

Fast Track Impact

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The Digital Academic

Joining link: [TBC](#)

Break: 15.00-15.30

Start: 14.00

Session 1: From passive digital footprint to active engagement without risking time or reputation

- Exercise: How happy are you with your digital footprint? Vote, screenshare (optional) and discuss via chat and open mic
- How to become “impact ready” and bring coherence to a fractured digital footprint without wasting time online
- What are you going to do? Make a commitment or ask a questions via chat and open mic

Session 2: Achieving impact using social media

- Presentation:
 - The promise of social media in theory
 - The realities of social media in practice
 - Reducing risks online
 - Developing a social media strategy for your research
- Break out groups: how can you apply what you’ve learned to drive more impact with less time and risk?
- Comments and questions via chat and open mic
- Concluding case study
- What are you going to do?
 - Write in chat: what action will I take?
 - Provide your email address and I’ll contact you a month from now to remind you what you wrote and see if I can help

16.30 Finish

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Trainer

Mark Reed is Professor of Rural Entrepreneurship and Director of the Thriving Natural Capital Challenge Centre at Scotland's Rural College (SRUC), and a Visiting Professor at Newcastle University, Birmingham City University and the University of Leeds. He has over 200 publications that have been cited more than 20,000 times and has won awards for the non-academic impact of his research. He is author of *The Research Impact Handbook*, *The Productive Researcher* and *Impact Culture* and CEO of Fast Track Impact. He provides training and advice to Universities, research funders, NGOs and policy-makers internationally.



Fast Track Impact

Fast Track Impact is an international training company working in the Higher Education and research and innovation sectors. Our mission is to change the way busy researchers generate and share knowledge, so that their ideas can change the world, and they can get their thinking time back.

We run training for researchers from every discipline, from PhD students to Professors, from departmental away days to cross-institution training days. We have trained >10,000 researchers from >200 institutions in 55 countries.

Fast Track Impact was co-founded by Prof Mark Reed (SRUC) and Dr Ana Attlee (Project Maya Community Interest Company) in 2013, funded by the UK Government's Research Councils, and launched as an independent spin-out company in 2015, led by Prof Reed (CEO) and Dr Joyce Reed (Managing Director).

www.fasttrackimpact.com