

A SOCIAL MEDIA SURVIVAL GUIDE FOR ACADEMICS

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PERSONAL BRANDING ON SOCIAL MEDIA

- In the social media age, individuals have become more visible than ever.
- Anyone operates from a social media account which is attached to their personal name, they are actively constructing a brand of their own.
- Expressive individuality: expressing or sharing personal information about oneself, including feelings, behaviours, as well as information that may reveal beliefs, attitudes, and preferences.
- Self-storytelling and self-presentation help the individual to understand him/herself, and inform others about his/her identity.
- Presenting oneself as a brand offers individuals the opportunity to attract an audience thus increase their “market value”.



BRIEF

Social media use remains thorny issue for academics and colleges

The Young Academic's Twitter Conundrum

The social-media platform is a robust ecosystem for brand-building, research-sharing, and career-ruining.

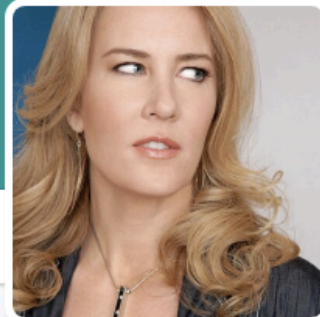
OLIVER BATEMAN | MAY 10, 2017 | EDUCATION

Social media making academia more user-friendly

April 11, 2017

Why academics should NOT make time for social media

Gabriel Egan laments the narcissistic craving for others' approval brought on, he says, by the use of social networking websites



Jennifer Aaker

@aaker

General Atlantic Professor of Marketing, Stanford GSB. Author of The Dragonfly Effect.

TWEETS	FOLLOWING	FOLLOWERS	LIKES	LISTS
3,494	213	25.9K	883	4

Tweets Tweets & replies Media



Jennifer Aaker @aaker · May 10

Brandless, a completely inspired concept. bit.ly/2qWAVYC Congratulations @TinaSharkey and @idoleffler



Lucy P. Marcus

@lucymarcus

CEO, board director; Project Syndicate columnist bit.ly/lpmprosyn; IE Biz School Prof; LinkedIn: bit.ly/lpmli facebook.com/lucypmarcus

TWEETS	FOLLOWING	FOLLOWERS	LIKES	LISTS
43.4K	639	29.2K	15	3

Tweets Tweets & replies Media

Pinned Tweet

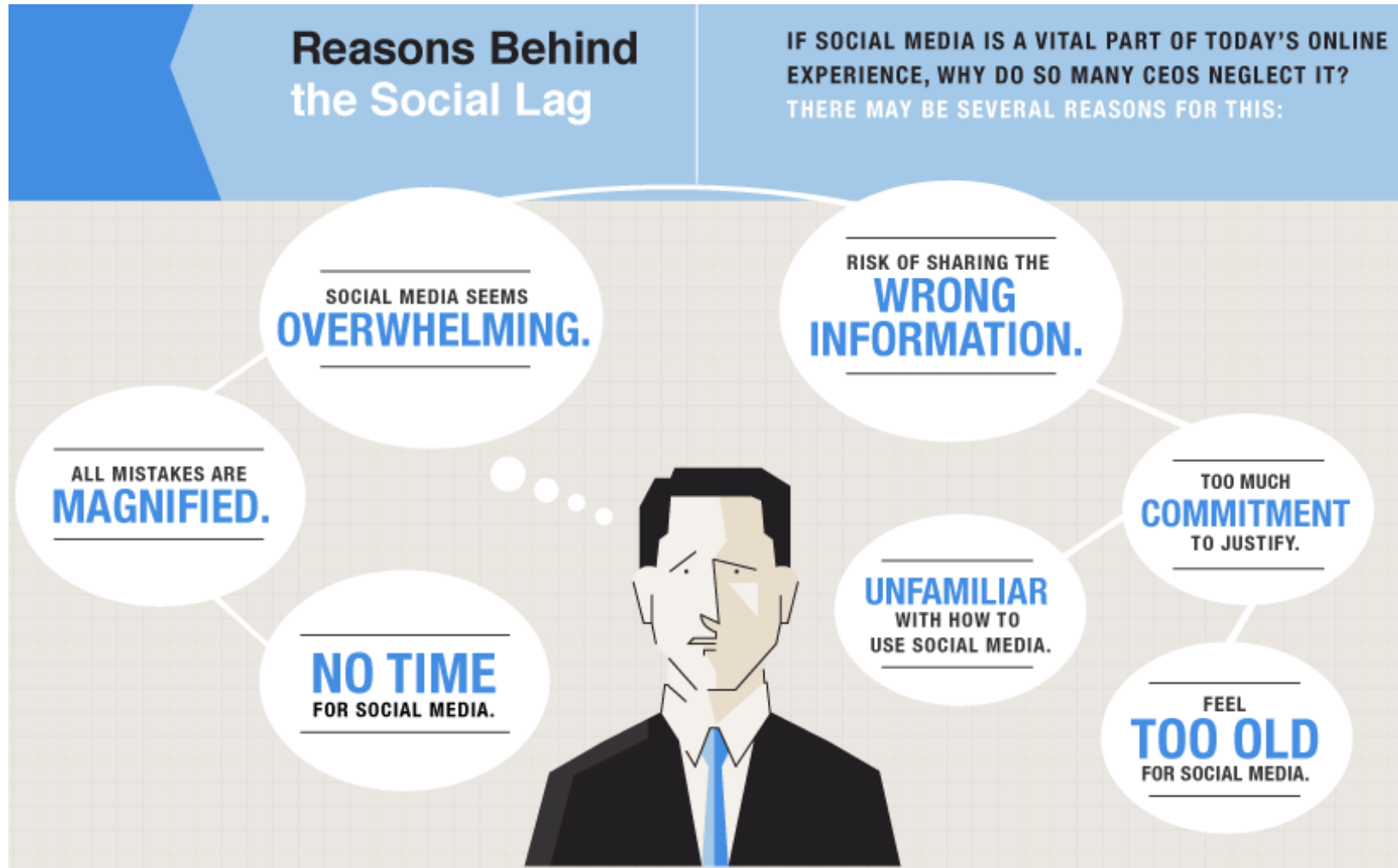


Lucy P. Marcus @lucymarcus · 25 Jan 2016

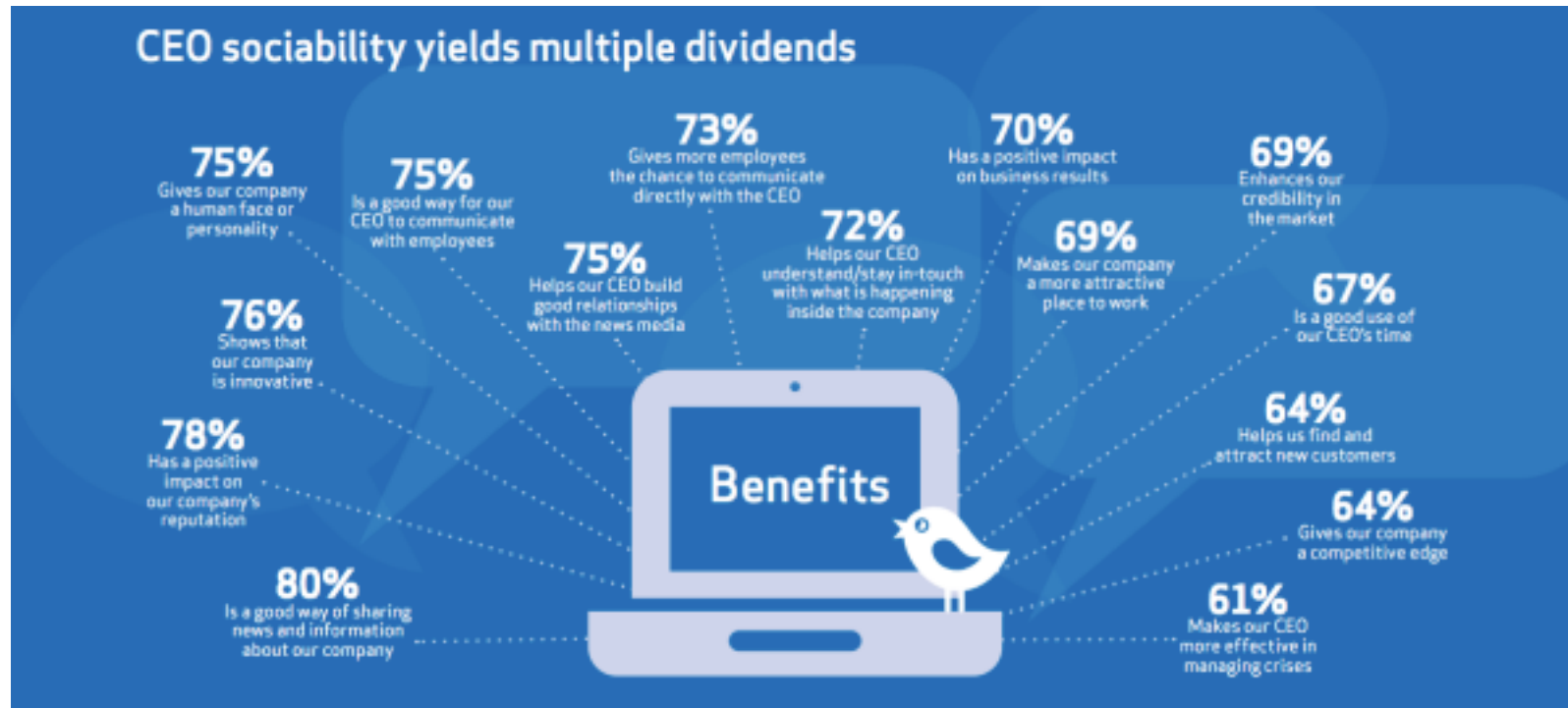
Barbara Novick & I spoke at @wef about how #corpgov ensures high ethical standards help restore trust youtu.be/cgoMJbUTVUU #wef #wef16



WHY NOT SOCIAL MEDIA?



BENEFITS OF SOCIAL MEDIA



- Put a human face to the brand
- Enhance the professor/school reputation
- Circulate the research ideas
- Build/maintain your network



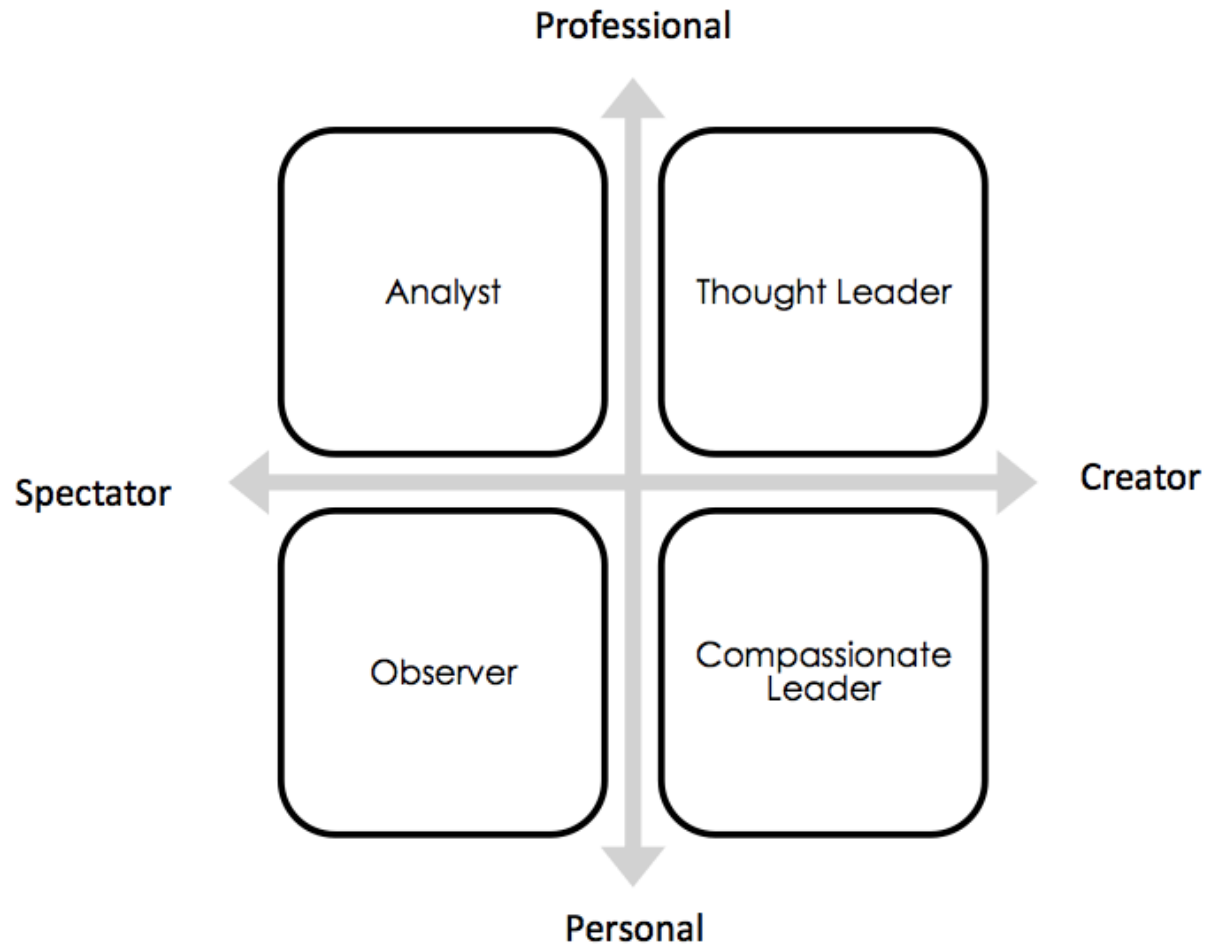


Figure II: CEO personal branding strategy on social media (adapted from Alghawi et al. (2014) and Larcker et al. (2012))



WHAT KIND OF SOCIAL ACADEMICS ARE YOU?

- Based on the CEO research
 - Users tend to have the default impression about the CEOs (competent)
 - CEOs image is influencing the corporate image
 - It's best to be a real person
 - Think about which networks you want to tap in
 - Decide what is your purpose of being on those platforms



- Suitable for:
 - Establishing your own researcher brand
 - Reaching out to the public
 - Publishing a book someday
 - Switching to businesses
- Platform to consider:
 - Write a blog on your own sites (SEM)
 - Post on LinkedIn
 - Join academic networks such as ResearchGate, figshare, slideshare, frontiersin (Loop), Kudos, Mendeley



- Find the purpose
- Choose a persona
- Do what you can manage consistently for a long time
- Academic vs business vs public networks
- Starting with: [a Google Scholar account](#)
- [LinkedIn account](#)
- A personal website ([SEM](#)) ([about.me](#))
- Twitter account (# to join the discussion)



THANK YOU

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