A SOCIAL MEDIA SURVIVAL GUIDE FOR ACADEMICS

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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”.
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.

Social media making academia more user-friendly

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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
WHY NOT SOCIAL MEDIA?

Reasons Behind the Social Lag

Social Media Seems Overwhelming.

All Mistakes Are Magnified.

No Time for Social Media.

If Social Media is a Vital Part of Today's Online Experience, Why Do So Many CEOs Neglect It? There May Be Several Reasons for This:

Risk of Sharing the Wrong Information.

Too Much Commitment to Justify.

Unfamiliar with How to Use Social Media.

Feel Too Old for Social Media.
- Put a human face to the brand
- Enhance the professor/school reputation
- Circulate the research ideas
- Build/maintain your network
HOW TO DO SOCIAL

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

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
BASIC SOCIAL MEDIA

- 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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