

# Enhancing Researcher Profiles with Social Media

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## The Background

- Social Media is becoming an increasingly important part of communicating research
- Gives great advantage in outreach and pathways to impact for funding applications
- Open Access + Social media = More citations!
- Easier to track and evidence



## The Problems

- Understanding benefits
- Publishing is often seen as a goal in itself
  - Promotion is an afterthought, if at all
- Time
  - Academics are busy!
  - By the time something is published authors have moved on to something else!
  - Social media takes time to develop & maintain, to make it worthwhile.
- Where to start, what to choose?!

## The Audience

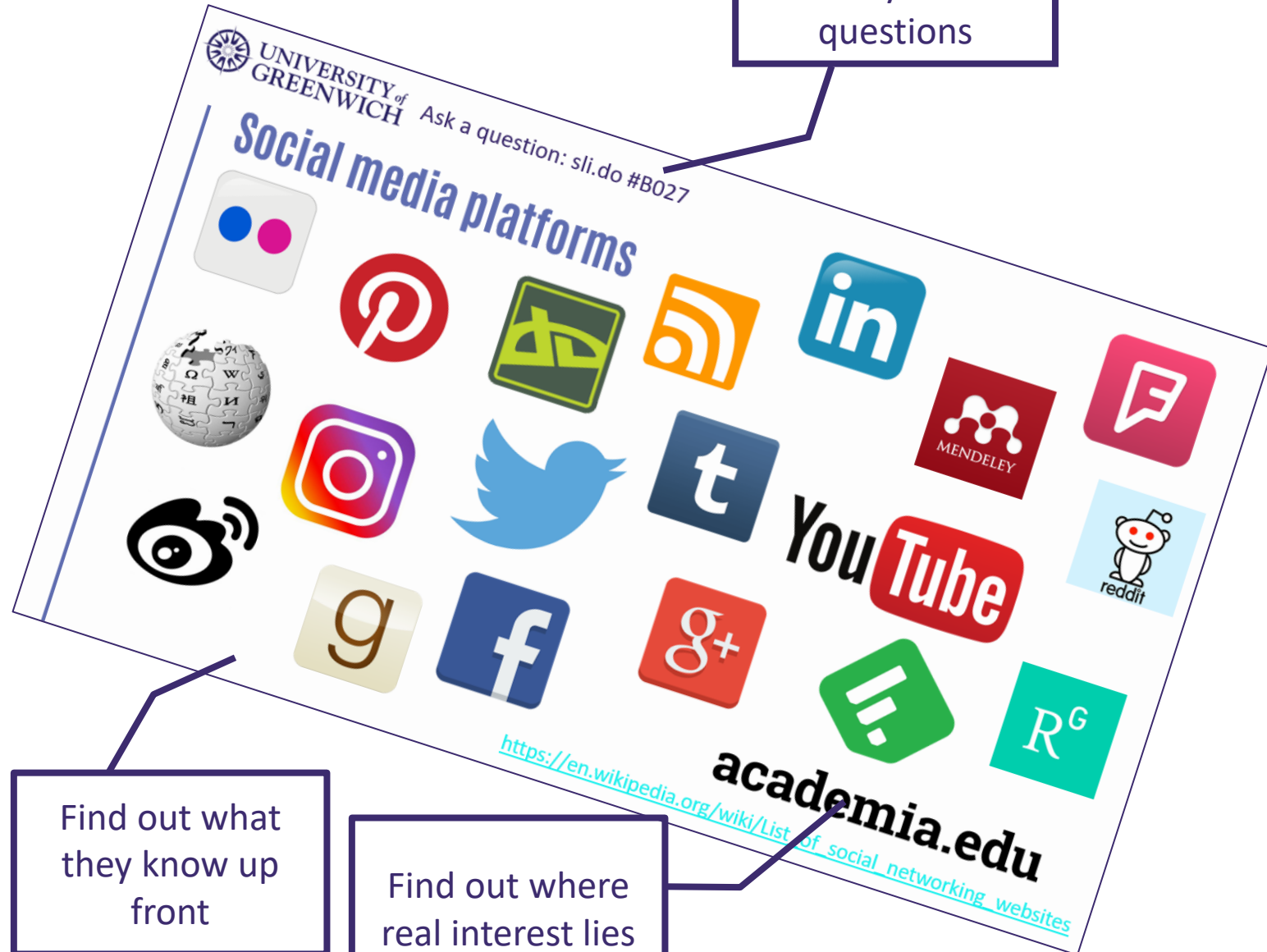
- Have less experience communicating academically
- Have had extensive exposure to social media
- Think they know how to “speak” social media
- Confident with technology but need refinement



- Lots of experience communicating academically
- Have had little to no exposure to social media
- Need teaching how to “speak” social media
- Generally underconfident with new technology

# The Approach

- Learn your audience
- Be flexible
- Discretion
- Prepare everything even if you don't deliver most of it!
- Be real



## The session

- Focus on the commonalities in your audience:
  - Choosing a platform to reach your audience
  - How to “speak” social media
  - Personal vs professional personas
  - Beginner to advanced demos
- Mix it up! Discussions, videos, images, demos...
  - Van Noorden, R. (2014). Online collaboration: Scientists and the social network. *Nature*.  
<http://doi.org/10.1038/512126a>  
PhD comics response: <http://phdcomics.com/comics/archive.php?comid=1737>
  - I know what you did 5 minutes ago – Tom Scott <https://youtu.be/cYVBshcN7wU>
  - Social Media and Academic Life – Andy Miah (Salford)  
<https://youtu.be/LGX6AVdMSPA>

## Some practicalities

- Keep groups small
- Invite people to bring their own devices
- Try not to get distracted by advanced questions
- Do handouts, not just the slides.
  - Practical advice to take away
  - Send slides after the session, don't give out during

## The final step

- Allow time for audience to put tips into practice
  - Experienced users can ask more advanced questions
  - New users can make accounts and set them up with your help
- Make sure the session isn't the end...





# Questions?

