

Creating Social Media Posts on Canva

All lab members are actively involved in creating social media posts and be involved in the dissemination of study findings. The ECC Lab mainly uses [Facebook](#) and [Instagram](#) to advertise information about the lab, our current studies (to recruit families), and to describe relevant science related findings and/or studies to the broader community. Click on the links to look at what we have worked on in the past!

At the start of each semester, the lab manager will request that each RA work on a series of social media posts on Canva. The lab posts various kinds of content: (1) "Did You Know" Posts, (2) "Recruitment" Posts, and (3) "Meet an RA" Posts.

To Create a Post:

- Go to canva.com
- Log in using lab Google account
 - *Lab members should always use the ECC gmail account to make posts so that drafts of the posts we make are never lost and can be reused in the future
- Draft a 'Meet an RA' post (if they haven't already done so when they started in the lab) and draft 2 - 3 'Did You Know' posts. Please refer to previously posted/drafted posts in our Canva account.
 - The aim for the 'Did You Know' posts is to summarize relevant psychology study findings/science related facts in two or three sentences. To create these posts, read a specific study (that maybe you learned in a class or in the lab) and summarize the methodology and results in 2 - 3 sentences in a creative way and in your own words
- Once you have finished your posts, create a post caption using one of the templates below.
- Once you are finished with your posts and captions, send the post to your project lead to obtain their approval/if there are things to update.
- Once the post is approved, let the lab manager know and they will add the post to their 'Social Media Calendar'

Social Media Post Caption Templates

Did You Know Posts

"Did You Know?" with the Early Childhood Cognition Lab!

Did you know that [INSERT FINDING]?

If you are interested in participating in research on children's social and cognitive development, please sign up by clicking the linktree link in our bio.

You can also email us at ecclab@duke.edu or visit us at ecclabduke.com!

[#science](#) [#duke](#) [#dukechildstudies](#) [#didiyouknow](#) [#psychology](#) [#psychologyfacts](#)
[#ididscience](#)

Meet an RA Posts

"Meet an RA" with the Early Childhood Cognition Lab!

Meet [NAME]! [NAME] is one of our undergraduate research assistants and is currently a [YEAR] in [MAJOR]. Swipe to learn more about [NAME]!

If you are interested in helping us do science, please sign up by clicking the linktree link in our bio.

You can also email us at ecclab@duke.edu or visit us at ecclabduke.com!

[#science](#) [#duke](#) [#dukechildstudies](#) [#meetanRA](#) [#psychology](#) [#psychologyfacts](#)
[#ididscience](#) [#participateinresearch](#) [#research](#)

Meet a Graduate Student Posts

"Meet a Graduate Student" with the Early Childhood Cognition Lab!

Meet [NAME], one of ECC Lab's graduate students! Swipe to learn more about [NAME]!

If you are interested in helping us do science, please sign up by clicking the linktree link in our bio.

You can also email us at ecclab@duke.edu or visit us at ecclabduke.com!

[#science](#) [#duke](#) [#dukechildstudies](#) [#meetanRA](#) [#psychology](#) [#psychologyfacts](#)
[#ididscience](#) [#participateinresearch](#) [#research](#)

Recruitment Posts

Hi parents! Looking for a fun [in-person/online] game for your [age range] at Duke University?

Consider participating in our "[Study Name]" game! Come participate in a short [interactive/online] game that involves [fun aspect about study]. We are interested in understanding [insert study question].

As a thank you for your help, you and your child will receive a [\$5.00/\$10.00] Amazon gift card!

If you are interested in helping us do science, please sign up by clicking the linktree link in our bio!

[#duke](#) [#research](#) [#ecclab](#) [#psychology](#) [#developmentalpsychology](#) [#participate](#)
[#funinteractivegame](#) [#cause](#) [#development](#) [#inperson](#)