repost, like, quote posts of others that are relevant to your research

View an individual's list of connections, influencers, companies and groups on LinkedIn to amplify reach of key audience

Make use of X/Twitter's follower suggestions, Bluesky's starter packs and LinkedIn's 'other people also viewed...'

@mention other groups/networks/individuals where relevant

Additional tips & tricks

- Use URL shorteners
- Use ChatGPT for alt text creation
- Pin important posts to your profile
- Reply to all comments on your posts with at least four words
- Post no more than once a day on LinkedIn; however, Twitter/X and Bluesky welcome at least one post per day

Royalty free image libraries

- [Unsplash](#)
- [Pixabay](#)
- [Pexels](#)
- [Flaticon](#) – for icons

Best free tools for creating social media graphics

- [Canva](#)
- [Adobe Spark](#)
- [Pablo by buffer](#)

Further guidance

- [Communications Intranet](#)
- [Social media guidance for academics](#)
- [PAD social media guidance](#)

Questions?

communications@phc.ox.ac.uk