

Building your academic brand

through engagement
with social media



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Presentation outline

- What constitutes social media in an academic context?
- Why do you (not) use social media?
- Five key types of social media with different functions
 - Brief overview of key purpose and functionality
 - Look at a real-life example
 - Q&A for each
- Recommendations for how to use social media

What is Social Media in Academia?

- Researcher Profiles [**Google Scholar Citation Profile**, ORCID, Scopus ID, Researcher ID (WoS)]
 - not strictly speaking Social Media, but important all the same, esp. Google Scholar Profiles
- Facebook
 - Not typically seen as academic; if you need to use it, keep it private
- **LinkedIn**
- **ResearchGate** (Academia.edu, Mendeley, your own website)
- Slideshare, Youtube [will not discuss here]
- **Twitter & Blogging**
- Show of hands, who is doing what?

Why [not] use Social Media?

- Why use Social Media?
 - To publicize your work [all]
 - To build your network [all, except Researcher IDs]
 - Public engagement [LinkedIn, Twitter, Blogging]
 - To stay current in your field [all]
 - In short: to build a professional identity, i.e. your **academic brand**
- Why not use it?
 - Insecure about skills to do it [*just learn, it is really not that hard!*]
 - Not enough time [*just focus on a few essentials!*]
 - Blurring identities [*just manage your identity!*]
 - Don't have anything to say [*just listen until you do!*]
 - It is just "not me"

It is just “not me”? Please remember:

- Publicising
 - Is **NOT** aggressive, continual and untargeted announcements of your research and your publications
 - Instead, it is simply seeking to ensure that those who might be interested know about your work
 - Networking
 - Is **NOT** an aggressively instrumental and manipulative activity only designed to further your career
 - Instead, it is simply a way to cultivate connections with others who share your interests
- Source: Mark Carrigan (2016) Social Media for Academics

Google Scholar Profiles: Full list of pubs & cites

- Very easy to set-up (2-10 minutes), but needs to be done by individual in question, so I can't demonstrate
- Might wrongly attribute publications to you if you have a common name and is prone to manipulation
 - Do not take all profiles at face value
 - Set your own updates to manual (change default settings)
 - Clean up your profile a couple of times per year
 - You can search for GS Profiles in Publish or Perish, making an overview of publications even easier
- Set publication/citation alerts for yourself and other important academics
- Explore the limited social media type functions through listings of co-authors, field topic and institutional links
- Let's take a quick peek:
 - http://scholar.google.co.uk/scholar?hl=en&q=harzing&btnG=&as_sdt=1%2C5&as_sdtp=

LinkedIn: Your basic CV online, plus...

- Good source of basic information about academics
 - Some academics use it as an online CV, combining it with links to paper repositories
- **Professional** networking
 - Allows you to find shared connections, but might result in many unwanted invitations
 - Gives you updates of what your connections are doing/ recommending etc.
 - Allows you to share your own updates
- I use it to find basic info on academic and share my blogposts, more useful than Twitter for me
- Let's take a quick peek [copy link]:
 - <https://www.linkedin.com/in/anne-wil-harzing-1747026b/>

ResearchGate: Your paper repository, plus...

- In comparison to Academia.edu
 - Has the most painless method for adding papers
 - Draws more researchers judging from the number of views/downloads, for me typically 5-10 times more
 - Has more comprehensive additional features
- Presents extensive stats (reads, citations & profile views) and scores (research metrics)
 - See who is reading and citing your work
 - Compare yourself with others (if you feel so inclined)
- Default settings alert you “*whenever someone in your network farts*” or whenever anyone cites/reads your work, etc.
 - I often receive multiple email alerts a day, even though I have enabled only a quarter of the alerts
 - Adjust the settings to prevent overload, so alerts are useful to you!
- Let’s take a quick peek:
 - https://www.researchgate.net/profile/Anne-Wil_Harzing/?ev=hdr_xprf

Blogging: Reaching out in another way

- Engage outside academia [copy 2nd link]
 - <http://blogs.lse.ac.uk/businessreview/2017/03/13/gender-quotas-and-the-crisis-of-the-mediocre-man/>
 - <https://mdxminds.com/2015/06/22/a-case-for-the-living-wage/>
- Blogging for me personally
 - **Research Focus:** Promote and consolidate your research work
 - **Conference reports & classic papers:** Share useful materials
 - **Academia Behind the Scenes:** Share my experience in academia
 - **PoP Tips:** Support my volunteer work on PoP
 - **Academic etiquette:** Writing about my bugbears 😊
- Let's take a quick peek:
 - <http://www.harzing.com/blog/2016/09/would-you-ask-a-male-academic-the-same-question>

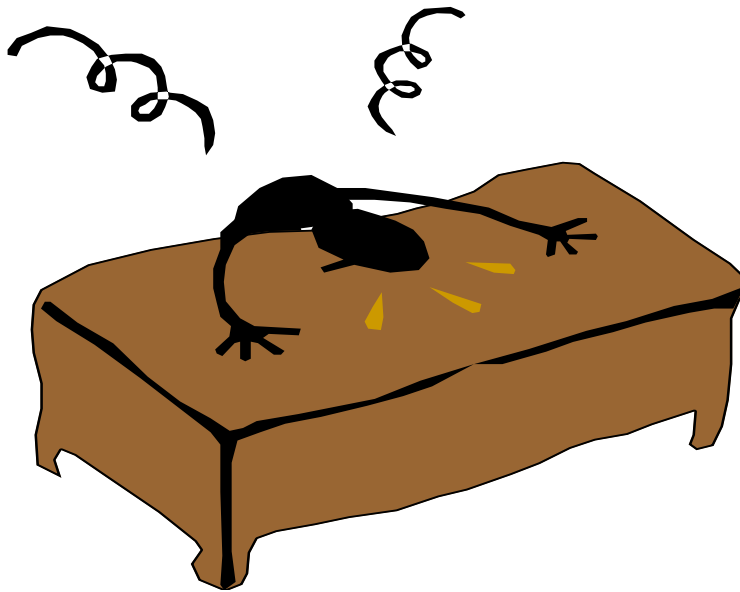
Twitter: Surprisingly versatile

- All about sharing
 - Your work and achievements
 - Useful links with your followers
 - Retweet useful tweets from others
 - Keep up-to-date with (academic) news
 - Engage in discussions
- Build a clear profile, in my case this is:
 - International Business, bibliometrics, gender, Brexit, academia, supporting colleagues, occasional non-work tweet
 - No politics or material that might attract trolls (esp. important for women and minorities who bear the brunt of online abuse)
- Most unexpected benefit: Internal marketing
 - My Dean and VC are following me on Twitter 😊
- Let's take a quick peek:
 - <https://twitter.com/AWHarzing/>
 - #cygna_london, #academic_etiquette

In sum...

- Essential
 - Create a Google Scholar Profile
 - Set up a LinkedIn profile
 - Set up a ResearchGate Profile & upload every new paper
 - Check all of them at least once or twice a year
- Variable depending on time
 - Engage more deeply with the above: creating SOME alerts, sharing updates on LinkedIn, review your feed/stats/score on ResearchGate
- Nice to have
 - Occasional guest blogging
 - Twitter account with weekly activity
- Only for the die-hards
 - Regular blogging on your own blog
 - Active use of Twitter account
 - Commenting on LinkedIn updates, having many alerts, answering questions on social media platforms

The End!



Any questions or comments?