

NRL Student Spotlight - Social Media Posts

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OVERVIEW

As C-BRIC communication channels were closing, Kaushik Roy's Nanoelectronics Research Laboratory (NRL) needed a new platform to share their work to ensure research news reached beyond the confines of the lab. This project is a strategic social media plan focused on Student Spotlight posts designed to elevate the visibility of the incredible work being done in NRL.

Project Details

The project aims to boost the visibility of the NRL's research through social media platforms like LinkedIn, Twitter, Facebook, and Instagram. In addition to sharing student achievements, faculty accomplishments, and lab collaborations, a key feature is the "Student Spotlight" series. This series highlights graduate student researchers to foster engagement and increase student visibility in the academic and professional community.

Targeting researchers, funding agencies, industry partners, and prospective students, the plan seeks to strengthen the lab's reputation and create new collaborations, student employment opportunities, and attract new students. Tactics include bi-weekly posts, visual content, and a simple Google Form for convenient content submission.

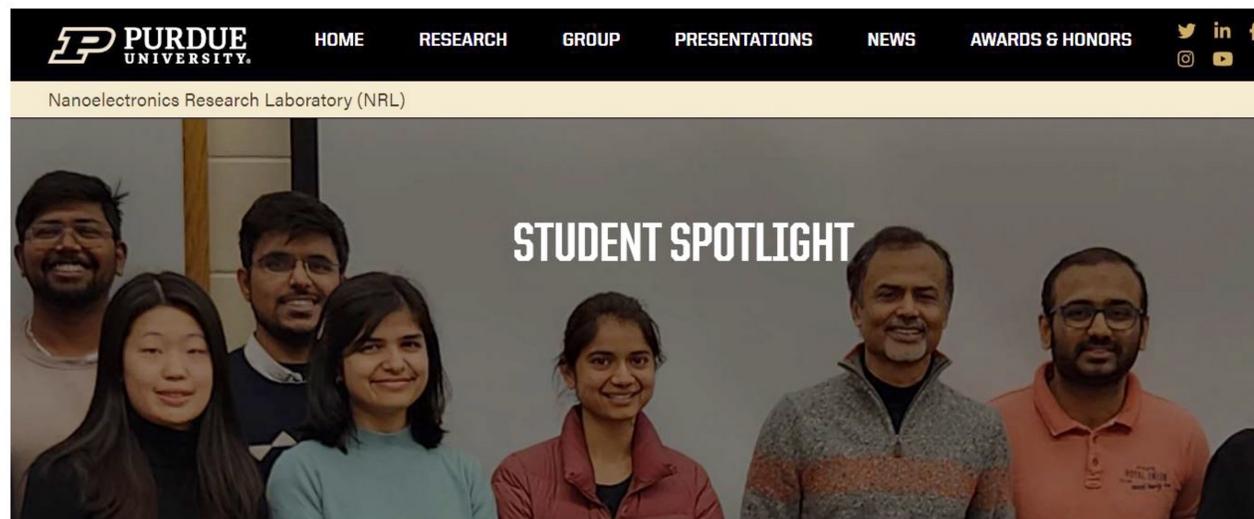
NRL Communication Plan



Project Impact

The strategic social media plan for NRL has successfully increased visibility and engagement with its research in AI. By highlighting student work through the "Student Spotlight" series, the lab has gained significant traction on platforms like LinkedIn, boosting followers and interactions. This initiative not only highlights student achievements but also generates excitement and fosters networking opportunities, paving the way for future job placements and collaboration prospects.

The plan has strengthened NRL's social media presence, demonstrated by increased followers, impressions, and website traffic. Focusing on students has made the research more accessible to general audiences while highlighting individual contributions for more technical stakeholders. With positive feedback from students and noticeable growth in engagement, the strategy has achieved its goals of increasing visibility, supporting student development, and promoting collaboration.



LinkedIn Metrics

295 → Followers → 594
12,284 ... Impressions
Engagement ... 1,469
1,142 Clicks
Reactions 320
451 Spotlight Visits

Future Plans

Success will be measured through social media metrics, collaboration outcomes, and student employment data, reinforcing NRL's position as a leader in AI research while fostering student development.

The future work on the NRL social media plan includes scheduling future posts, updating the NRL research page, and creating an alumni highlight page.

Student Spotlight Google Form

