

Leveraging Social Media for Research: Strategies and Insights

 **BACCN** Nursing in Critical Care
BACCN Association of Critical Care Nurses

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Why this workshop matters

**YOUR RESEARCH
IS VALUABLE,
BUT IS IT
VISIBLE?**

**Why
digital
media
matters?**

SOCIAL MEDIA USAGE



**5.24
BILLION**

**MORE THAN HALF
OF THE WORLD NOW
USES SOCIAL MEDIA**

63,9%



**259
MILLION**

**NEW USERS HAVE
COME ONLINE
WITHIN THE LAST YEAR**

2H 20M



**SOCIAL MEDIA APPS
WITH MOST TIME SPENT**



Source: Smart Insights (Feb 2025)

Ice breaker activity: Where are you now?

Reflect (2 mins):

- Where do you currently share your research?
- What works well?
- What is challenging?

Pair & Share (3 mins): Discuss with the person next to you.

- Identify **one strength** and **one challenge**.

Group Sharing:

- Brief reflections with the whole group.



From reflection to action

Researcher profiles

Archival and showcasing, not social

Examples:

- Google Scholar
- ORCID ID
- Scopus Author ID
- Publons

Academic Networking Platforms

Designed for interaction, sharing and following researchers, closer to 'social media for academics.'

Examples:

- Research Gate
- Academia.edu
- Mendeley (community)
- Loop (Frontiers)
- Institutional repositories

Institutional Repositories

Institution managed spaces, less interactive but highly important for visibility and compliance.

Examples:

- Pure
- Dspace
- EPrints

General Social Media Platforms

Broader reach, used to amplify research to academic + public audiences

Examples:

- LinkedIn
- X
- Facebook
- Bluesky
- YouTube, TikTok, Instagram

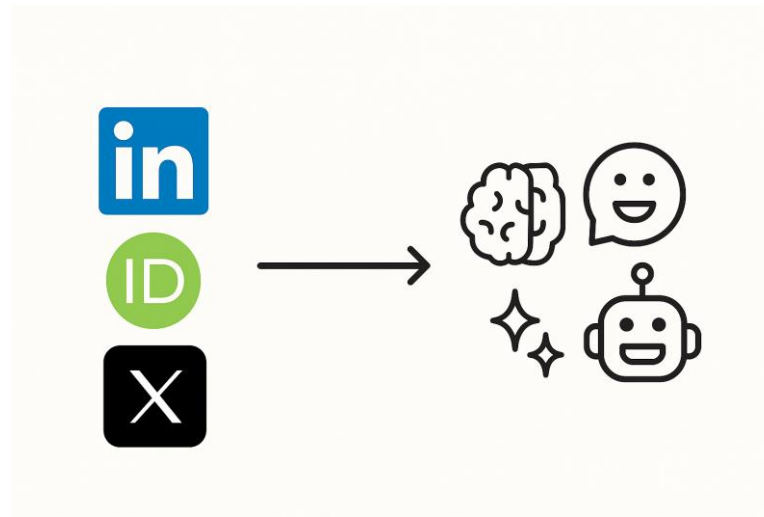
Using Generative AI to Amplify Visibility

- Repurpose research into multiple formats
- Tailor content for different audiences
- Enhance discoverability with keywords and summaries
- Always be ethical and transparent

Examples of GenAI Tools:

ChatGPT, Claude, Copilot

From Platforms to Amplification



- **Platforms provide the stage**
 - **AI helps craft the message**
- **Together: greater visibility & engagement**

AI-Generated Micro-Narratives



Nursing In Critical Care Journal

24 Aug • 🌐

🌸 Sunday Reflections for ICU Nurses 🌸

As the week closes, we pause to honour the incredible dedication of critical care nurses.

In the quiet moments between beeping monitors and urgent calls, your presence offers hope, comfort, and strength to patients and families alike.

May today be a reminder that even the smallest acts of care ripple into lives in ways you may never fully see.

Take a breath. Refill your cup. You are making a difference every single day. ✨

[#SundayReflections](#) [#CriticalCareNursing](#)
[#HopeAndHealing](#) BACCN British Association of
Critical Care Nurses

- **Bite-sized, story-driven posts**
- **Transform research into relatable posts**
 - **Increase engagement & accessibility**

AI-Generated Images



- Visual hooks to capture attention
- Tailored to context & tone
- Ethically reviewed before use

AI-Generated Infographic Posts



- Summarise research visually
- Break down complex data
- Shareable across platforms

AI-Generated Podcasts

Nursing In Critical Care

Special Issue: Environmental Sustainability



Non-AI Generated Videos

VEED

**Guest editor for Humanizing and Elevating Critical
Care: The Power of Families, Dr. Peter Nydahl,
University Hospital of Schleswig-Holstein and
Paracelsus Medical University, Germany**

Activity 2: From research finding to social media post

Mock Research Finding:

“Families who received structured daily communication updates from ICU staff reported 40% less anxiety and stress.”

Your Task:

- Draft a prompt for AI to turn this finding into a post.
- Option A: LinkedIn (for peers)
- Option B: Facebook (for ICU families)
- Share your prompt with the person next to you.



Amplifying Research: Individual to Institutional

For Individual Researchers



- **Clear titles & abstracts**
 - **Smart keywords**
- **Open Access publishing**
- **Share preprints & datasets**
 - **ORCID iD**
- **Engage in forums & webinars**
- **Write for wider audiences**
- **Peer review for credibility**

For Research Groups / Teams 🤝

- Celebrate milestones
- Rotate voices (PhD to senior)
- Collaborate across fields
- Reference influential work
- Share via podcasts/videos
- Tag co-authors & institutions
- Present together

For Organisations / Institutions

- Align with mission & impact
- Train staff in visibility & AI
- Build OA repositories
- Strong branding & hashtags
- Spotlight success stories
- Foster interdisciplinary links
- Sustain long-term visibility

Wrap-Up & Takeaways

Visibility = Reach  + Relevance  + Responsibility 

 Pick one post idea to try next week

 Stay visible, ethical, and intentional online

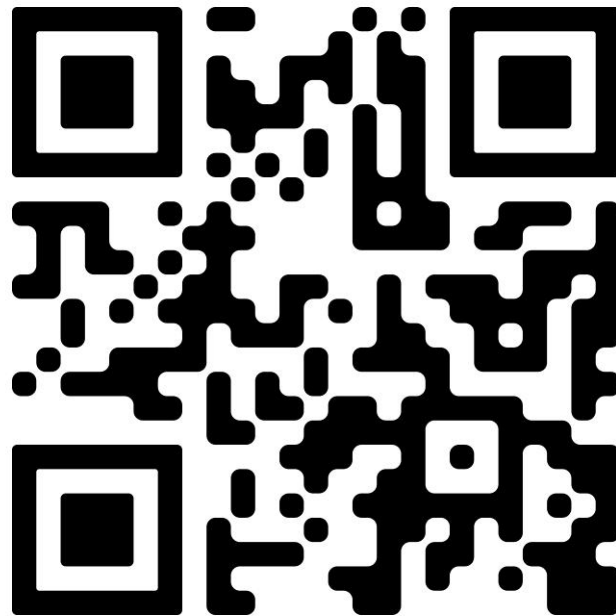
Thank You!

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