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=](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/](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](https://www.researchgate.net/profile/Anne-Wil_Harzing/?ev=hdr_xprf)
Blogging: Reaching out in another way

- Engage outside academia [copy 2nd link]
  - [https://mdxminds.com/2015/06/22/a-case-for-the-living-wage/](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:
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?