

# Building your academic brand

through engagement  
with social media



Professor Anne-Wil Harzing,  
Middlesex University,  
[www.harzing.com](http://www.harzing.com),  
[@AWHarzing](https://twitter.com/AWHarzing)

# Quick Intro: Anne-Wil Harzing

- My name?....., Yes Anne-Wil is one name and not part of my family name
- Started at Middlesex in July 2014
  - previously University of Melbourne (PhD director 2004-2009, Associate Dean RHD, 2009-2010, Associate Dean Research, 2010-2013)
  - 1991-2001: Bradford (UK), Maastricht, Tilburg & Heerlen (Netherlands)
- Active researcher & research mentor
  - 83 international journal articles since 1995 (160+ publications in total)
  - >14,500 Google Scholar citations, h-index 55, ISI citations: >6,000, top 1% most cited world-wide in Economics & Business
  - Active blog on all things academia, incl. *Academia Behind the Scenes* and *Academic Etiquette* and *Publish or Perish tips*, <http://www.harzing.com/blog/.toc>
- Service to the academic community
  - Editorial board membership of a dozen journals
  - Personal website online since 1999, 1000-1500 visitors/day, many free resources
    - Journal Quality List since 2000, 62<sup>nd</sup> edition
    - Publish or Perish since 2006, version 6 with 6 data sources launched late November 2017, <https://harzing.com/blog/2017/11/publish-or-perish-version-6>

## My current research programmes

- International HRM and staffing policies
- HQ-subsiidiary relationships in MNCs
- The international research process
- Transfer of HRM practices in MNCs
- Language in international business
- **Quality & impact of academic research**
- If you want to know more about these or any aspect of my academic profile, visit [www.harzing.com](http://www.harzing.com)

# Presentation outline

- What constitutes social media in an academic context?
- Why do you (not) use social media?
- How are social media and [citation] impact related?
- 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
- My goal? To make you (re)consider at least one of the social media platforms or – if you are already active – to improve your presence

# Social media in academia

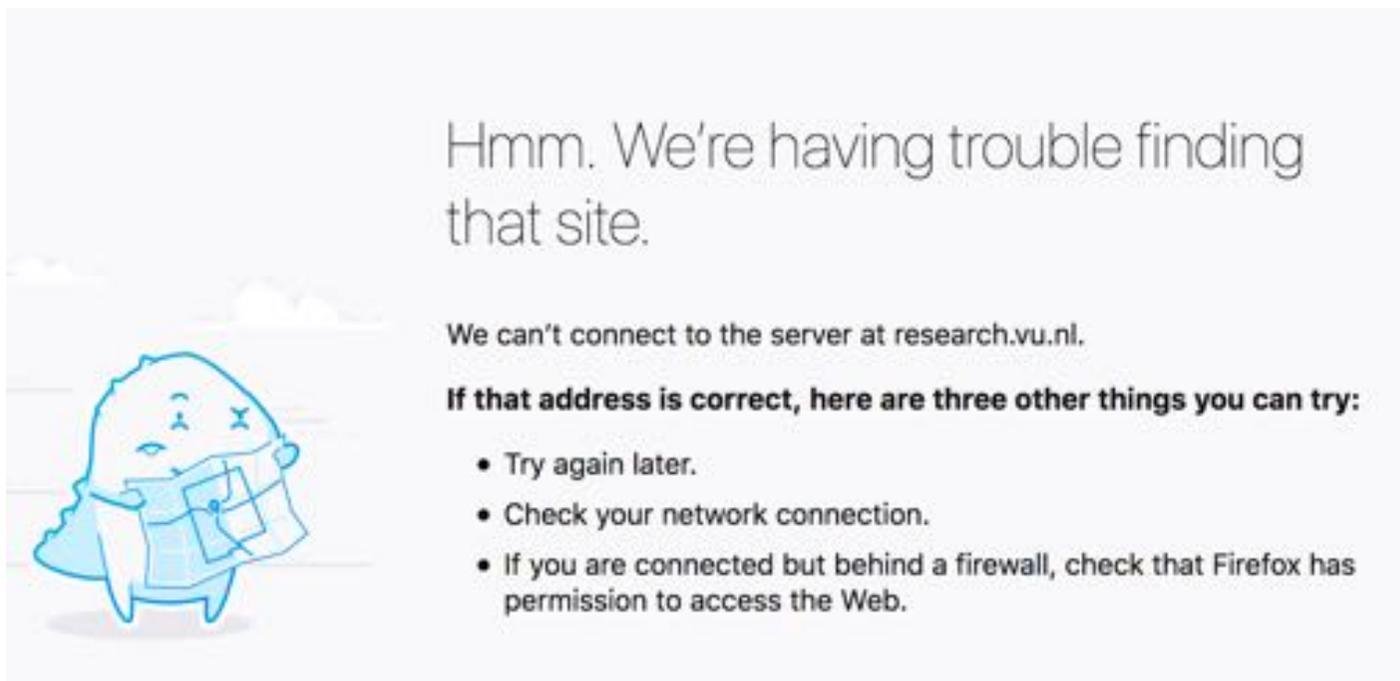
What is it and  
why do you [not] use it?

# 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 (in both senses of the word!)
- **LinkedIn**
- **ResearchGate** (Academia.edu, Mendeley, your own website)
- Slideshare, Youtube [will not discuss here]
- **Twitter & Blogging**
- Show of hands, who is doing what?

# Can't I just rely on my staff page?

- No, this is what happened when I tried yesterday evening to find out a bit more about the department



# Why [not] use Social Media?

- Why use Social Media?
  - To publicize your work and generate **impact** [all]
  - To build your network and collaborate [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 [*learn, it is really not that hard!*]
  - Not enough time [*focus on a few essentials!*]
  - Blurring identities [*manage your identity!*]
  - Don't have anything to say [*listen until you do!*]
  - It is just "not me"

# It is just “not me”? Please remember:

- Publicising your work
    - 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

# Social media and impact

How are they related?

# Social Media and Impact

## What is impact?

- Knowledge (academic):
  - implications for research
  - citations
- Practice:
  - implications for practice
  - actual application of research in industry and business, patents
- Teaching:
  - research-led teaching
  - provision of case studies and examples
- Public policy:
  - implications for policy
  - actual influence on public policy
- Society:
  - implications for society
  - actual change of norms & values, e.g. environmental impact, social responsibility

# How to get cited? The four c's of citation impact

- First of all **Competence** (aka as Performance in the four P's of publishing), you won't be cited if your work isn't any good.
  - However, you can improve your chances of being cited through the three remaining c's
- **Communicate** (academics can only cite your paper if they know about it)
  - University Repository, SSRN
  - Conferences, attend & talk to people
    - If you are shy... volunteer for PDWs, as discussant, session chair, committee member, having a role will make it easier
  - Email, ask for papers and send yours in return
    - Don't be shy to send your papers, most academics appreciate it, BUT:
    - Don't "spam" academics:  
<https://harzing.com/blog/2016/05/dont-write-mass-emails-1-distributing-your-work>
- Use social media, it is a very easy and effective way to **communicate**
  - Social media could have been made for academic introverts who find too much face-to-face interaction draining 😊
  - Just like with private use of social media can create a feeling of continued connection especially with those you have met in the past (AIB-UKI)

# How to get cited? The four c's of citation impact

- **Collaborate** (not just because it makes doing research more fun)
  - It often leads to better quality research
    - Complementary skills (theory development, empirical research, analysis, practical implications)
    - Always someone to read your paper critically
    - More motivation to finish your papers
  - Co-authored papers are cited more (because each author has their own network)
  - Your collaborators will cite you in their other projects
- **Care** (this more generally makes our profession a nicer place to be)
  - For your own reputation, it is your most valuable asset
    - Nobody wants to use and cite the work of someone they don't respect
  - For others; help wherever you can
    - Keep the promises you make at conferences
    - Alert collaborators and academic friends to useful information & congratulate them on their achievements
    - Thank others for their help!
- Both **collaboration** and **care** can be facilitated through social media, they are non-invasive ways to keep in touch

# Five types of social media

Key purpose, functionality,  
and examples

# 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 [copy link]:
  - <https://scholar.google.co.uk/citations?user=v0sDYGsAAAAJ>

# 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 academics and share my blogposts, more useful than Twitter for me for academic posts
- 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 [login to show stats and notifications]
  - [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 2<sup>nd</sup> 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, [very] 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/>
  - [https://twitter.com/hashtag/cygna\\_london?src=hash](https://twitter.com/hashtag/cygna_london?src=hash)

# Recommendations and further reading

# In sum... how to engage with social media in academia?

- 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
- Optional [depending on time/inclination]
  - 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, multiple Twitter accounts
  - Frequent commenting on LinkedIn updates, having many alerts, answering questions on social media platforms

# Further reading?

- The four C's of getting cited
- What is that conference networking thing all about?
- Don't write mass emails (1): distributing your work
- How to ensure your paper achieves the impact it deserves?
- How to keep up-to-date with the literature, but avoid information overload?
- Why does my paper get a desk-reject time and again?
- How to prevent burn-out? About staying sane in academia
- Would you ask a male academic the same question?

The End!



**Any questions or comments?**