WHY, WHAT, WHO, & WHEN

SIMPLE TACTICS FOR ENGAGING WITH THE WORLD ABOUT YOUR WORK & RESEARCH

GETTING SOCIAL WITH YOUR RESEARCH

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2 SOCIAL MEDIA & NETWORKING PLATFORMS FOR ACADEMICS & PROFESSIONALS

- LinkedIn

LinkedIn: professional networking and career development display your resume, search for jobs, enhance your professional reputation by posting updates and interacting with other people.

- ResearchGate

ResearchGate: academic networking site designed to facilitate access to academic research and collaboration between researchers.

- Twitter

Twitter: an easy way to follow researchers see what colleagues all over the globe are working on in one easy and convenient feed, academics can stay abreast of new discoveries and publications as soon as they happen, showcase your work, discoveries, collaborations and provide insights

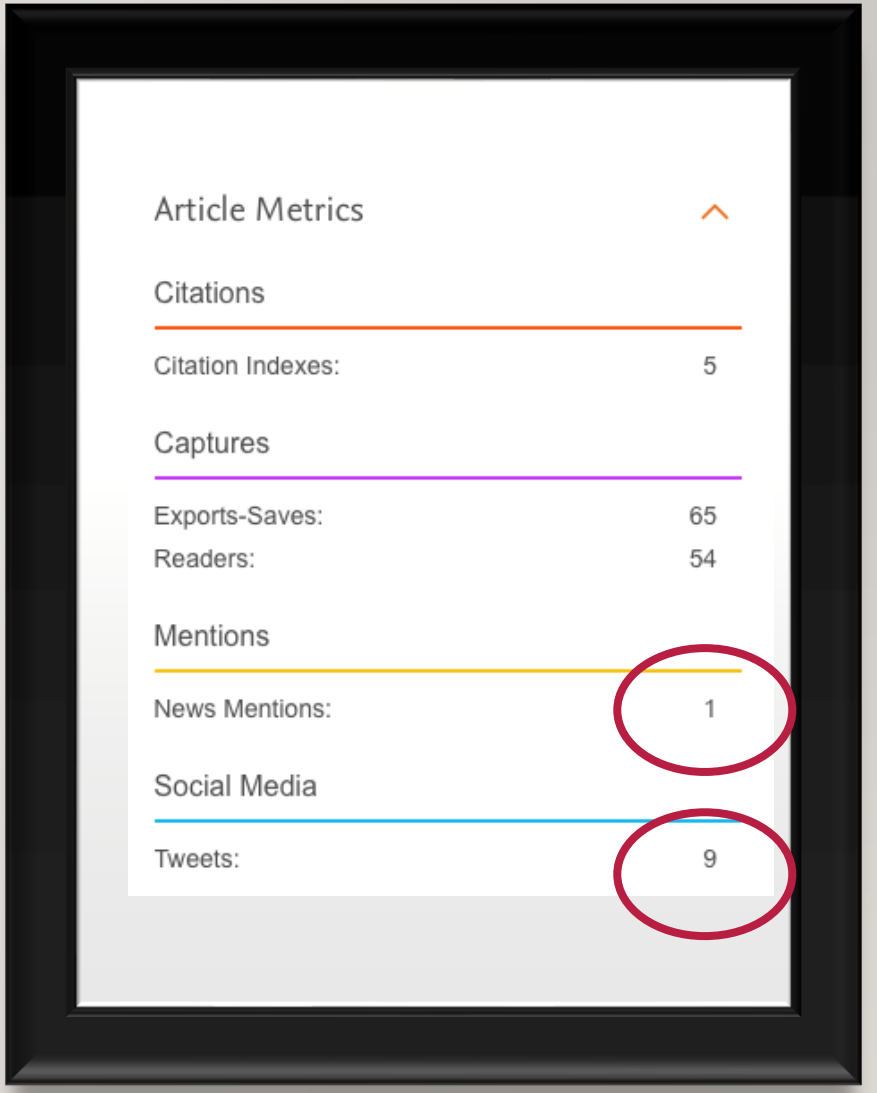
3 WHY SHOULD I BOTHER?

Self-Promotion
Mutual-Promotion
Be Noticed

- promote your research
- promote your publications
- promote your presentations etc

- promote your peers, colleagues, and those you admire
- promote your affiliations
- promote articles akin to your values

- be noticed by other researchers
- be noticed by potential employers or collaborators



Artist: Elsevier

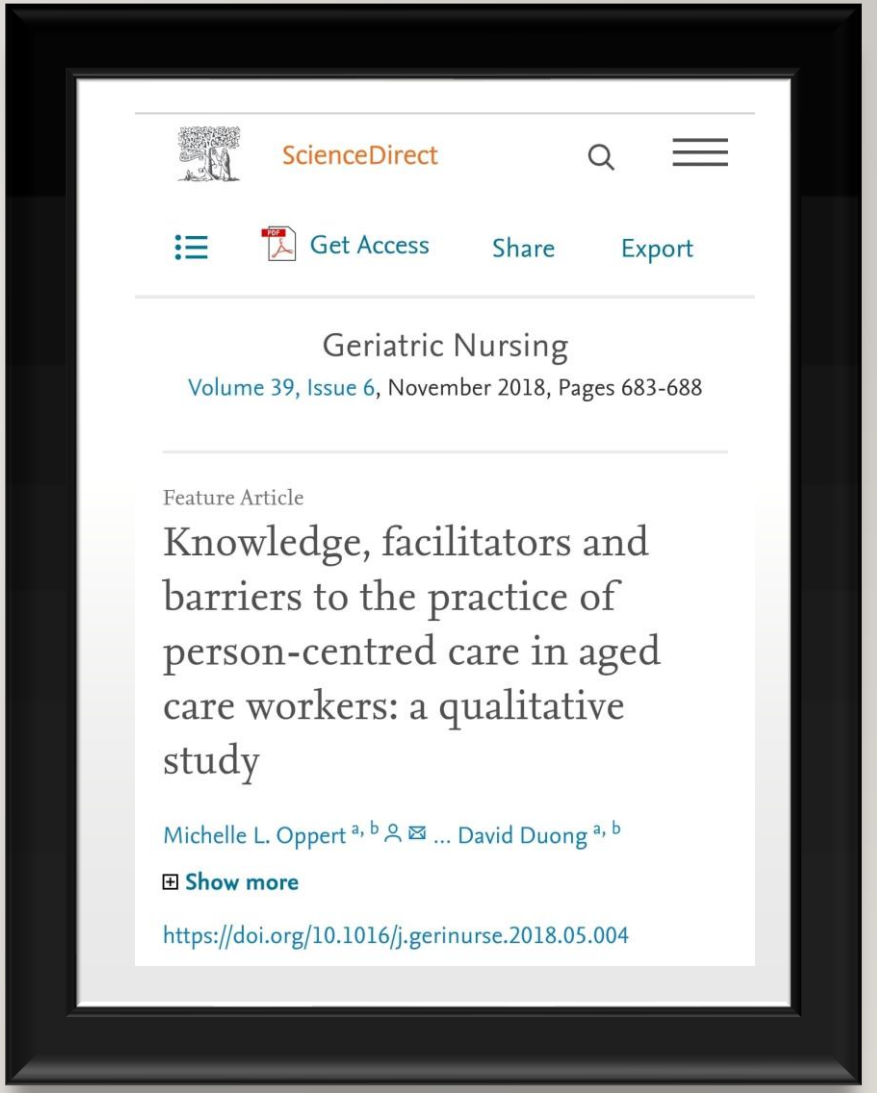
4 WHAT SHOULD I SHARE?

Publications
Presentations & Engagements
Musings and Selfies (in moderation)

- share your publications and research findings
- share presentations and public engagements
- share your awards and wins (in time – your losses)

- share your peers' publications and presentations
- share meaningful articles

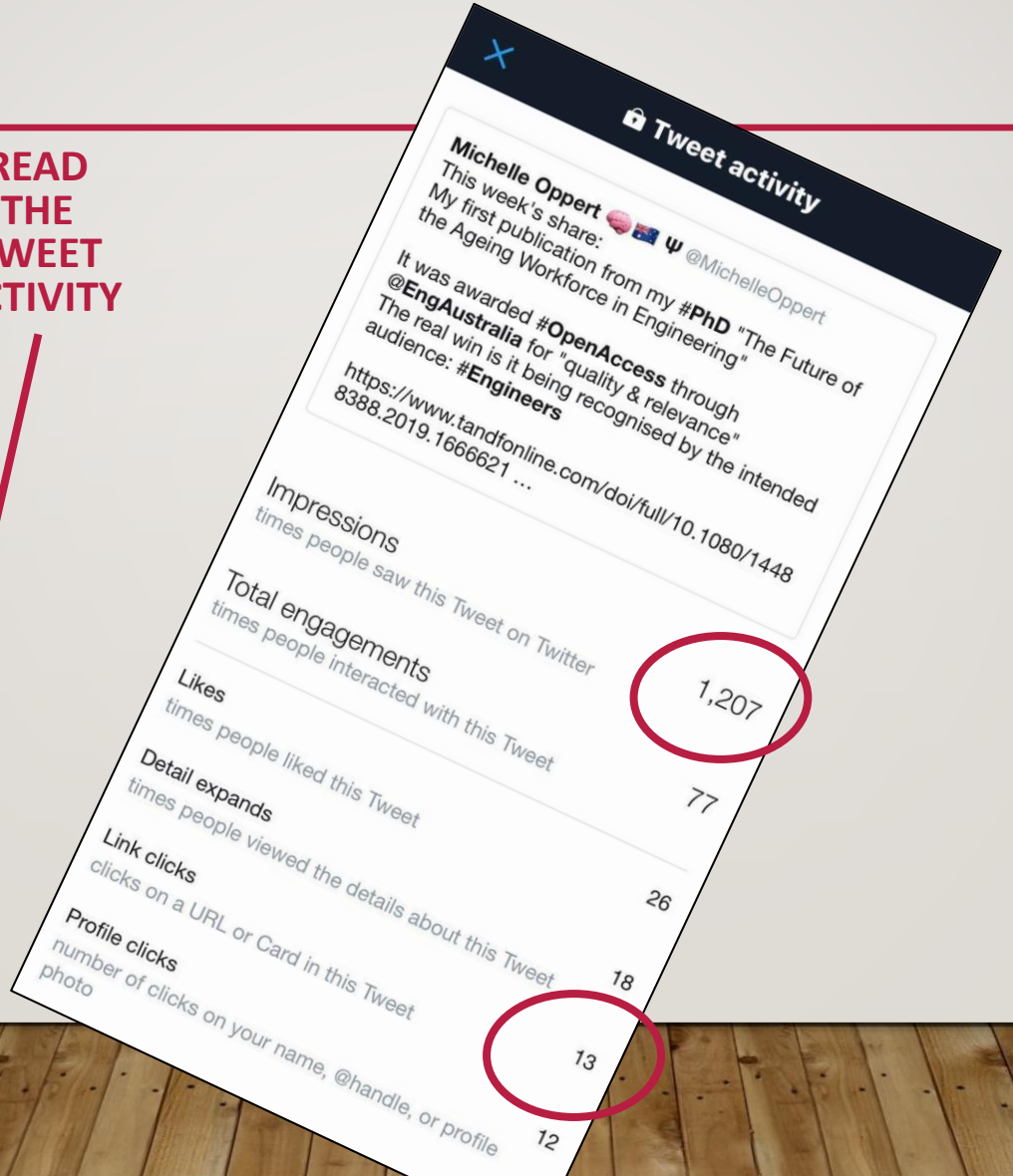
- share the occasional insight into your personal world
- share the occasional musings or observations
- share only what you are comfortable with

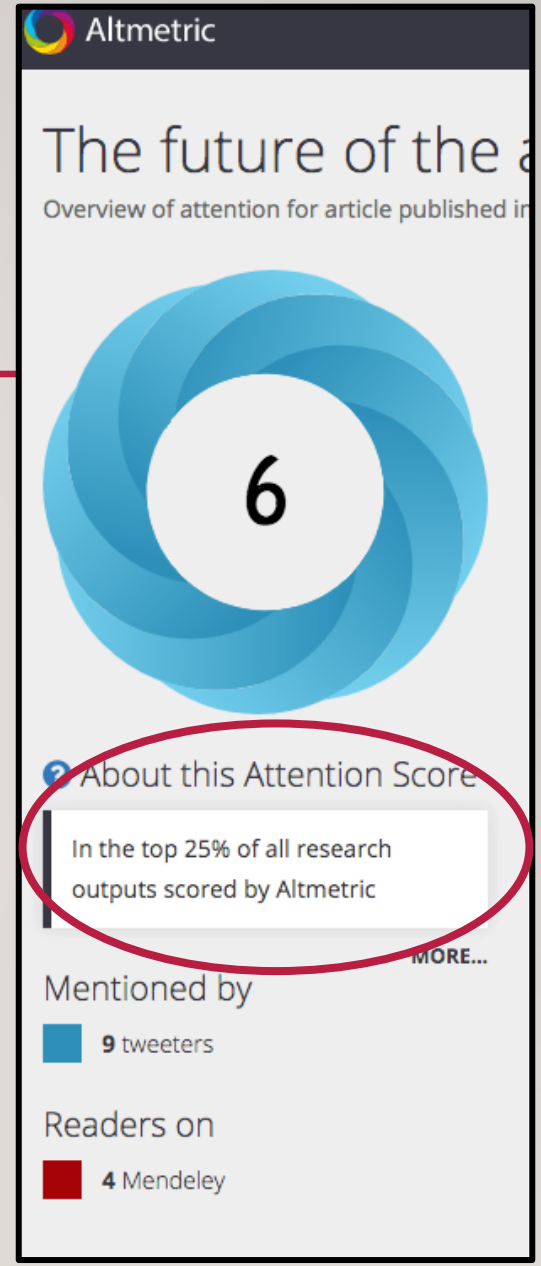


Artist: Oppert et al.

5 WHAT IS THE IMPACT OF TWITTER?

READ THE TWEET ACTIVITY



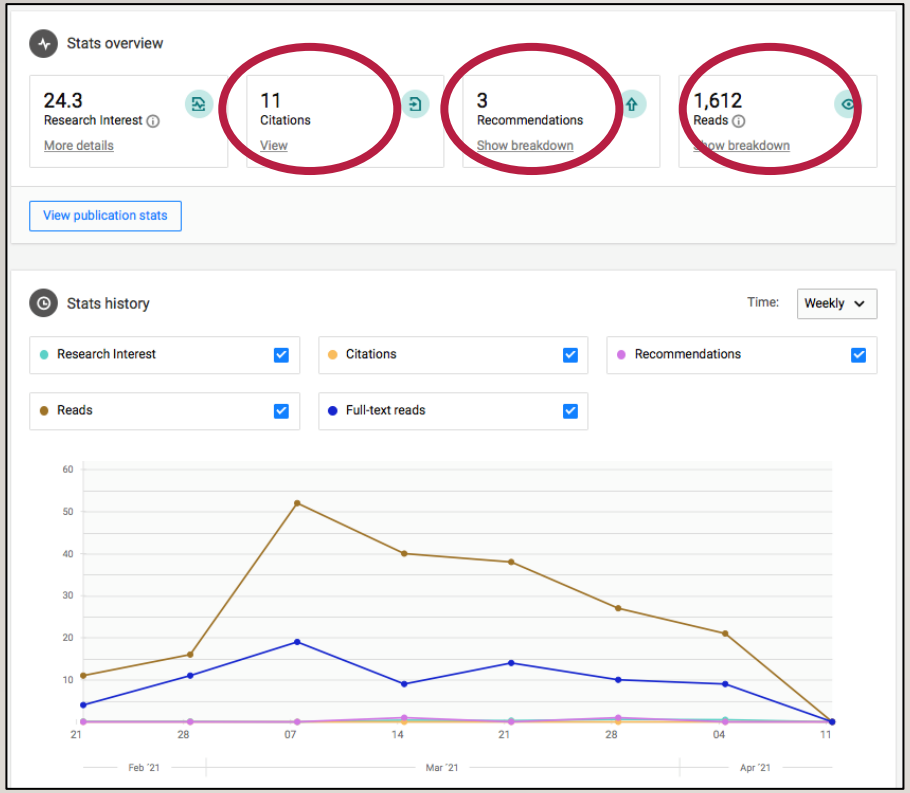


6 WHAT IS THE IMPACT OF TWITTER?

SOMETIMES, VULNERABILITY IS A STRENGTH

READ THE TWEET ACTIVITY

7 WHAT IS THE POINT OR IMPACT OF RESEARCHGATE?



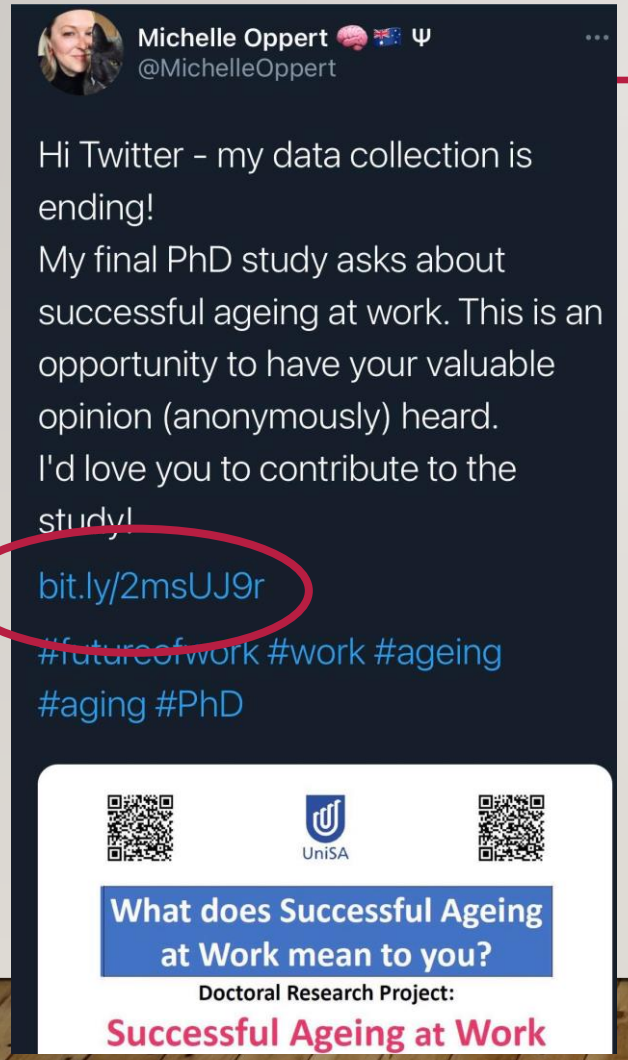
A FANTASTIC RESOURCE FOR ASKING QUESTIONS, NETWORKING, AND INCREASING YOU RESEARCH IMPACT AND INTEREST. OTHER AUTHORS MAY RECOMMEND YOUR RESEARCH OR REQUEST ARTICLE COPIES

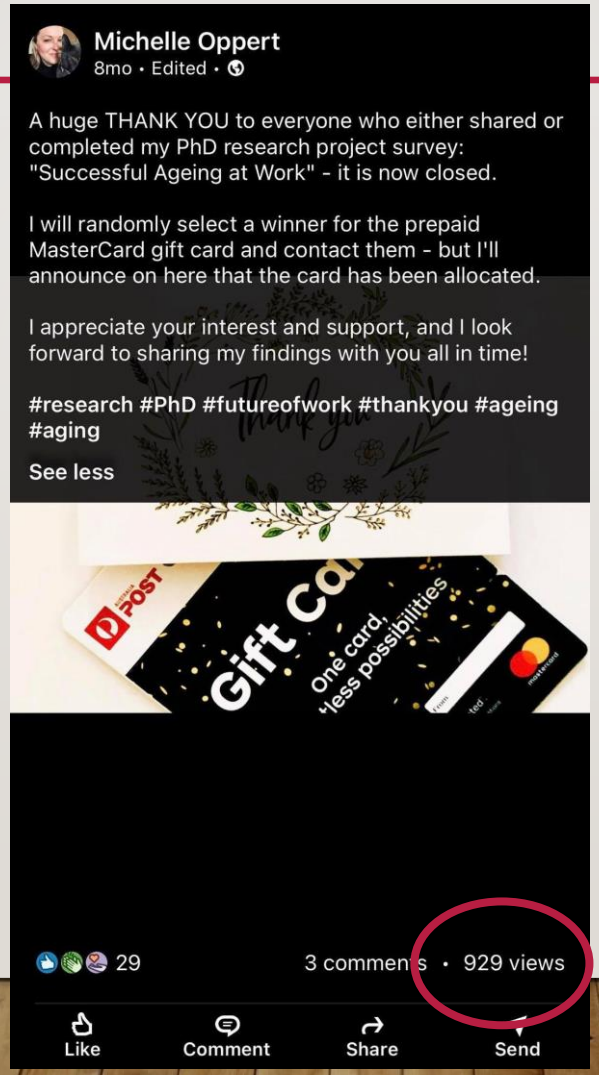
IF YOU ARE WORKING ON A PROJECT OR REVIEW, IT IS A GOOD PLACE TO SHARE UPDATES.

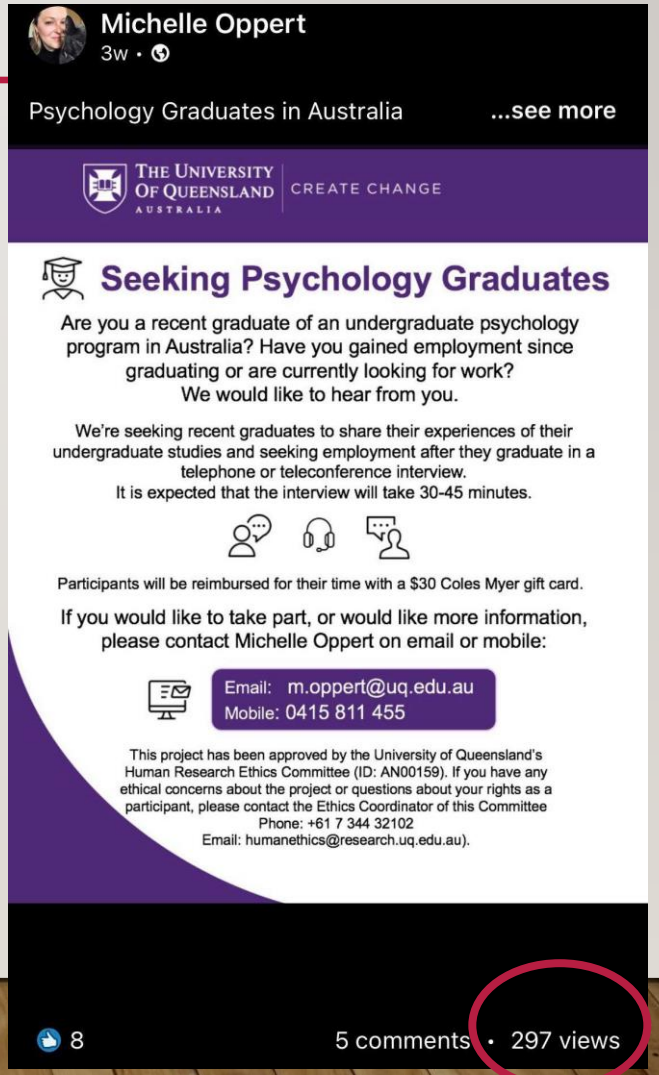
PEOPLE CAN FOLLOW YOUR PROJECTS!

IF HREC APPROVES, YES!!

8 CAN I USE SOCIAL MEDIA FOR RECRUITMENT?







WHO SHOULD I CONNECT WITH?

‘Birds of a Feather’

- connect with your peers
- connect with fellow academics
- connect with anyone who shares the same values
- connect with people you wish to learn more about
- connect with people you admire professionally
- connect with institutes, peak bodies, agencies etc
- connect with key accounts, e.g. @AcademicChatter
- connect with people you do not know – that is the point!

Artist: Pinterest

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WHEN SHOULD I POST & ENGAGE?

Second to lighting, *TIMING* is everything

- know your audience – country of location
- check the platform you are on to learn what times are best
- check platforms ‘Follow Fridays’ or ‘Cite Me Tuesdays’
- if you intend on asking a question, don’t post if you won’t be available to answer any responses
- learn what days are best for your audience
- Friday night awkward for us, but great for USA or UK
- you can pre-set a time for a post
- try alternate between independent posts and shares

Artist: Salvador Dali.

PROS AND CONS OF SOCIAL MEDIA AND NETWORKING

CONS

- Feeling pressured to respond
- Failure to respond can look poor
- Once it is on the internet - it is forever
- Anxiety, fear, rejection, lack of connection, Time
- Trolls, Trolls, Trolls
- Supervisors think you are okay by judging your feed - discussion point.

PROS

- Cultivate mutual success
- Find your *Birds of a Feather*
- Create a support network
- Broaden your horizons
- Create collaboration and job opportunities
- Increase your impact
- Track your impact

ACADEMIC PLATFORMS FOR SHOWCASING YOUR RESEARCH AND PUBLICATIONS

- ResearchGate

ResearchGate: show your projects, publications, posters, ask research-related questions, share pre-prints, request full texts, follow key academics, understand your research interest and impact

- ORCID

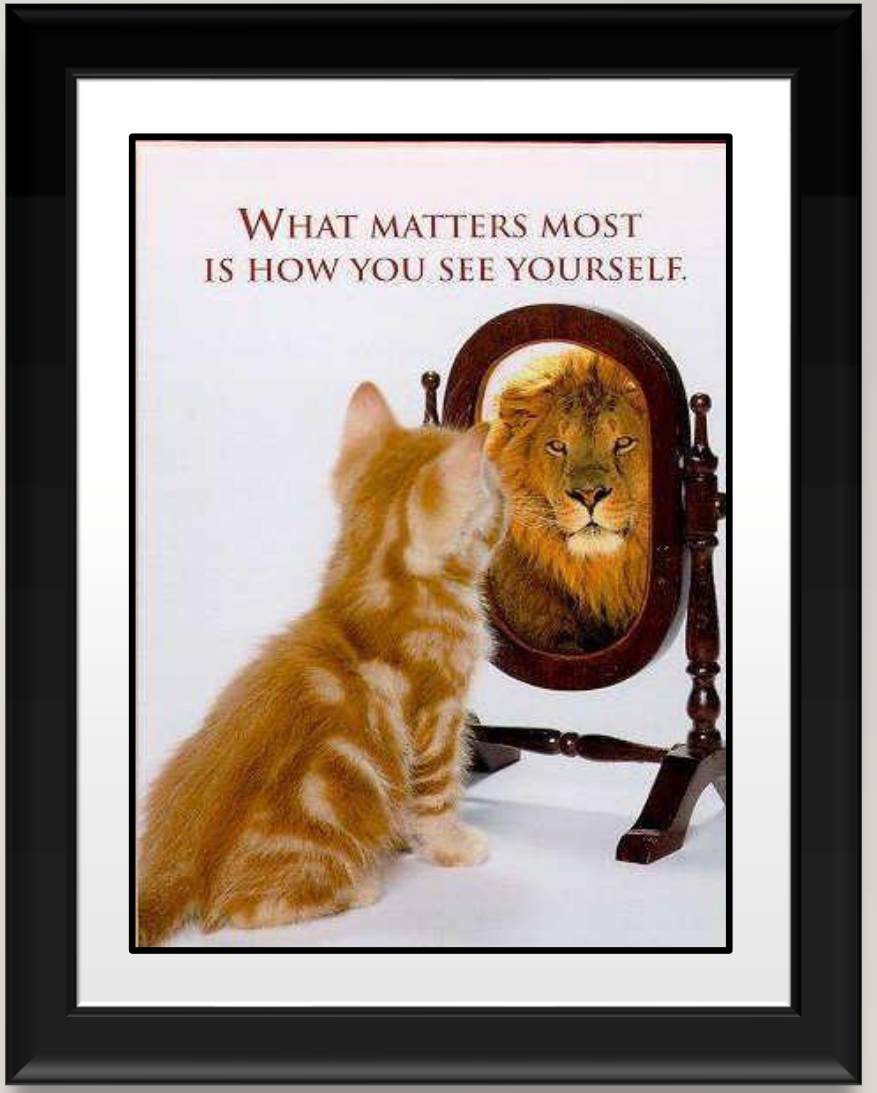
ORCID (Open Researcher and Contributor ID): allows reliable, unambiguous and permanent connection to your name with your work and research career, including publications, grants, education, employment, etc

- Google Scholar

Google Scholar: a profile is a very simple way of collating your publications (and citations to them) so that others can find your work and often find an accessible copy that they can read

WHILE THIS MAY BE TRUE, IT IS ALSO IMPORTANT *HOW OTHERS SEE YOU*

The academic job-market (in fact, THE job market) is increasingly competitive and in order to stand out from your extremely qualified peers you need to have a presence on media platforms and be able to demonstrate followership, sci-comms, resourcefulness, and dedication. The recent pandemic has shown more than ever we need to be able to communicate through media platforms and stand out from the crowd as a proactive community member.



Artist: No idea, plagiarised to death.

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SOME TIPS TO GET YOU STARTED

Have a statement:

- Have a DECENT-RECENT profile pic
- What you 'LIKE' is seen by others
- Do NOT rant
- Start small: Tweets *then* LinkedIn articles or blogs
- Cats, Cats, Cats
- Like posts and retweet every other day if you don't feel up to posting your own work or statements often
- Remember, you must appropriately represent your employer and or university when sharing about your work - think HREC when sharing your survey
- You can cultivate your feed: you can mute, 'see less', block accounts, and the algorithm for twitter is good: if you get an ad, click 'I don't like this ad' or 'See less of this' and you only see people you follow! VOILA!

15 USEFUL RESOURCES SUGGESTED BY TWITTER!

I posted to ask what I could share for this presentation!

- https://guides.library.unisa.edu.au/Social-Media (our UniSA guide)
- https://23things.cdu.edu.au/?portfolio=thing-9i @sueinasp @jamaora @wentale
- https://t4scientists.com @dsquintan suggested by @benjaminle
- https://fusion-journal.com/using-twitter-to-tackle-peripherality-facilitating-networked-scholarship-for-part-time-doctoral-students-within-and-beyond-the-university/ @drkatyvigurs suggested by @juliaeverittdr
- https://www.routledge.com/The-Digital-Academic-Critical-Perspectives-on-Digital-Technologies-in-Higher/Lupton-Mewburn-Thomson/p/book/9781138202580 - @thesiswhisper

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FACEBOOK
"I Should Be Writing" – Private Group
"Reviewer 2 Must Be Stopped!" – Private Group
"High Impact Memes for PhD Fiends" – Private Group