Infographics
Using Social Media to elevate your research
Why use Infographics on social media?

- Reach a larger audience that extends beyond the academy
- Engage the general public in a data-driven story that is simple, meaningful and understandable

Creative Dissemination

Infographics, op-eds, podcasts, local media outlets, partnering with participants, artistic strategies like murals and gallery walks
Tips And Tricks

Keep it brief

• 150 words maximum,
• 2-3 results statements
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Key points for the audience

- Tailor your infographic to the audience

https://www.sbm.org/scicomm/infographics
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Identify a Template & Don't reinvent the Wheel
- Vertical orientation
- Canva, Piktochart, Infogram
- Templates and Examples
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Identify Colors and Pictures

- Choose two main colors: Black, Blue, Green, Grey, White
- High contrast
- Simple pictures/shapes
- Emphasis colors: Red, yellow, orange (use in moderation)

https://www.sbm.org/scicomm/infographics
Can a digital health intervention promote clinically meaningful improvements in adiposity & health for Emerging Adults? Do theory-based motivational enhancements improve benefits? Check out #REACHtrial outcomes in @JAMANetworkOpen to find out! @VCUresearch @VCUnews @VCUMassey
Self-Guided Lifestyle Intervention For Young Men
Feasibility and preliminary efficacy results from a pilot randomized controlled trial

Self-Guided Lifestyle Intervention + Health Risk Messages

12-Week Intervention
- 1 Group virtual session
- Digital tools for self-monitoring
- Access to self-paced website with evidence-based weight management content
- Automated weekly health risk text messages

Population / Reach
- 35 Young Men (Age 18-35)
  - Mean Age: 29
  - Mean BMI: 31

Findings
- 86% Retention at 12-weeks
- Intervention promoted significant weight loss at 12 weeks compared to control (p<.04)

% Weight Change at 12-Weeks
- Lifestyle Intervention: -1.6%
- Delayed Control: +0.3%

Key Takeaways
- Wide reach and strong enrollment
- Low-cost and scalable
- Modest clinical benefit

Reach
- Enrollment exceeded in 2 Months
- Enrollment across 13 states

Check out full article for next steps: https://www.impress.com/journal/JOMH/18/9/10.31083/jomh1809191
Eating to cope: Advancing our understanding of the effects of exposure to racial discrimination on maladaptive eating behaviors

Ecological momentary assessment (EMA) study designed to explore the link between exposure to racial discrimination and eating behaviors among emerging adult Black women

Full paper: http://doi.org/10.1002/eat.23820

METHODS
Emerging adult (18-25) women who self-identified as Black with overweight/obesity were recruited to participate in a 34-day EMA study.

RESULTS
81.5% of participants reported experiencing racial discrimination

Vicious racial discrimination was most commonly reported

Loss of control (LOC) and overeating were high among young Black women

6 Times MORE likely to endorse overeating AFTER reporting exposure to racial discrimination

BIG PICTURE
Some young Black women use eating to cope with experiences of racial discrimination

NEXT STEPS
- Mixed methods to explore racial discrimination and other psychosocial factors linked to eating behaviors
- Psychological and physiological mechanistic interventions
- Further research to understand the role of eating behaviors in racial discrimination

https://twitter.com/LKMlynnBrown

Sincerely devoted to all young Black women who participated in our study.
Can a #digitalhealth intervention promote clinically meaningful improvements in adiposity &❤health for #EmergingAdults? Do theory-based motivational enhancements improve benefits? Check out #REACHtrial outcomes in @JAMANetworkOpen to find out! @VCUresearch @VCUnews @VCUMassey

#EmergingAdult #Blackwomen are exposed to racial discrimination daily and might engage in maladaptive eating to cope. Our study used ecological momentary assessment to explore this link! Checkout @IntJEatDisord for the full paper #LOCeating #Overeating #racialdiscrimination #sbmdigitalhealth

New pub Young men historically have ↓ engagement with weight management programs. We tested the feasibility and preliminary efficacy of a self-guided lifestyle program designed for young men. Check out the full article @JOMH_IMR #menshealth #cancerprevention #digitalhealth
Don't Forget The Essentials!

- Link to the full article
- Infographic title
- Research questions
- 2-3 main findings
- Keep it simple visually
- Relevant hashtags
- Tag relevant accounts in your post
- These are tips!