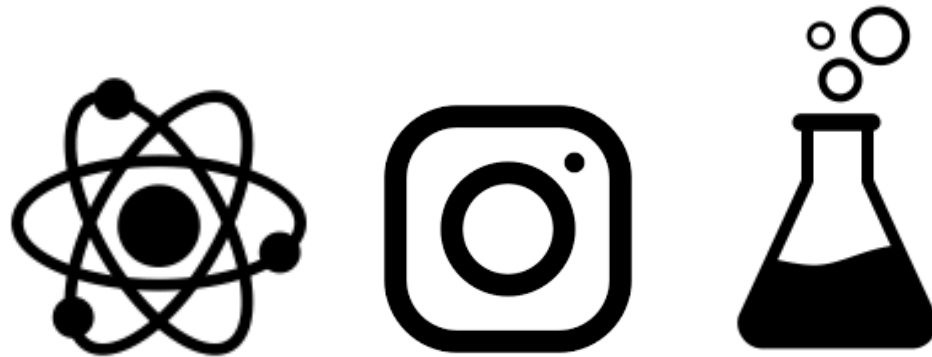
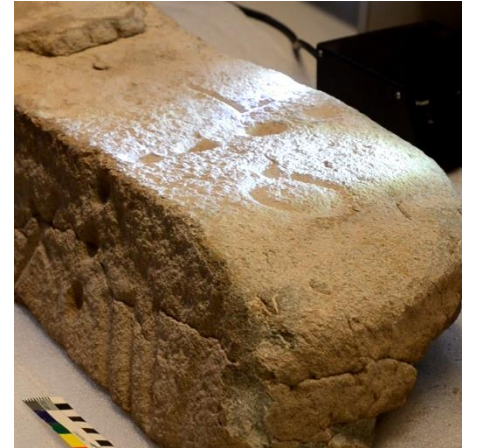
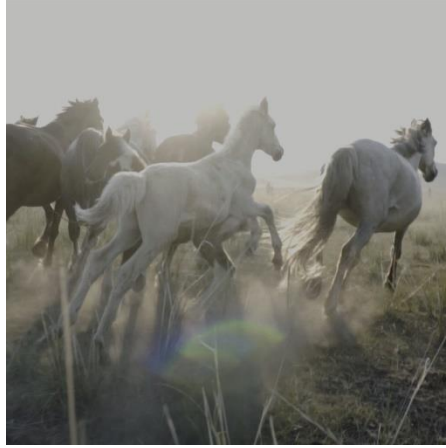


# How to promote your research on Instagram?

Dos and Don'ts of individual science communication.



# How I got started



Pick a format you like, feel comfortable with, and can stick with. Science communication is a long-term effort.

# Why communicate individually?

## Intrinsic Motivation:

Make an effort to leave the ivory tower and educate people on topics you are passionate about.

Meet and bond with people who have similar interests.

## Extrinsic Motivation:

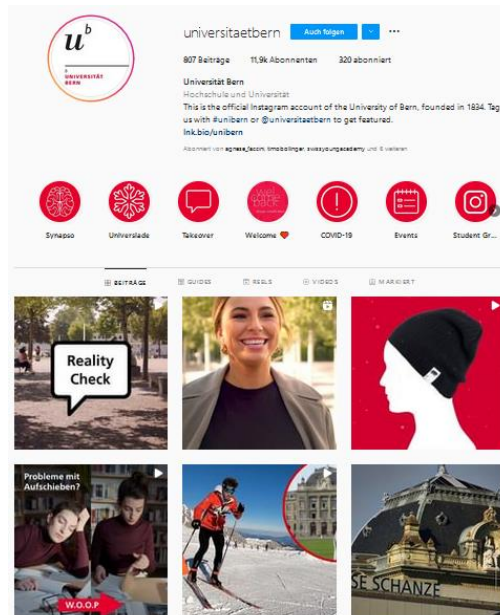
Get your work out there and get it seen by people => Invited talks, funding, citations.

Hone your skills for when you have to / cannot avoid to communicate.

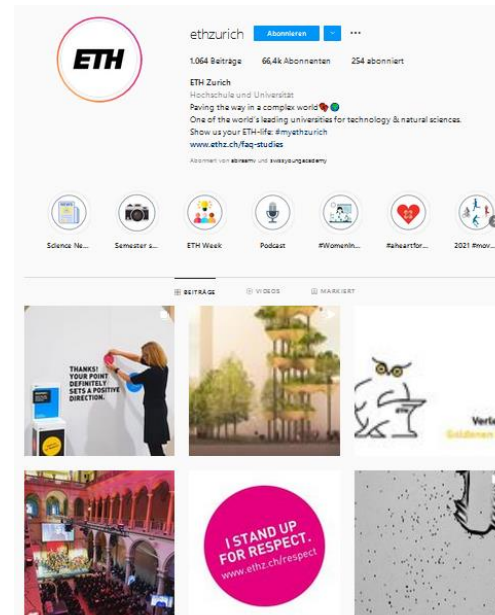
Communication is becoming more of a focus and an evaluation criterion for funding agencies.

# Why communicate individually?

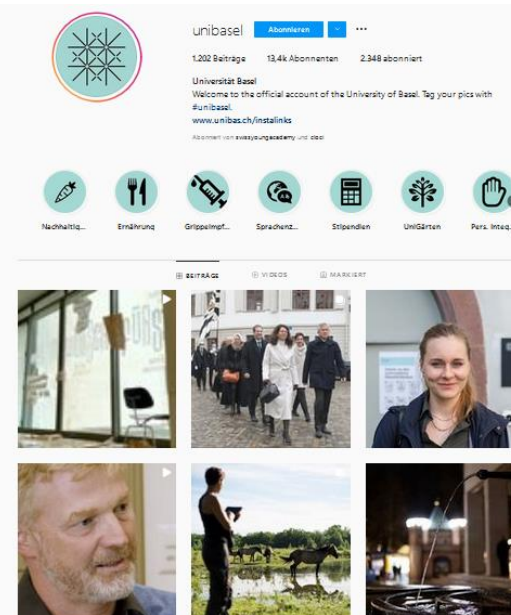
You are more effective in communicating than an institution!





Engagement Rate: 2.29%  
Followers: 11.9K



Engagement Rate: 1.28%  
Followers: 66.4K



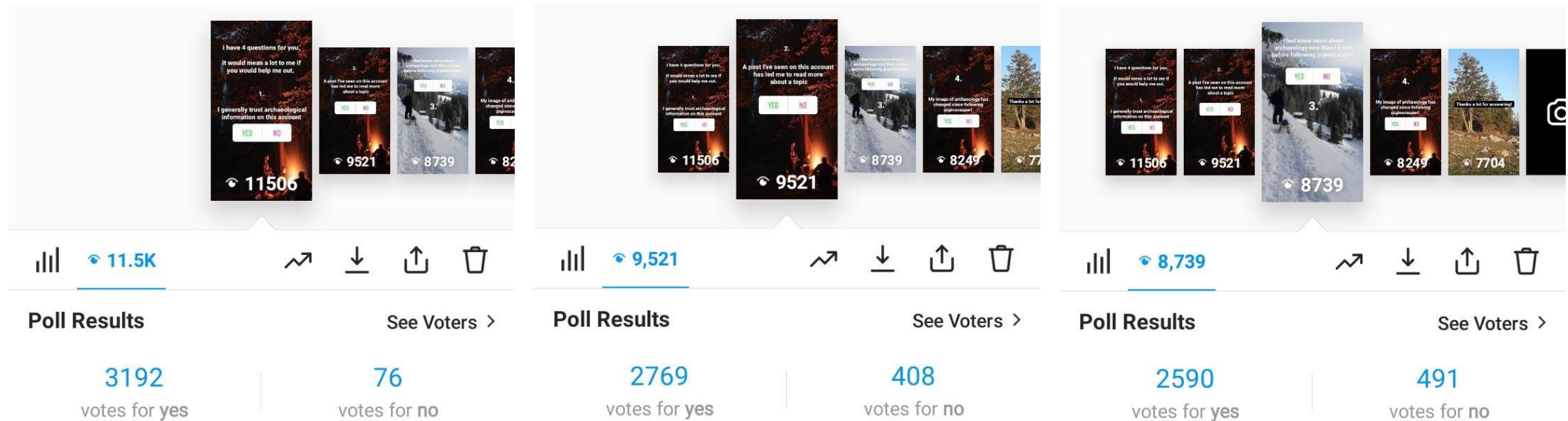
Engagement Rate: 2.15%  
Followers: 13.4K

	
<b>Micro</b> < 15K	<b>3.86%</b>
<b>Regular</b> 15K-50K	<b>2.39%</b>
<b>Rising</b> 50K-100K	<b>1.87%</b>
<b>Mid</b> 100K-500K	<b>1.62%</b>
<b>Macro</b> 500K-1M	<b>1.36%</b>
<b>Mega</b> 1M+	<b>1.21%</b>



# Why communicate individually?

Building communities and establishing trust.



I generally trust archaeological information on this account: Y/N

A post I have seen here has led me to read more about a topic: Y/N

I feel I know more about archaeology now than before following the account: Y/N

# Create a niche and a target audience

Look at competitors in your niche to see what works.



# Contribute Regularly

Develop a schedule and stick to it. Don't overdo it at the beginning.



# Don't be afraid to show personality

Your individual experience as a scientist is important for people to relate.





# Be aware of power dynamics

Attention and exposure are valuable assets.

