

@nmr_spectroscopy: A Social Media-Based Educational Project Focused on Small Molecule NMR

Andrii Kozytskyi, PhD

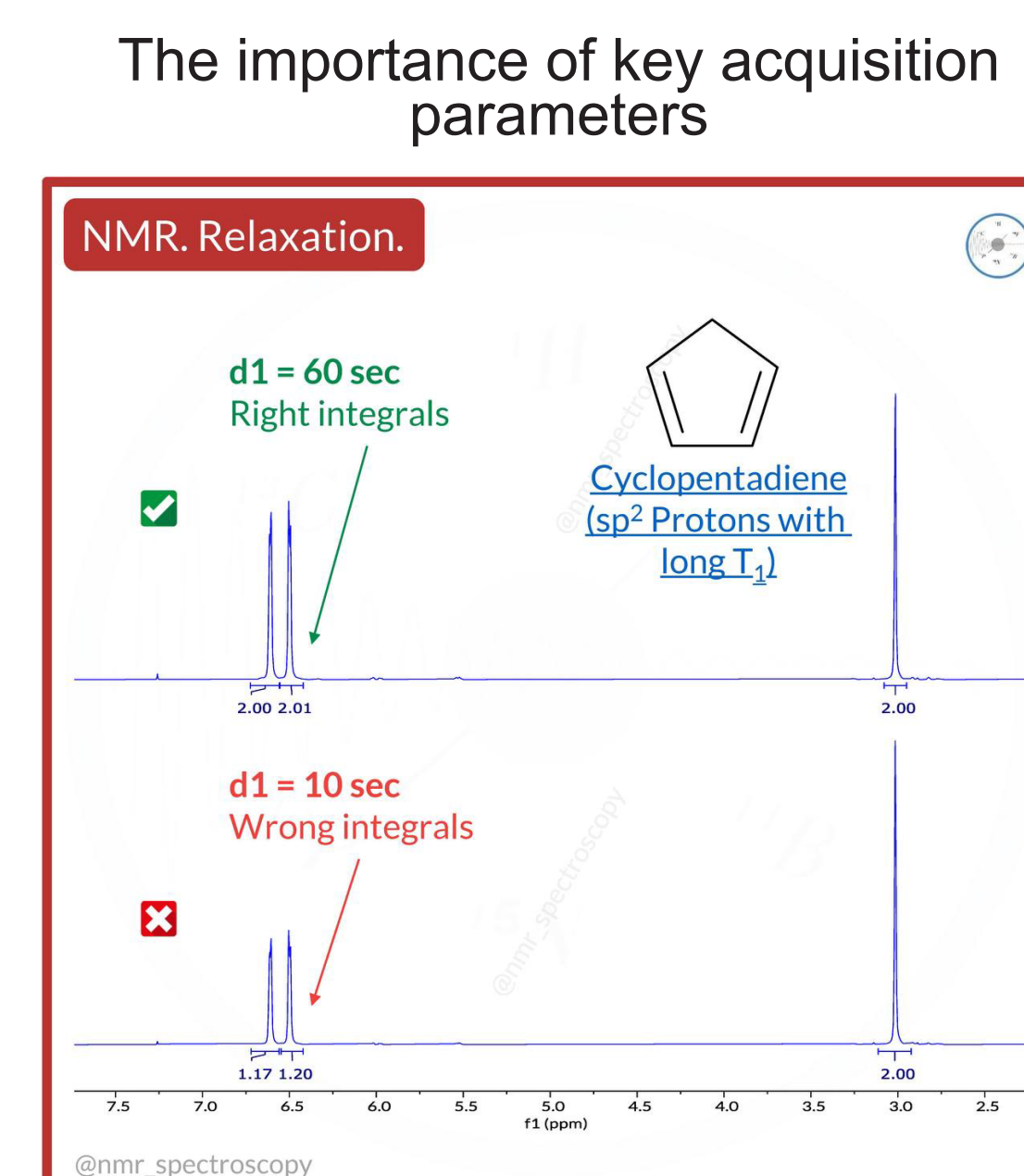
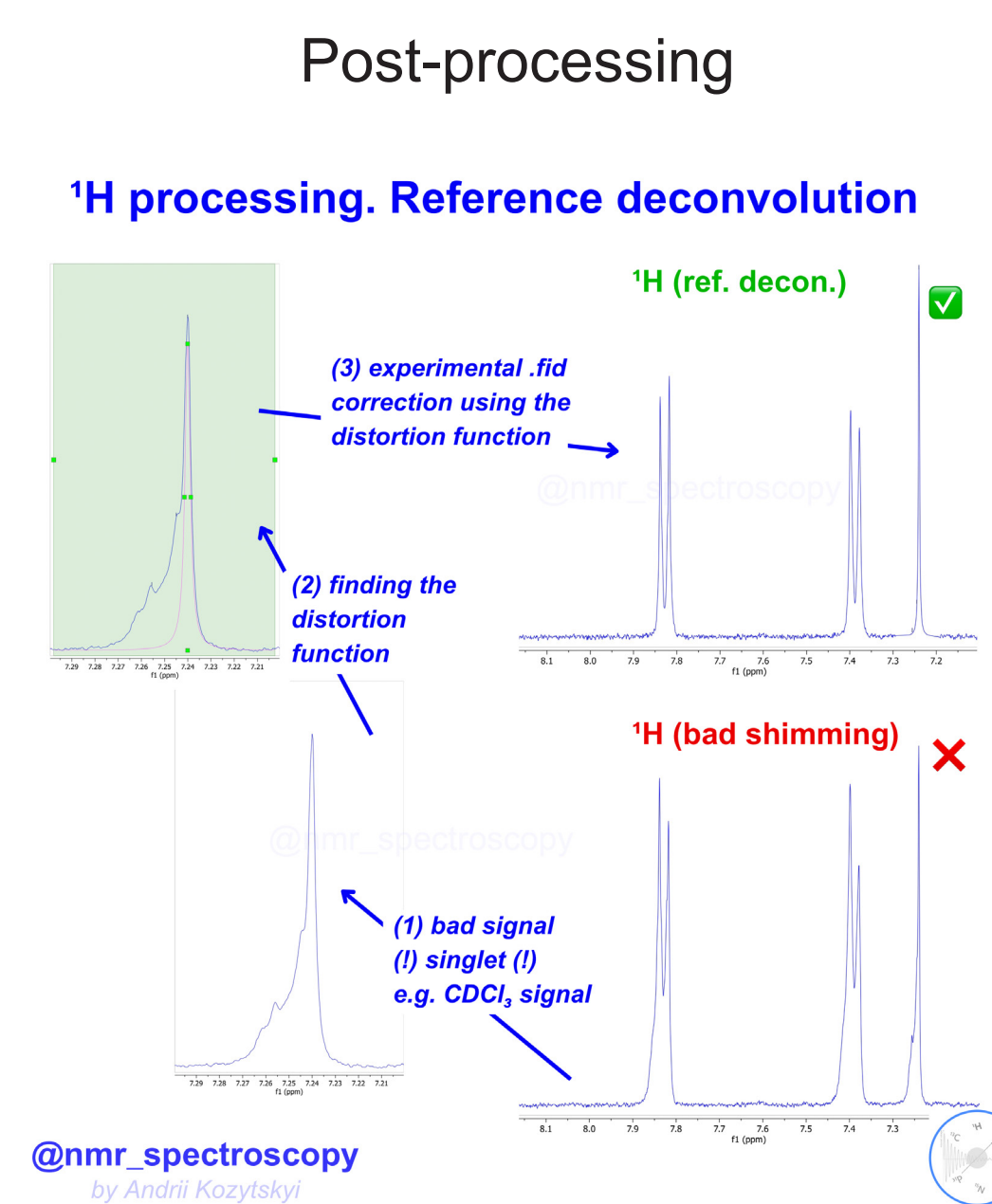
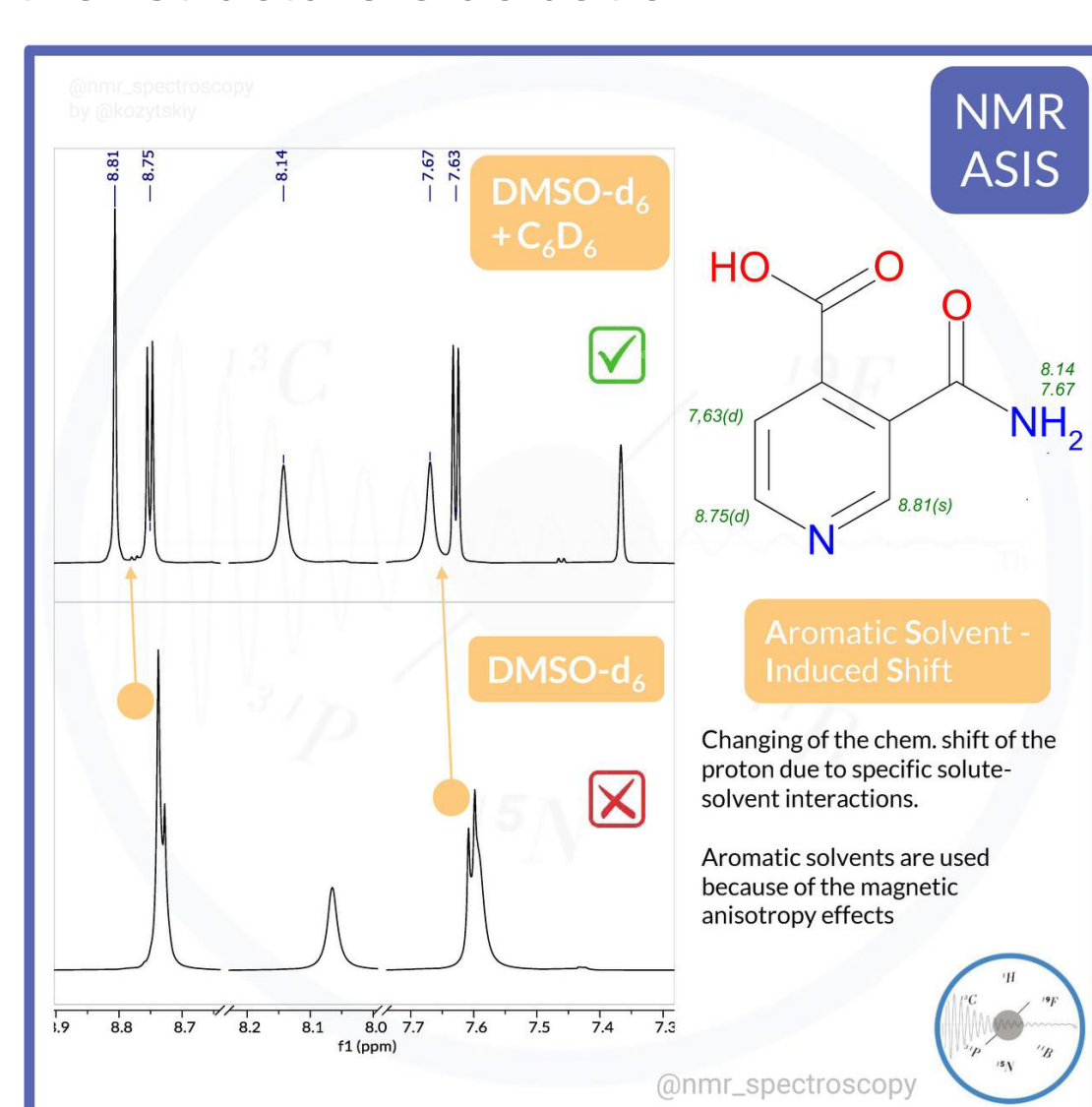
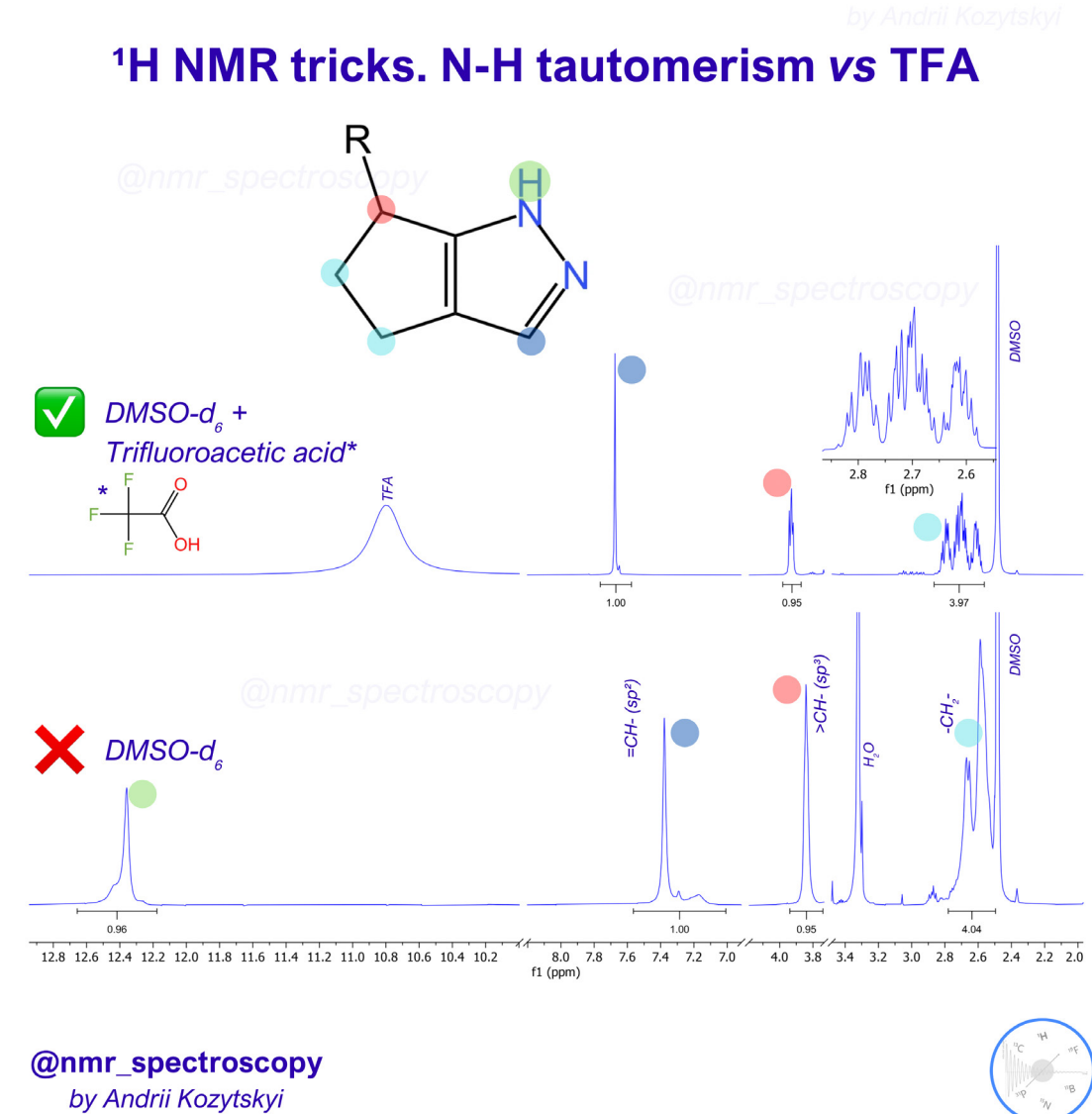
(1) Enamine Ltd., Winston Churchill Street 78, 02094 Kyiv, Ukraine
(2) ChemBioCenter, Taras Shevchenko National University of Kyiv, Volodymyrska str. 64, Kyiv 01601

Introduction and Aim

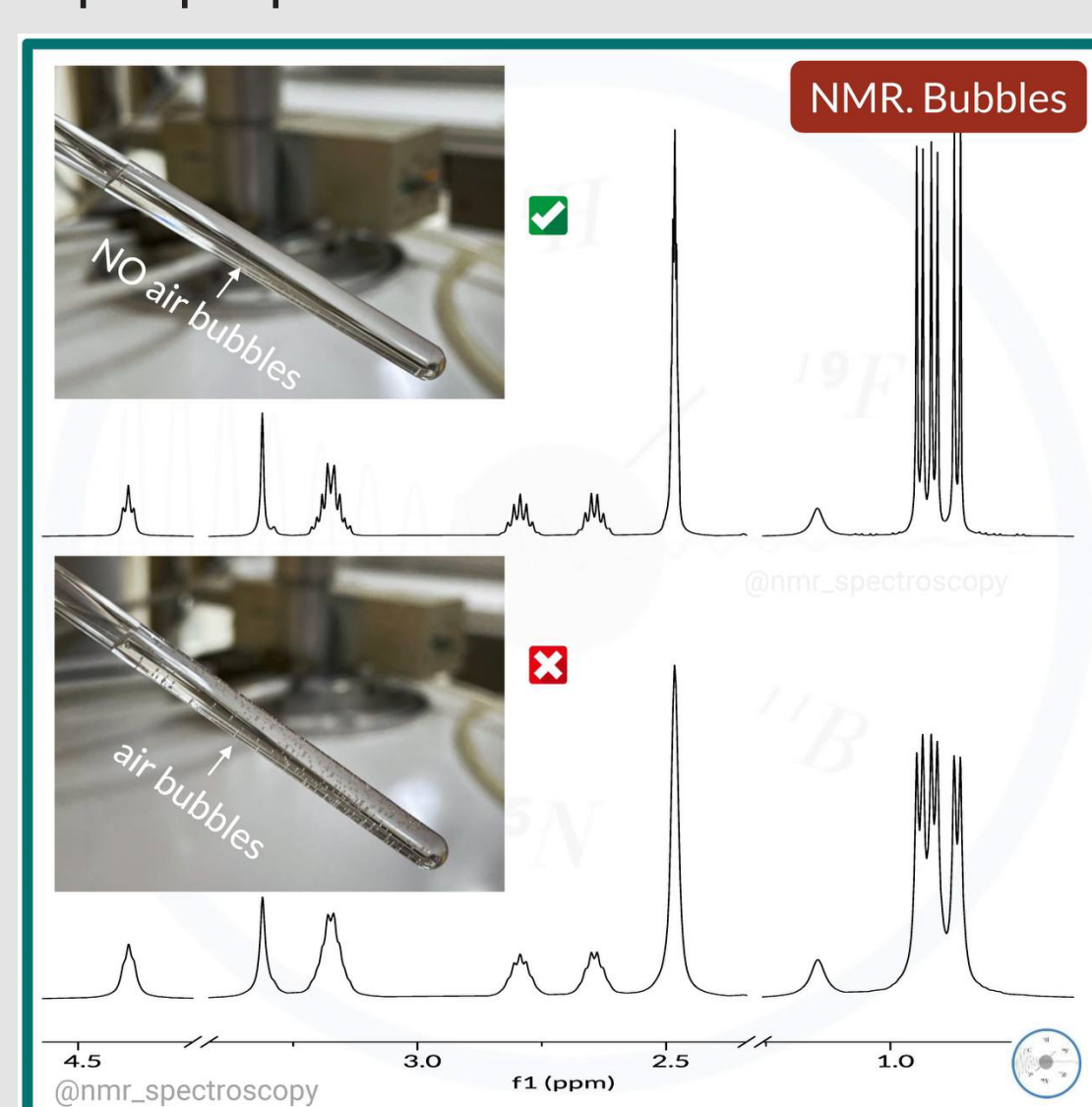
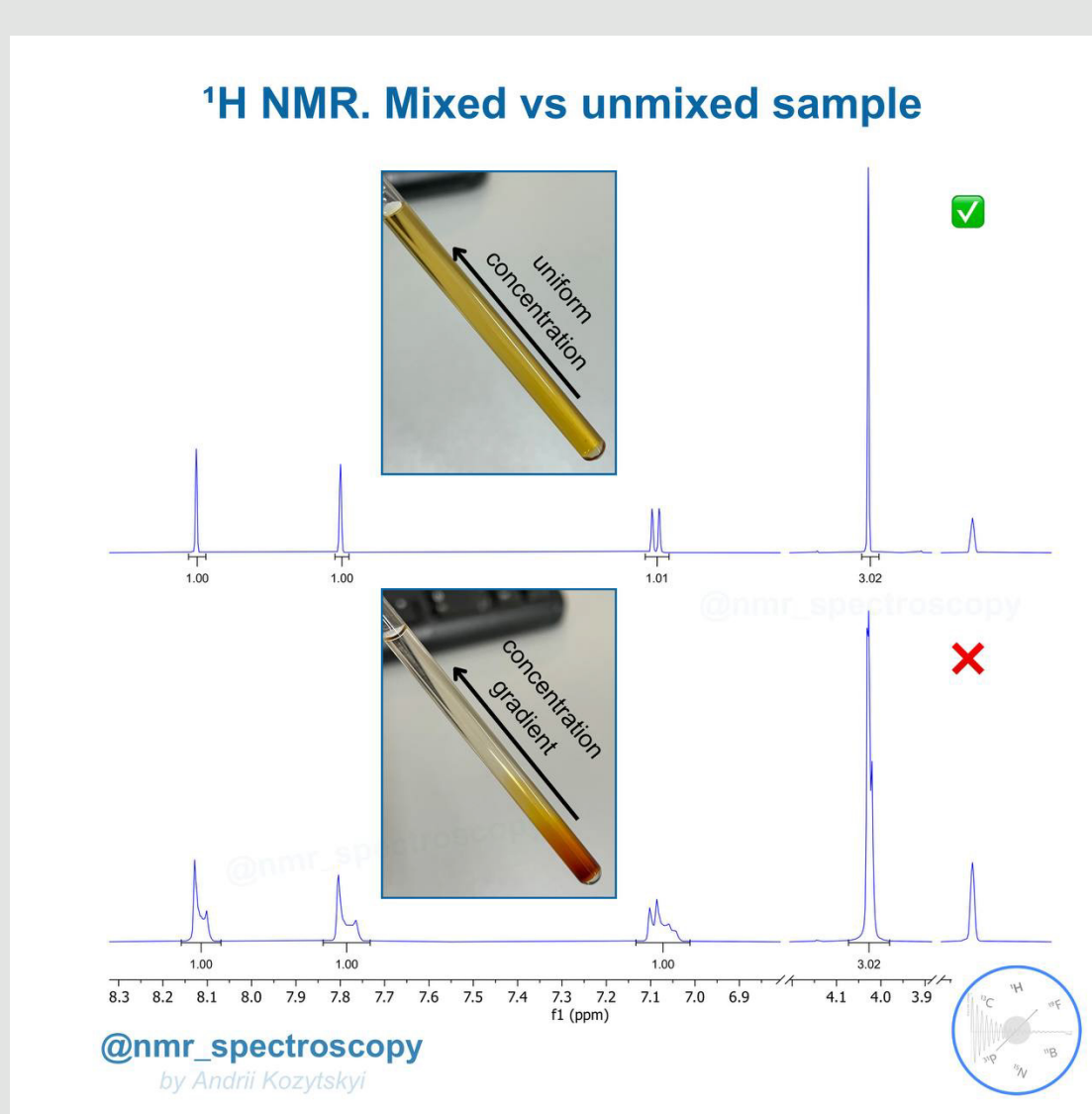
@nmr_spectroscopy is an independent science communication and education project that leverages social media platforms (Instagram, X, and LinkedIn) to promote the fundamentals and practical aspects of small molecules NMR spectroscopy. The blog presents regularly updated content, including illustrative examples from the Enamine Ltd. compound library, experimental demonstrations, practical tips, and concise explanations of both routine and advanced NMR techniques. A key focus of the project is to make NMR more accessible and engaging to students, chemists, and researchers by combining scientific rigor with visual clarity and real-world relevance.

Beyond social media, the project contributes regularly to scientific journals through a recurring NMR Challenge series that invites readers to solve structure elucidation problems based on real spectral data [1–3]. This multifaceted outreach aims to support the global NMR community by encouraging critical thinking, strengthening interpretative skills, and fostering a broader appreciation for the power and versatility of modern NMR.

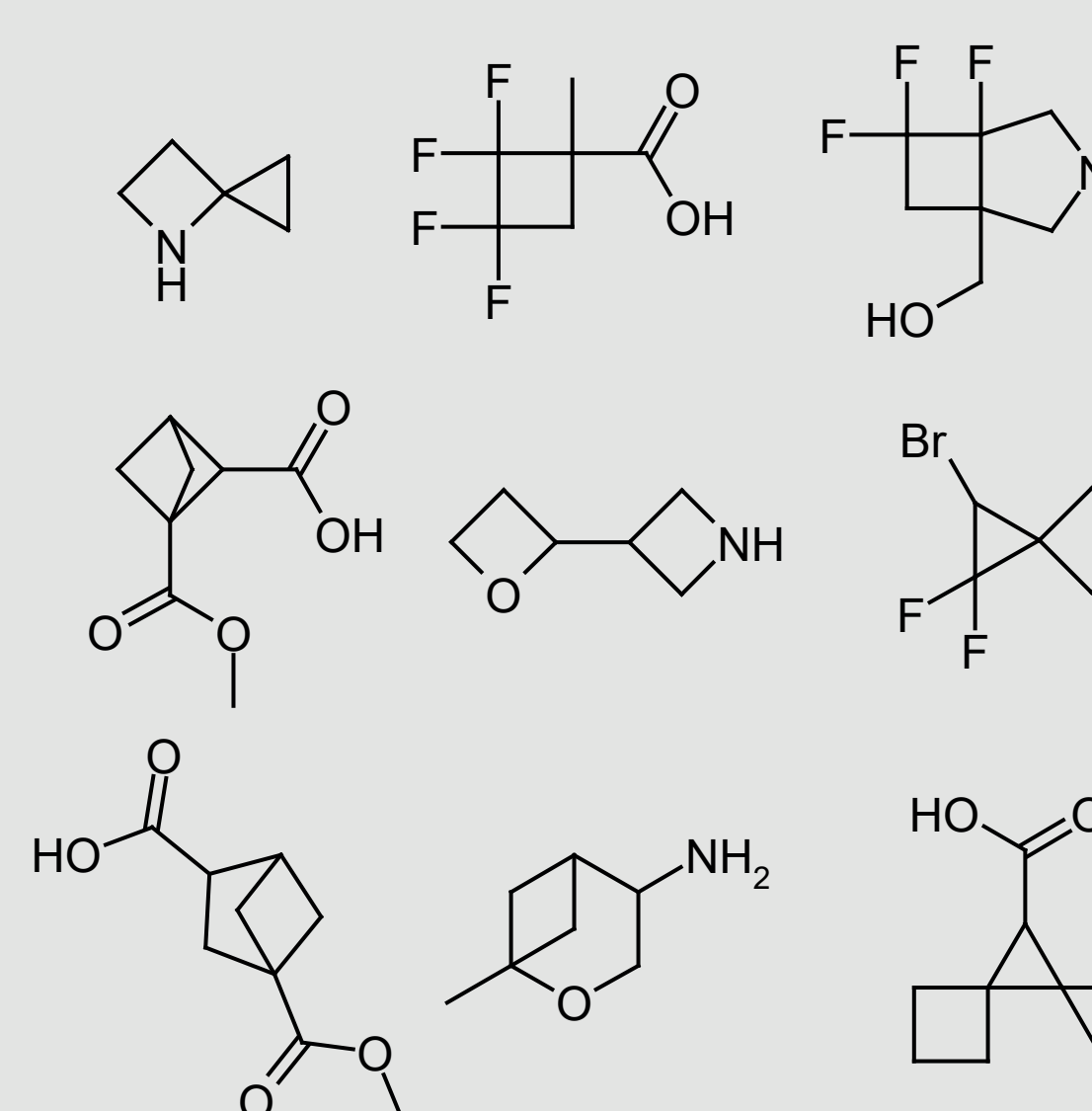
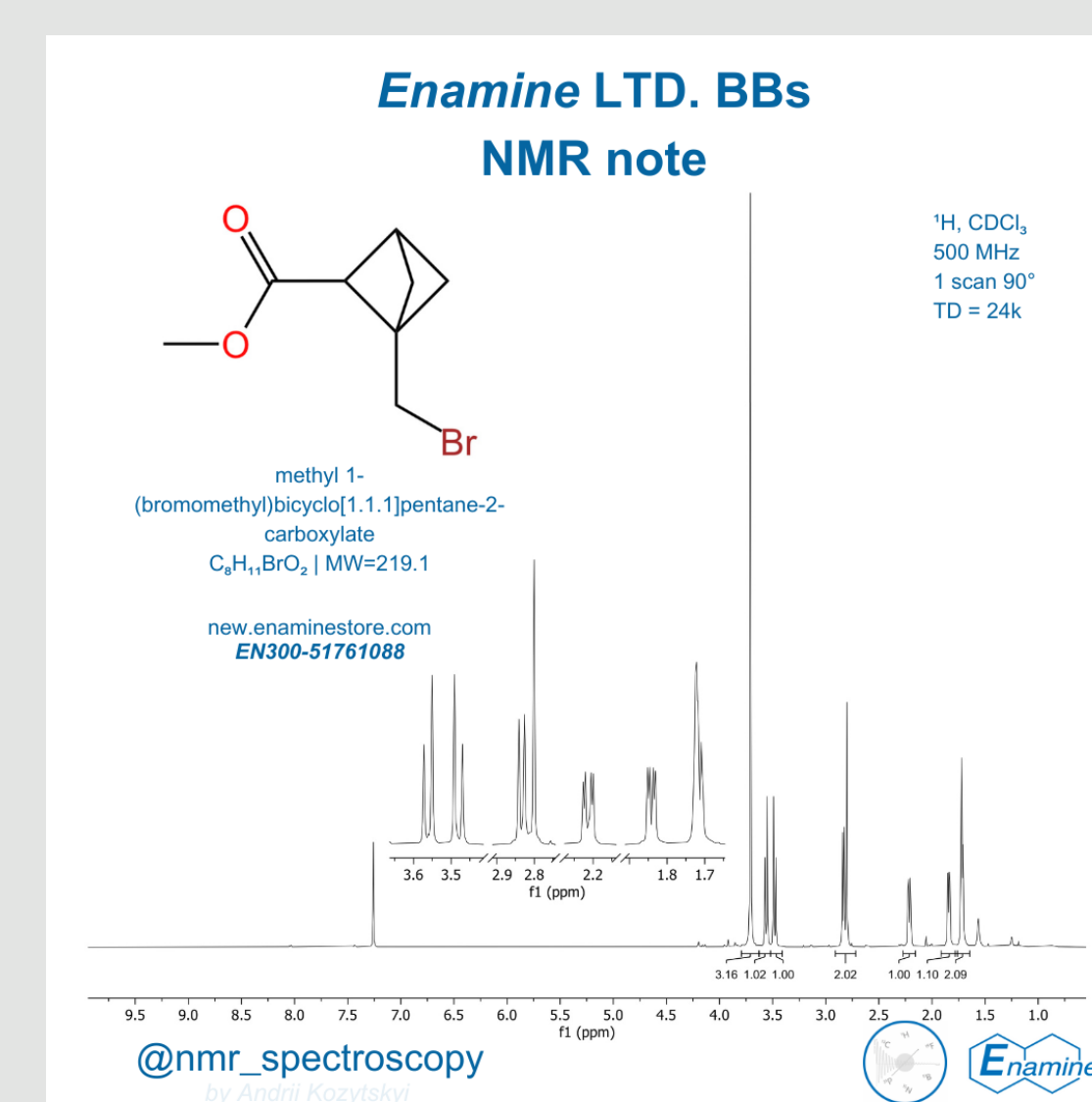
The NMR Tricks series helps NMR users establish key approaches for obtaining high-quality NMR spectra for further structure elucidation



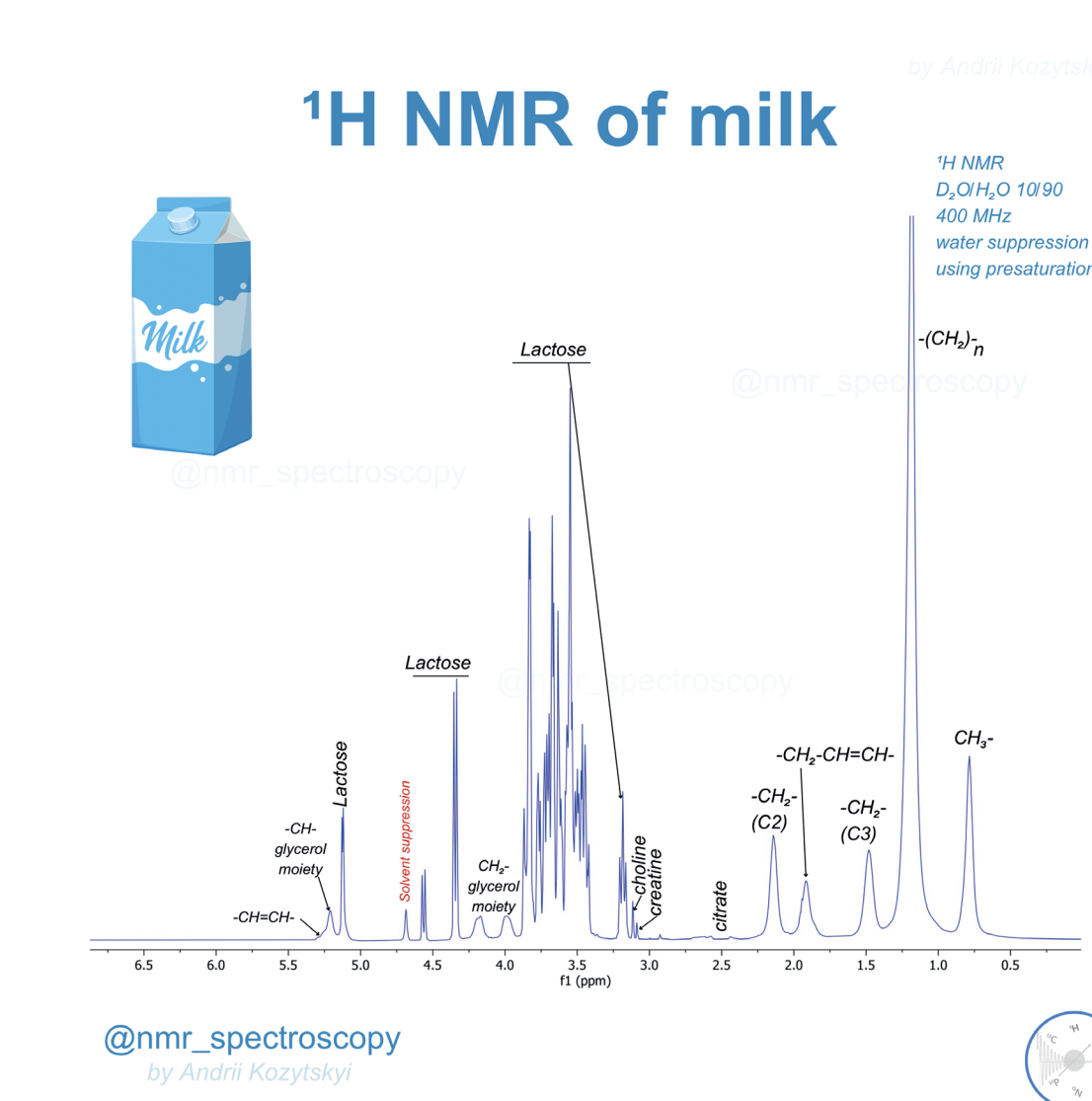
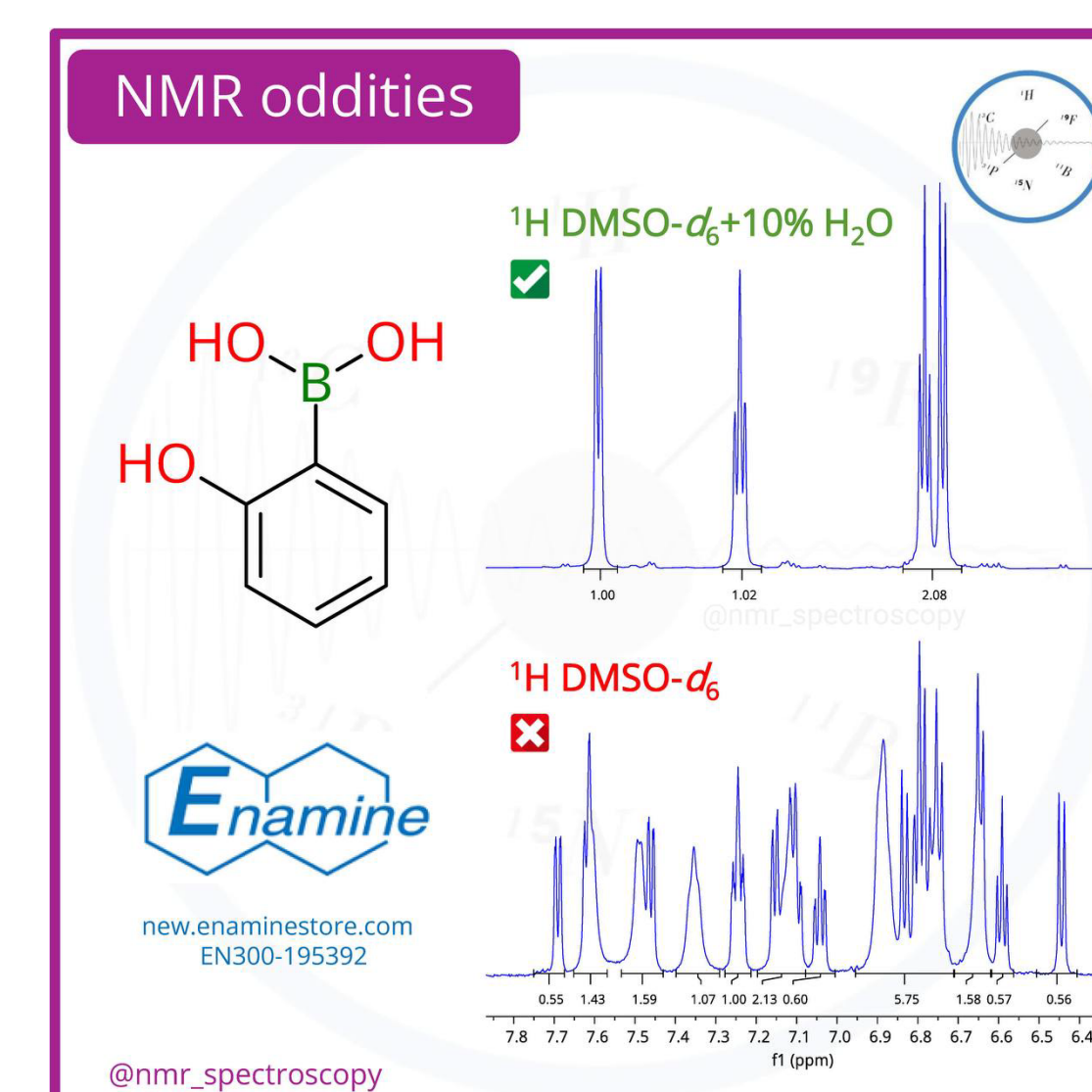
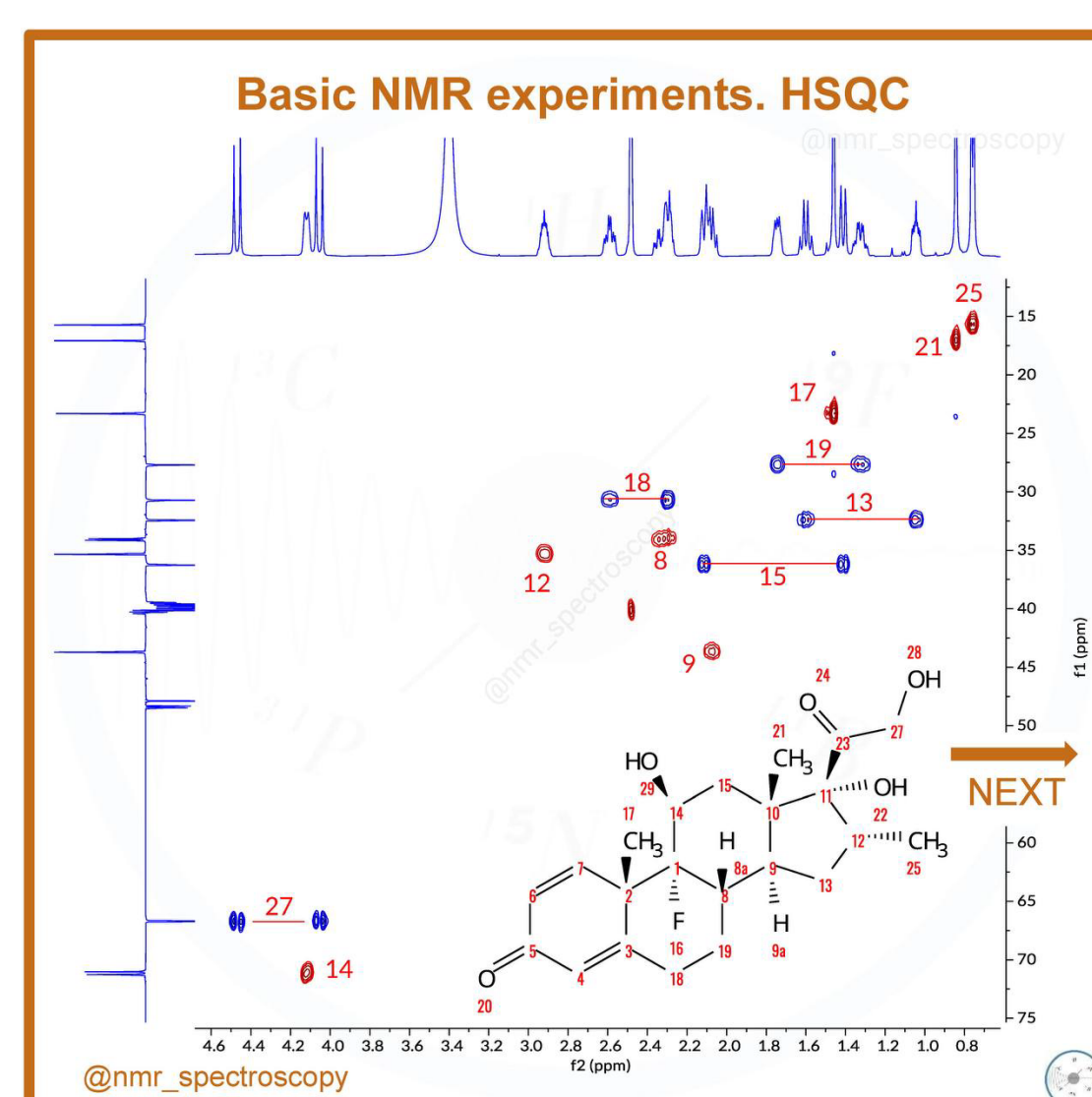
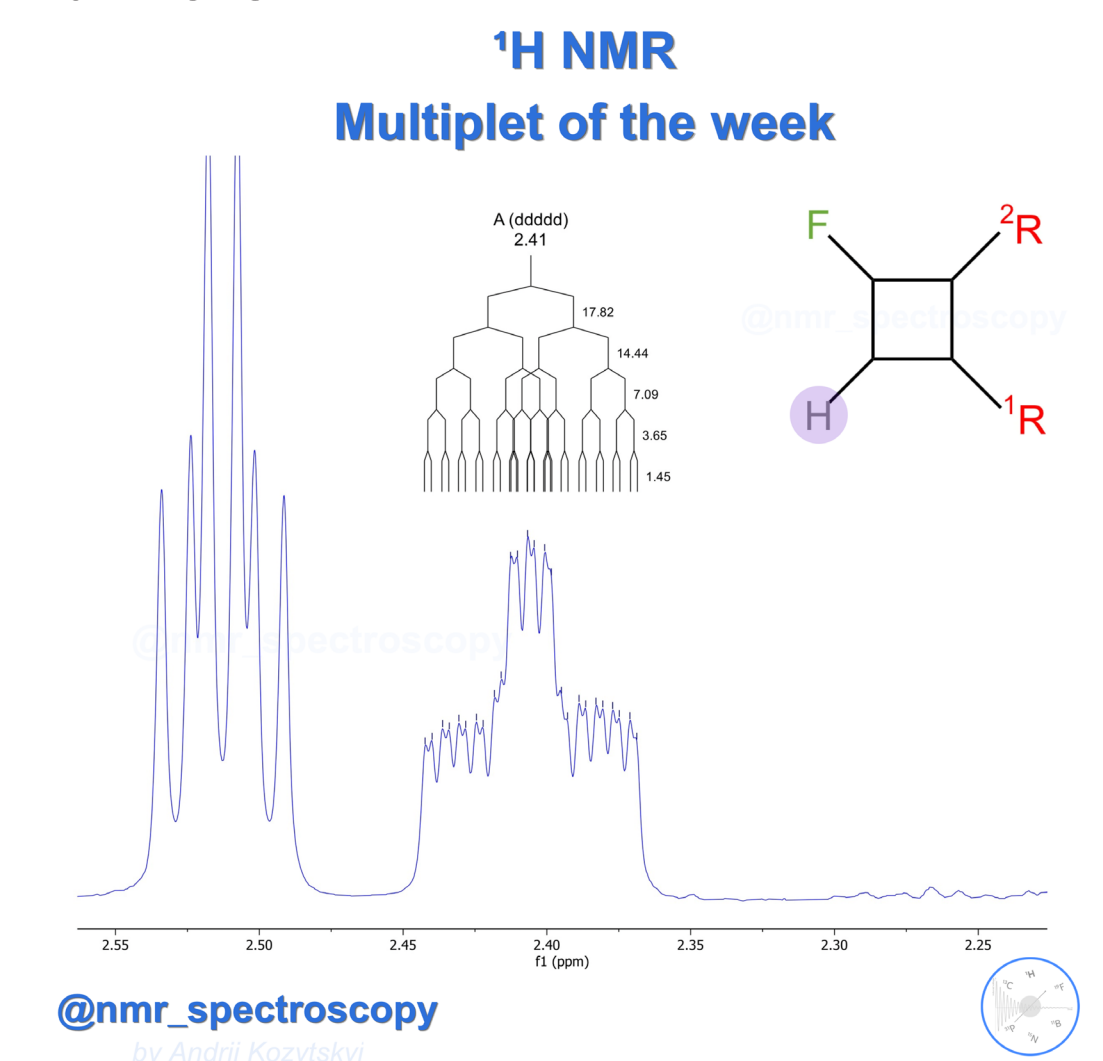
Comments on NMR sample preparation



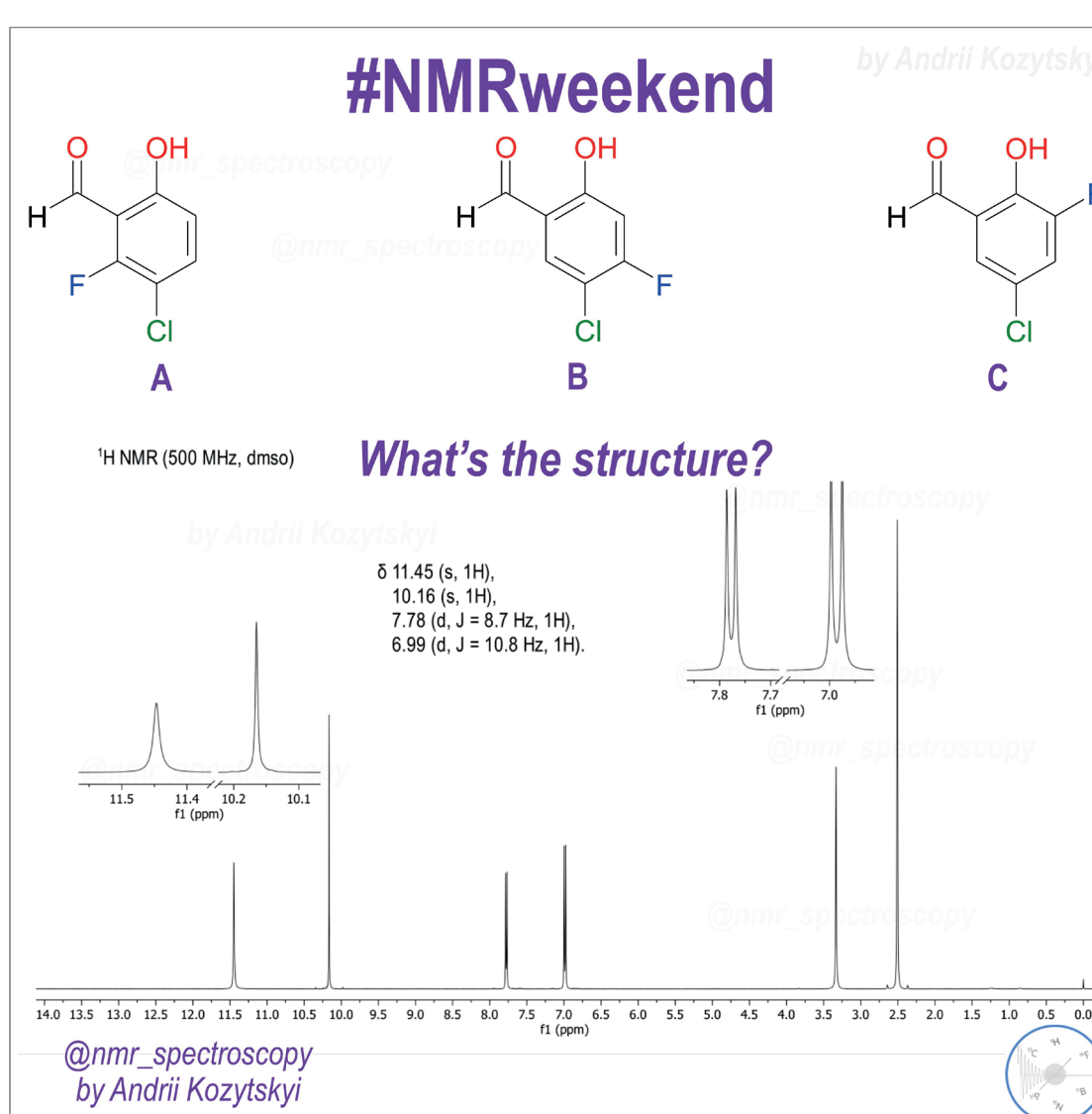
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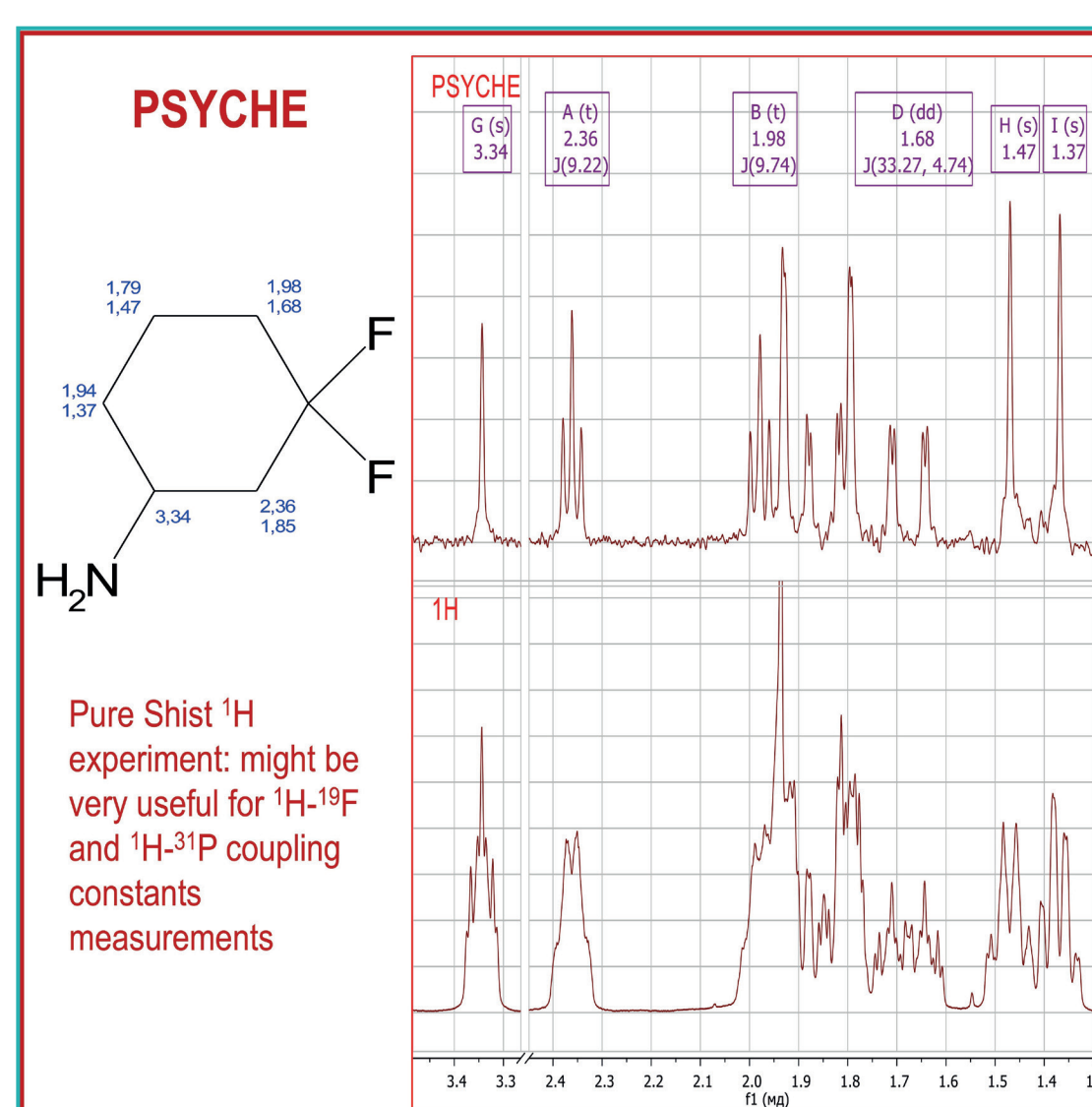
And more:



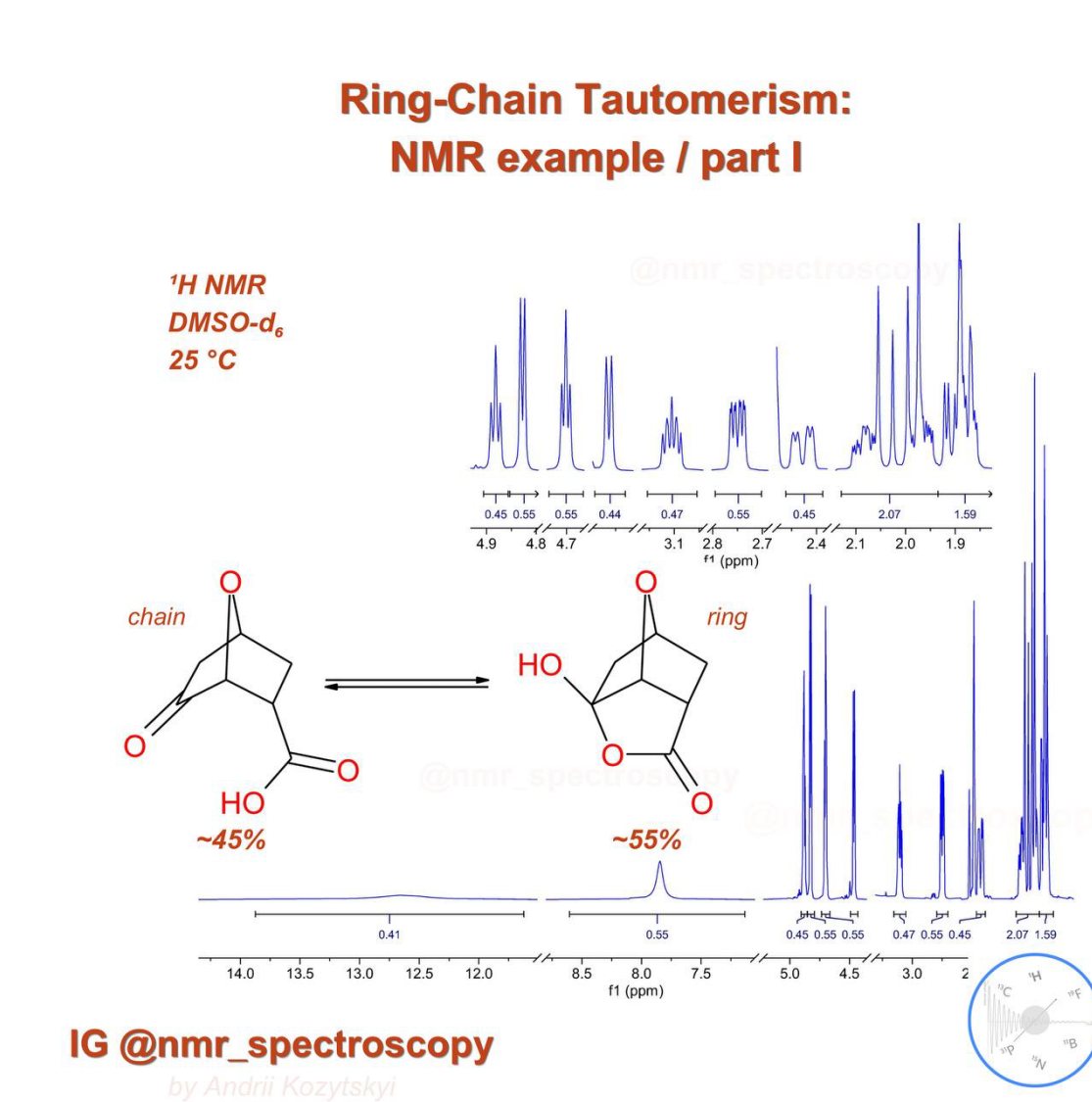
Multiplets and NMR Challenges



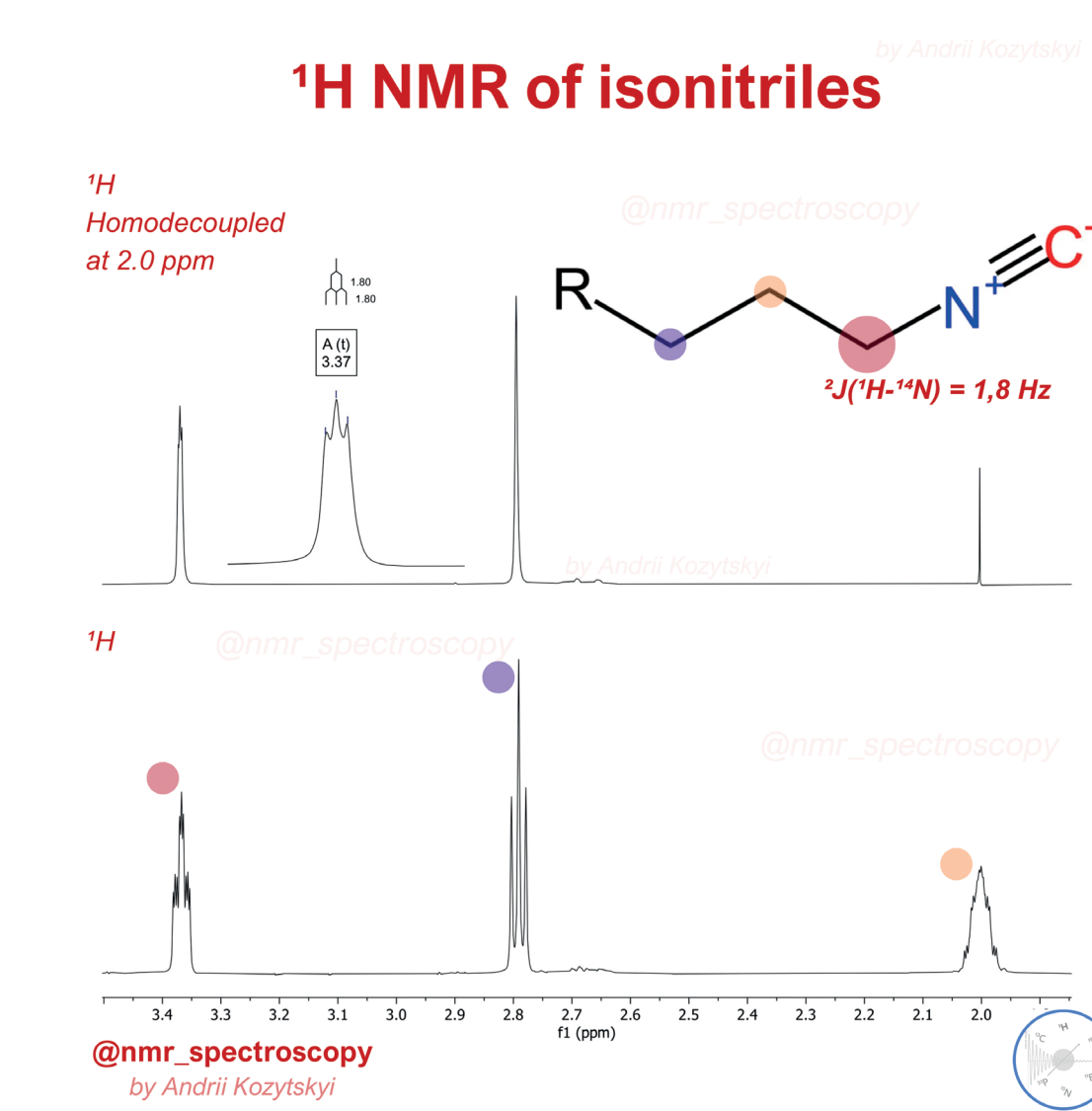
Basic and adv. NMR experiments



Tautomerism and other phenomena



NMR of natural products and other organic compounds



Contact

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References

- Kozytskyi A. (2023). *Analyt. Bioanalyt. Chem.*, 415, 3–4.
- Kozytskyi A., Bondarenko A. (2023). *Analyt. Bioanalyt. Chem.*, 415, 5855–5856.
- Kozytskyi A., Tymoschuk V. (2025). *Analyt. Bioanalyt. Chem.*, 417, 1–3.

