

Junior Faculty Biomedical Research Association

Co-sponsored by URSMD Office for Faculty Development
and UR Clinical and Translational Science Institute

Social Media to Maximize Research Exposure

Wednesday, May 18, 2022 | 4:00 p.m. – 5:00 p.m.

To register: <https://forms.gle/AohB6YZc64SqbMDD6>

Presented by

Daniel Castillo, MLIS, EdD

Head of Scholarly Communication and Research Initiatives | Miner Libraries

Jeff Koslofsky, MA

Senior Marketing Communications Manager | Graduate Education and Postdoctoral Affairs

Alayna E. Loiselle, PhD

Associate Professor | Center for Musculoskeletal Research
Departments of Orthopaedics & Rehabilitation, Biomedical Engineering & Pathology

Elizabeth B. Murray, DO, MBA

Assistant Professor | Departments of Emergency Medicine and Pediatrics

Susanne Pallo, PhD

Senior Communications Associate | Clinical and Translational Science Institute

Promoting research in social media is a necessary skill for all faculty. In the session, you will learn about SMD social media efforts, practical guidance on how early-stage faculty can effectively promote their research on social media, and various ways to use social media to enhance the impact of your research. Join us for a panel made up of PR experts and faculty who use social media regularly. The panel will start with a formal presentation of practical tips, and then we will open it up for questions from the audience, so bring your questions.

At the conclusion of the seminar, the participant will be able to:

1. Identify resources at SMD regarding social media use
2. Understand effective use of social media to promote research

The URSMD Junior Faculty Biomedical Research Association (JFBRA) is an academic peer group designed to serve the unique needs of early-stage Ph.D. and M.D. faculty to promote our success in scientific discovery, funding, publications, mentoring, teaching and service to the University of Rochester and the greater Rochester community. For more information or to be added to the JFBRA distribution list, please contact the JFBRA Co-directors or email faculty_development@urmc.rochester.edu

JFBRA Leadership Co-Directors

Elaine Hill, PhD

Associate Professor of Public Health Sciences,
Economics, Obstetrics & Gynecology

Homaira Rahimi, MD, MTR

Associate Professor of Pediatrics
Department of Pediatrics
Center for Musculoskeletal Research

ACCREDITATION The University of Rochester School of Medicine and Dentistry is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

CERTIFICATION The University of Rochester School of Medicine and Dentistry designates this live activity for a maximum of 1.5 AMA PRA Category 1 Credits(s)[™]. Physicians should claim only the credit commensurate with extent of their participation in the activity.