

### Online media and social media training:

The training is suitable for anyone working in research at supporting organisations (see below for the full list) who have or want to feature their research in the media and/or social media. It is particularly of interest to those with no or limited understanding of the media and social media. To register an interest in attending [click here](#). **Please note, this training is only open to those working in research in Berkshire, Buckinghamshire (not including Milton Keynes), Hampshire, Isle of Wight and Oxfordshire.**

The training will last approximately **two-and-a-half hours** and is delivered by communications officers from the supporting organisations every 2 months. It will cover:

#### The media (approximately one hour and 15 minutes):

- When and when not to work with the media
- What makes a good story?
- How to provide stories to the media
- Print, radio, TV: similarities / differences
- Interviews
- Responding to media queries

#### Social media (approximately one hour):

- What is social media?
- Why use social media?
- Social media platforms: Facebook, Twitter, Instagram, LinkedIn
- What to post
- What makes good social media?
- Ideas of things to post about
- Recruiting to studies using social media
- Exercises and discussions.

The training is provided on **video conferencing service Google Meet**, which is viewed in a computer browser, so you won't need to download anything. If you are using a device, download the Google Meet app from your app store. A link to the meeting will be provided nearer the time.

The **supporting organisations** are:

- Health Innovation Oxford & Thames Valley
- NIHR Oxford and Thames Valley Applied Research Collaboration
- NIHR Oxford Biomedical Research Centre
- NIHR Oxford Health Biomedical Research Centre
- NIHR Research Delivery Network (formerly NIHR CRN)
- Oxford Brookes University
- Oxford University Hospitals NHS Foundation Trust
- University of Oxford