

The Social Media Canvas

A brainstorming tool that helps you structure and visualize your Social Media ideas on a page

My Objectives

- Visibility research
- Funding
- Finding potential cooperation partners
- Staying up to date
- It is my duty
- Connecting with journalists

My Mission

- Impact on the World?
- Why do I do what I do?
-

Which Social Media Channel

- Twitter
- Facebook
- Instagram
- LinkedIn
- YouTube
- ???

People to Follow

-
-
-

What images can I use?

- [Please do not use people's photos without permission]
-
-

Topics

- What is my specialism
- Publications
- Lab Work
- The Day of....
-

Which #?

- #child
- #health
- #.....
- #.....
- #.....

Tools

- Canva
- Unsplash.com
- Hootsuite

Who to tag?

- @name
- Twitter: under an image you can tag 10 accounts
- @.....