



Social Dimensions of Health Institute WEBINAR



**Thursday 6th March, 2014
at 3pm (GMT)**

led by

Emma Burnett

Lecturer and Researcher
School of Nursing & Midwifery
University of Dundee

**Making your
research matter:
engaging with
#social #media**

If you would like to join this webinar
please contact:

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(Please book early as spaces are limited)



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Social Dimensions of Health Institute



Emma is a Lecturer and Researcher in infection prevention and control at University of

Dundee, School of Nursing and Midwifery. Prior to coming into academia, Emma's clinical experience has been predominately in the field of infection prevention and control, having responsibilities for both acute and community settings. She is in her final year of a PhD exploring risk perceptions and responses of the public, healthcare professionals and media professionals in relation to *Clostridium difficile*. Emma is also deputy co-ordinator of the Infection Prevention Society, research and development committee. Emma's other research interests include the patient experience, patient safety and infection prevention and control behaviour. Her research has been published in a variety of notable journals.

Social media is a very fast-moving and ever-expanding area which is integral to research development. Through the use of a range of inter-connected tools, researchers are able to amplify their messages and disseminate important and timely information by reaching a particular audience far and wide, very quickly. It therefore provides the unique opportunity to reach and engage with people and organisations that would not necessarily be as easily accessible by the more traditional ways.

Social media can change the way in which you undertake, engage and communicate about research as well as opening up exciting opportunities for innovation and collaboration at local, national and international level. Consequently it is an excellent platform to help researchers develop and find their own voice and has the potential to enhance many research-related knowledge, skills and understanding. Emma will discuss how the use of various social media tools, in particular Twitter and blogs can help researchers achieve this.