

The digital academic

Outline and agenda

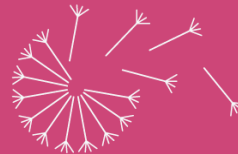
Half-day (3-hour) session:

Virtual delivery

training@fasttrackimpact.com

Fast Track Impact

Get more impact | Get your time back | Get inspired



fasttrackimpact.com

Delivered from 2025 by the Institute for Methods Innovation,
a registered non-profit organisation.

Course description

This course gives you a unique opportunity to reflect on your digital profile, considering ways to build visibility and credibility for your research and drive impact online. The course takes a critical look at the power and pitfalls of various online platforms and social media, enabling you to become more effective and influential online whilst minimizing risks to your time, reputation and mental health. As part of the session, you will receive a PDF copy of the second edition of [The Research Impact Handbook](#).

Key benefits:

- Think critically about your digital footprint, identifying ways to raise or professionalise your profile.
- Discuss ways to reduce risks to your time, mental health and reputation online.
- Grow your academic reach and research impact.
- Create a social media strategy to drive impact from your research.

At the end of the workshop:

- Receive slides and links to free resources to help you embed impact in your research.
- You have the option to make a commitment to an action based on the course and receive a follow-up email from Prof Jensen to check in and help as necessary after a month.
- Prof Jensen and Prof Reed continue to answer all questions from participants via email after the course, guaranteeing a response to all questions within one week.

Indicative agenda

Start: 09:30 am (20-minute break included)

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

- What is the purpose of our digital presence: a definition of impact
- Digital audit: 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

Part 2: Achieving impact using social media

- Break-out groups: risks and benefits of engaging with social media professionally
- Presentation:
 - The promise of social media in theory
 - The realities of social media in practice
 - Example platforms
 - Reducing risks online
 - Developing a social media strategy for your research
- Individual task: using the logic model, develop a social media strategy for your research
- Plenary discussion
- 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? Make actions for yourself

Close: 12:30 pm

About Fast Track Impact

[Fast Track Impact](#) is an international training platform, delivered by the [Institute for Methods Innovation](#), a non-profit organisation. Its 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.

Fast Track Impact runs training for researchers from every discipline, from PhD students to Professors, from departmental away days to cross-institution training days. It has trained 15,000+ researchers from more than 200 institutions in 55 countries.

About the trainer



Professor Eric A. Jensen

Prof Jensen is a social scientist with a PhD from the University of Cambridge in sociology. He is part-time professor at the University of Warwick, where he has led courses on public engagement with science, science policy, audience research and social research methods (including surveys and statistics). He is also a doctoral research supervisor for the University of Oxford. As a visiting research scientist at the National Center for Supercomputing

Applications at the University of Illinois, Jensen works on a Sloan Foundation-funded project on research software policy.

Prof Jensen has 20+ years of research and practice experience in social research, evaluation, public and policy engagement and science communication. He has delivered hundreds of training workshops on evaluation methods and evidence-based science communication, as well as leading and consulting on projects large and small on public engagement with research, impact evaluation, socially responsible research, and environmental communication. Prof Jensen also serves as an Independent Ethics Mentor for European Commission-funded projects, reviewing data management and ethics planning. He has extensive experience in ethical approval processes in higher education.