

Digital scientific dissemination in English through social media platforms



Are you thinking about disseminating your research results in academic social media? Would you like informed guidelines and effective tips on how to do it?

If you participate in this 4-hour workshop organised by the [InterGedi](#) research group, you will learn about some key linguistic, pragmatic and visual strategies to do so efficiently.

More specifically, we will have the opportunity to:

- identify and interpret specific informative, persuasive and interactional intentions online
- explore the key role of digital affordances, especially emoji, in social media platforms
- determine and discuss strategic lexical and grammatical choices
- analyse and create your own posts and receive feedback from colleagues on them
- respond to colleagues' posts and provide feedback also for them

Why?

We are increasingly pushed to disseminate our research findings widely and to be actively involved in social media networks. These pressing dynamics do no longer lie in the “publish or perish” principle, but now we need to “publish and engage”. And then, you may find it more challenging to do so in English.

Being aware of specific uses and conventions may help you in this endeavour, so come join us to raise awareness about how discourse and language could be exploited for your social media profiles and be ready to get hands-on!



When?

October 3rd
2025
From 9:30
to 13:45



Where?

IEDIS Behavioural Lab
(c/ Pedro Cerbuna,
Residencia de Profesores,
1º Dcha)



For whom?

Any IEDIS
members

Our programme

9:30-10:00	Posts for research dissemination purposes We always do things for a purpose and with someone in mind, and so do we in our social media profiles
10:00-10:45	Functions and affordances Each social medium allows us to do different things to access and provide information as well as connect with others.
10:45-11:30	Linguistic characteristics Language is powerful to share information and convince/appeal others
11:30-11:45 - BREAK	
11:45-12:30	Visual characteristics Images, GIFs, links –the visual component is crucial in digital communication
12:30-13:00	Drafting your own posts Take an academic scenario, create your text and incorporate the new insights!
13:00-13:30	Revising and publishing posts Time to press the “publish” button, share it with users and read others' posts

If you are interested, please complete this very quick [form](#). See you very soon!