

Using Social Media as a Media Scholar

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Jens Barland

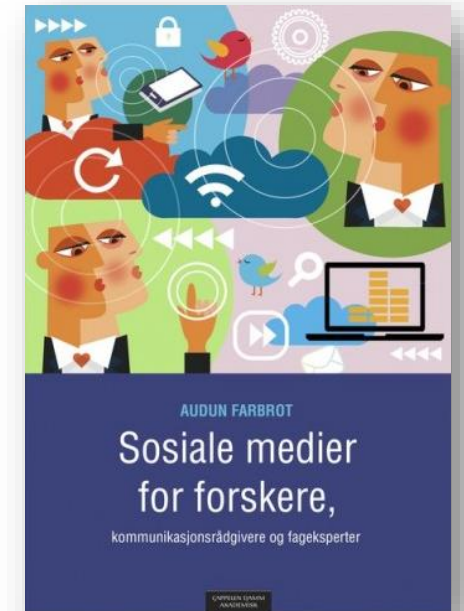
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1. Why? Clarify the purpose.
2. You must have a landing page.
3. Different channels for different purposes.
4. Easy to find you. (And SEO)
5. Build your own profile.
6. Your research will achieve greater impact.



Source for inspiration:
This book from my
colleague
Audun Farbrot - [LINK](#)