STRATEGIC COMMUNICATION SERIES: PANEL DISCUSSION

How to Use Social Media to Promote Your Work & Expertise

Moderator:
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Research & Thought Leadership-Focused Social Channels

Boston University Marketing & Communications and Office of Research
@MIT-CSAIL today

- Almost 100 RTs/tweet

Source: socialbearing.com
Common CSAIL Twitter content

- History
- Tools and tips
- Humor
- Quotes
- Interesting news
- Last but not least, stuff about YOU
Thank you.

Questions?