



why are
you here?

#ecrcha

what questions do
you have?

what
would
make it
worth the
time?

which social
media sites are
you using?



known.



relationships – you must
know other people and build
relationships with them.

The online environment
provides opportunities to do
things in ways that can level the



toolkit

Focus

Flexibility

Discipline

Critical judgement

Objectivity



What is social media?

What is social media?



What is social media?

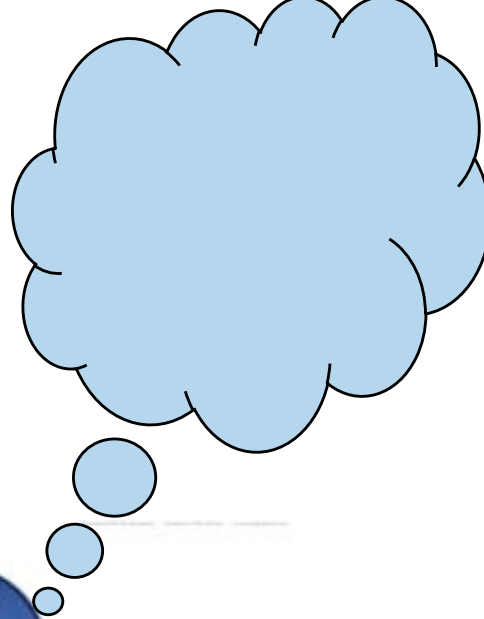


What is social media?



What is social media?







What does your perfect neighbour look like? Who “lives” there? (gen environment)



Who is missing from your network?
Who do you want to connect with
(actual, personal connections)?



What information would make all the difference to your research?



w does this fit with research









initial thoughts
on value



spread information
about my
publications and
other activities

...follow what's
going on in my field

...research
individuals in my
field as preparation
for meeting them

recommendations

...develop a standing
(position) within my
network



...be creative (I
being stimulated
what I find)

SM COULD HELP ME

...link to people

...find a network

...find job
opportunities

You need to be there.

You are here.

What are people
actually doing
there?



There's a lot
of social
media activity
in academia

Let's look at
some case
studies



case study - the conference



ashtags #
lide share
inkedIn/academia.edu



look for # in your stream
12 often denotes conf

conference





EmmaBurnettx

That's it for the day. Resumes tomorrow
#leveson



AmazingWomen

Oprah Winfrey at Stanford 2008 ow.ly/6CAHT
#inspiration #confidence #voice #speaking



mrchrisaddison

Also, Veep starts tonight on Sky Atlantic, right
after new Alan Partridge. Time? Dunno. Google
does, though.



GuardianCareers

Returning to the job market: strategies for a mid-
career job search bit.ly/MSBKWI



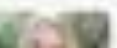
absw

Readers want to see more of foreign news and
science, says Ian Katz, the deputy editor at the
paper #ukcsj



mrchrisaddison

Here, @BAFTA done a podcast of their Q&A last
week with Armando. [guru.bafta.org/veep-
armando-i...](http://guru.bafta.org/veep-armando-i...) (hosted by @RichardPBacon, no
less).



EmmaBurnettx



news and science, says Ian Katz
deputy editor at the paper #ukcsj

15 hours ago via web



For my tweets from @absw's UKCSJ
see @FrankNu or check out all the tweets
#ukcsj Interesting discussions on science
journalism



Aur_ora

Yes please! RT @BBC_Future: @alokj
you invite @TomLevenson to #ukcsj even
please? Tom's twitter coverage has been
fantastic.



London

If you've enjoyed #ukcsj, you're warmly
invited to Science Online London on November 1
12th. Do join us! bit.ly/LLM0Ch #solo12



absw

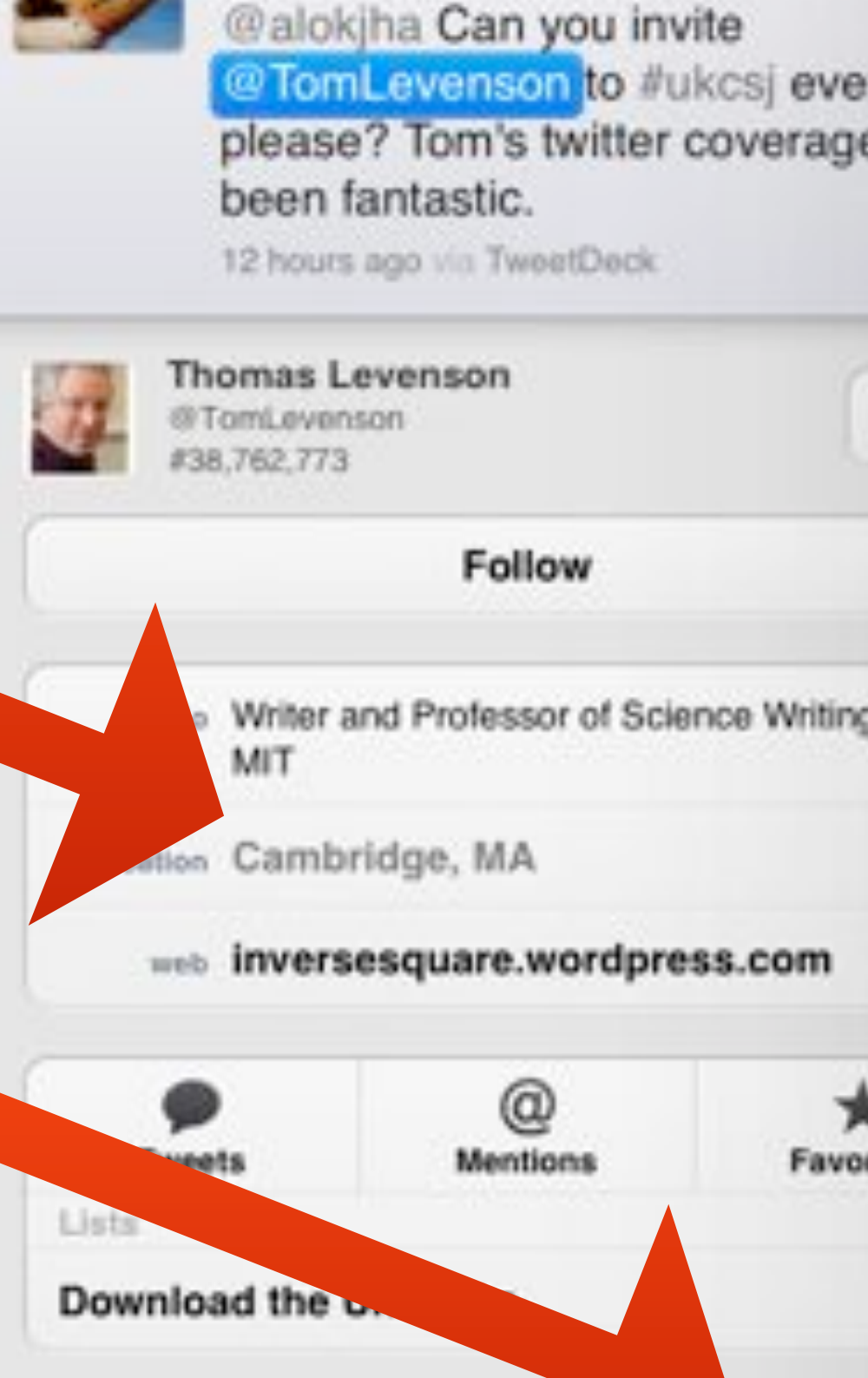
ABSW members are invited to Uganda's
journalism awards/forum in September,
November: bit.ly/Mj7KYZ #ukcsj



ClaireAinsworth

+1 RT @markgfh: Very very good day at
#UKCSJ. Lots to think on. Thanks

credibility check



case study 2

the
community





phdchat
facebook page
linkedin groups

...applications with a minimum of pain (part one)
buff.ly/LY4h2q #phdchat

qui_oui

4 hours

should share better resources on neo-liberalism
with class...wonder if I have any good "basics"
ones. Suggestions folks? #phdchat

bjkraal

8 hours

That's me! RT @ThomsonPat: Messy doctoral
research can turn out well :Ben Kraal
patthomson.wordpress.com/2012/06/25/why...
#phdchat #phd

ThomsonPat

8 hours

Messy doctoral research can turn out well :Ben
Kraal patthomson.wordpress.com/2012/06/25/
why... #phdchat #phd

vitaenwhub

17 hours

RT @epsgrads: RT @3monththesis: Top 10 tips
for fast thesis writing 3monththesis.com/top-10-
tips-fo... #phdchat #3monththesis

eratchcliffe

2 days

Qualitative description is acceptable method
(Sandelkowski (2000)& Mayan (2009)).
Thoughts on UK researchers agreeing/



well :Ben Kraal

patthomson.wordpress.com/
2012/06/25/why... #phdchat #p

8 hours ago via Twitter for iPad



m_aliotta

How to Keep on Top of Your Writing and
Activities wp.me/p1YSjr-aZ #phdchat #ph
#phdadvice #acwri #academia



bjkraal

That's me! RT @ThomsonPat: Messy do
research can turn out well :Ben Kraal
patthomson.wordpress.com/2012/06/25/
#phdchat #phd



ThomsonPat

Messy doctoral research can turn out well
Kraal patthomson.wordpress.com/2012/0
why... #phdchat #phd



NSRiazat

#poll Please choose a topic for #phdchat
Wednesday 27th June 2012 (7.30pm-8.3
BST) #research #PhD #academia twtpoll
say5rs™



Postdocbiz

19 likes

the University of Edinburgh for postdocs interested in industry, entrepreneurship. Posts by (ex-postdoc) Jo.

uggest an Edit



Postdocbiz
21 October

Postdoc looking for enterprise funding & business support? You might be interested in attending one of the upcoming events at The University of Edinburgh:

<http://postdocbiz.wordpress.com/events-courses/>



Like · Comment · Share



Postdocbiz shared a link.
31 October

Postdoc with an enterprising idea and looking for a different career? Come in for a free, confidential meeting with us:

<http://postdocbiz.wordpress.com/contact/>



Contact

postdocbiz.wordpress.com

If you would like to book a meeting with a business advisor then please get in touch.

Like · Comment · Share



Postdocbiz shared a link.
17 October

Some upcoming enterprise & career events open to postdocs: <http://eepurl.com/G0zjj>



Academic CVs: 10 irritating mistakes

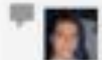
Denise Barrault



Academic CVs: 10 irritating mistakes | Higher Education Network | Guardian Professional theguardian.com

Applications to academic jobs are notoriously convoluted, says Steve Joy – to make life easier, here's what not to do in your...

Like • Comment (2) • Follow • 9 days ago



Simon Bordage Thank you Denise. It can be useful for people who have never done any academic CV yet. Others have probably already avoided most of the ...

6 days ago



Denise Barrault We would recommend all our PhD students to go on CV writing course. Universities provide these as part of transferable skills training. ...

4 days ago

Add a Comment...



What would you say in a letter to politicians about how and why they should engage with the scientific community?

Denise Barrault



What is the scientist's role in society and how do we teach it? | Higher Education Network | Guardian Professional theguardian.com

Early career researchers need to learn how policy is made and assessed to encourage more joined-up thinking in...

Like • Comment • Follow • 9 days ago



Scottish Institute for Enterprise renewed - SIE provides students and recent graduates with free business advice, enterprise workshops and events.

Matthew Ross

<http://www.sie.ac.uk/news/scottish-funding-council-announces-its-continued-support-for-scottish-institute-for-enterprise.aspx>

Scottish Funding Council announces its continued support for Scottish... sie.ac.uk
The Scottish Funding Council has announced its continued support for the Scottish Institute for Enterprise (SIE) with a renewal of funding until at least 2016. SIE works in partnership with local enterprise support in all of Scotland's

SULSA

case study 3

Logging



Chene Donald

eter Matthews

r Sustainable



Chene Donald

[http://occamstypewriter.org/
chenedonald/](http://occamstypewriter.org/chenedonald/)

Peter Matthews

[http://
petermatthews.blogspot.co.uk](http://petermatthews.blogspot.co.uk)

Dr Sustainable

<http://www.dr sustainable.com>

things you can
differently to
prove your SM
e



(LinkedIn and Twitter)

Post an appropriate photo (be consistent across profiles)

the right groups and people
the sites I choose (follow
gs for common interests,
w conference feeds, follow
ople through connections)

be to RSS feeds to manage
this for me

write some recommendations
(hopefully some will
reciprocate)

a clear objective for my SM use.

contribute to relevant
discussions

find the right balance
personal information in
professional feeds (enou
build relationships a
establish my personal

*What needs to
happen to go from
here to there?*

I NEED TO....

Put new information

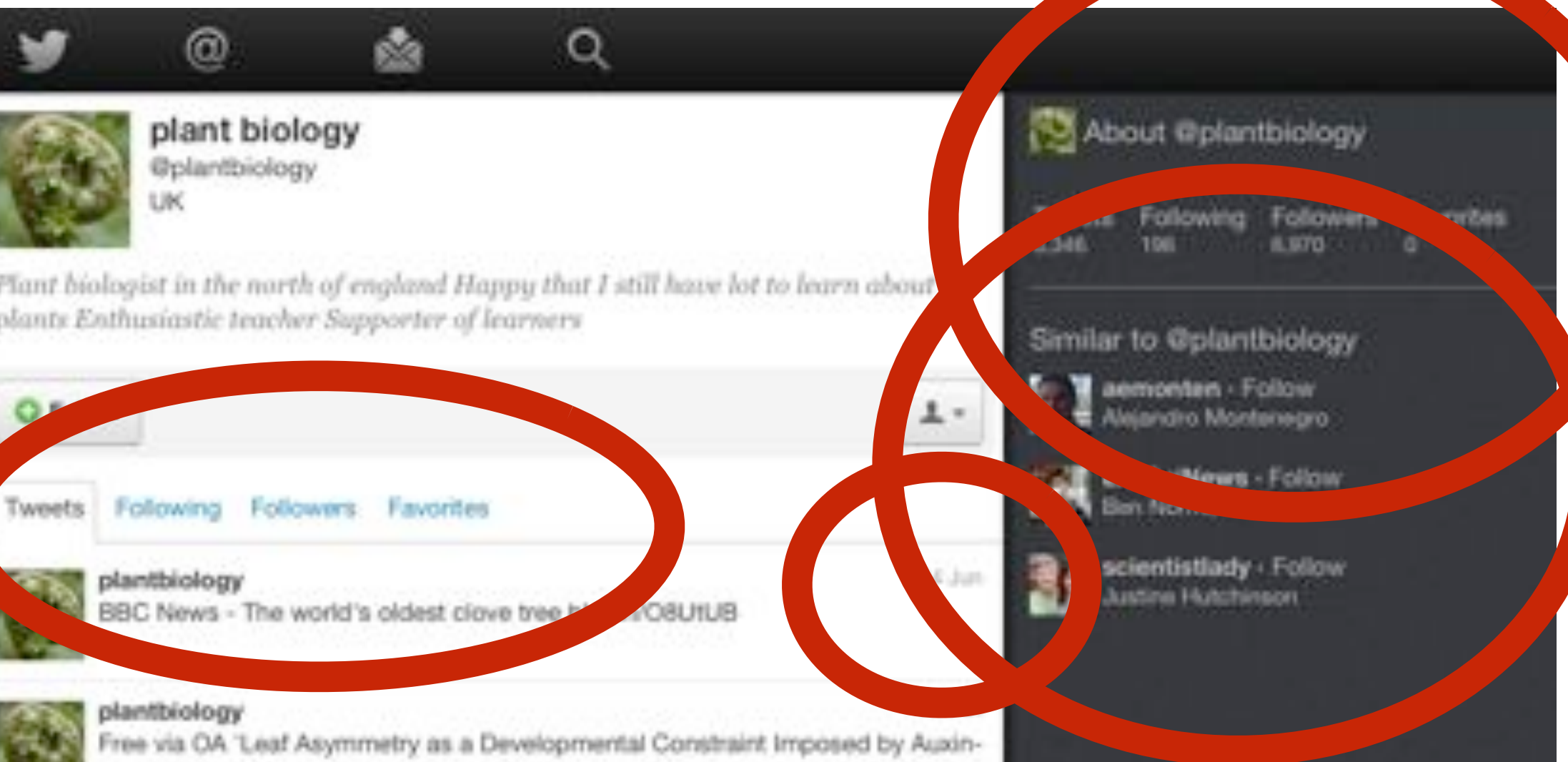
structure my profile, u
groups to help me

Look for feedback ad input from
my community

integrate SM into my daily
routine

plant biologist

Credibility check





50

Deadly

SHINTONCONSULTING.COM which offers
training and development to
intelligent people. We build better
careers by helping people develop
relevant skills;
become politically aware;
have confidence;
think strategically;
develop brilliant networks;
communicate effectively;
manage their time and energy and
make the right choices.

Who is your
audience?
What do they need
to know about you
or you to achieve
your goals?
How will you get
them talking about
you?

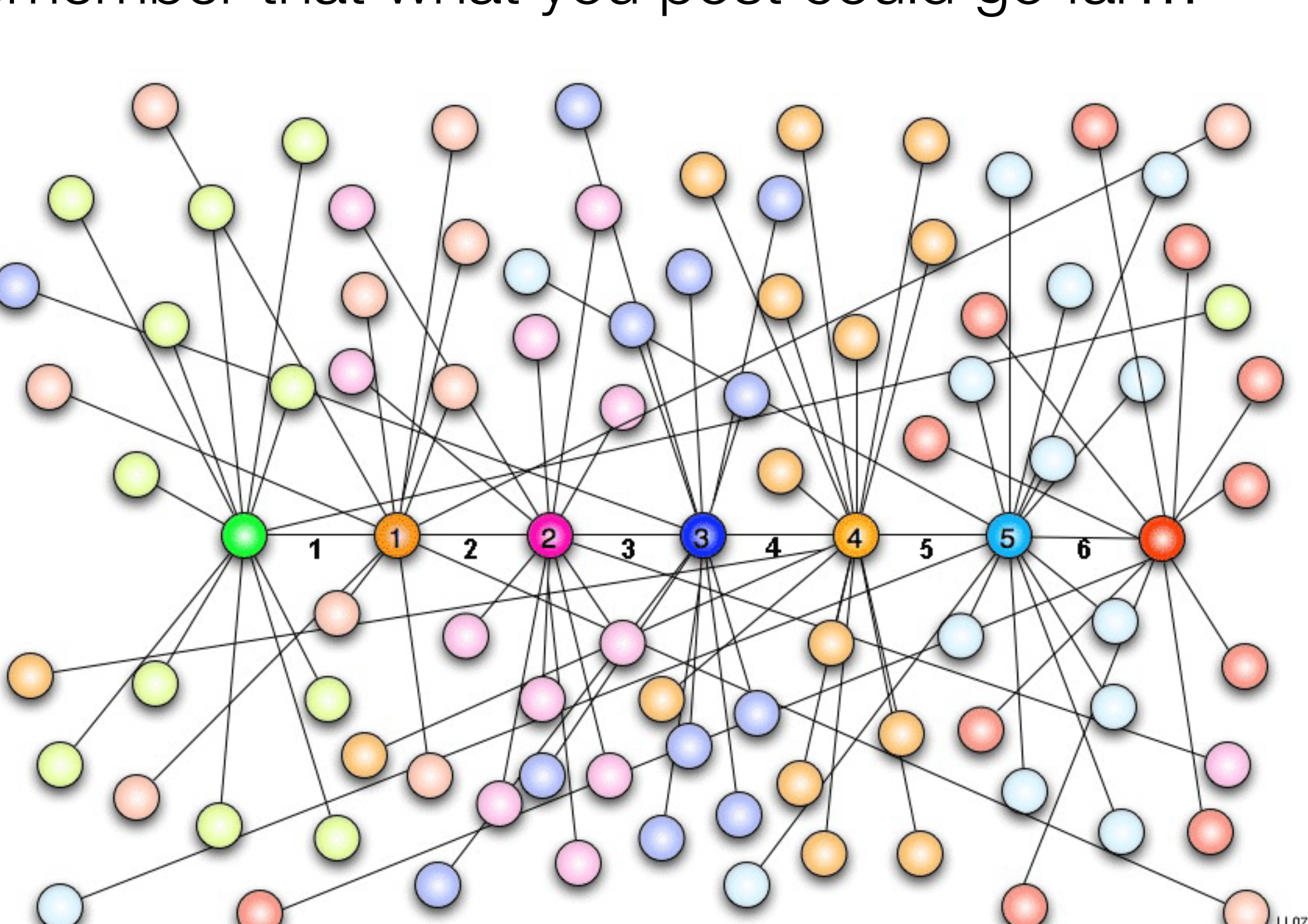


A hand is holding a white card with rounded corners. The word "right" is written in a bold, black, sans-serif font in the center of the card.

right

A hand is holding a white card with rounded corners. The word "wrong" is written in a bold, black, sans-serif font in the center of the card.

wrong

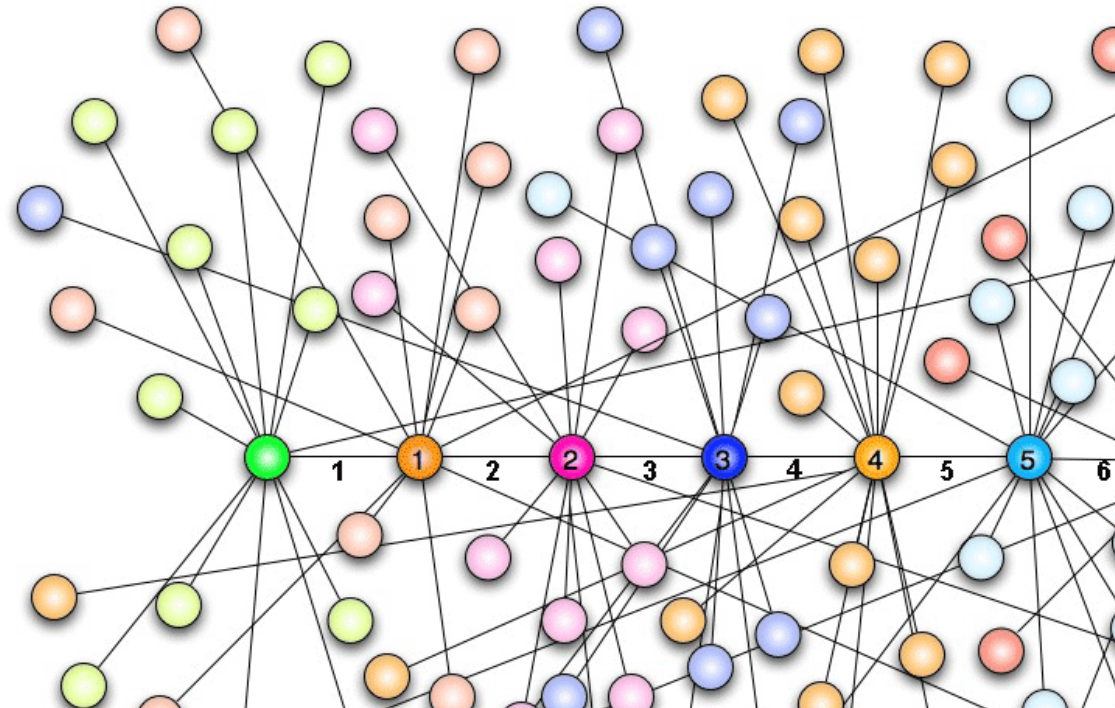


Think about the ones we've seen

What would make you follow someone?

What would make you interact with them?

What would you need to know about someone to view them as credible?

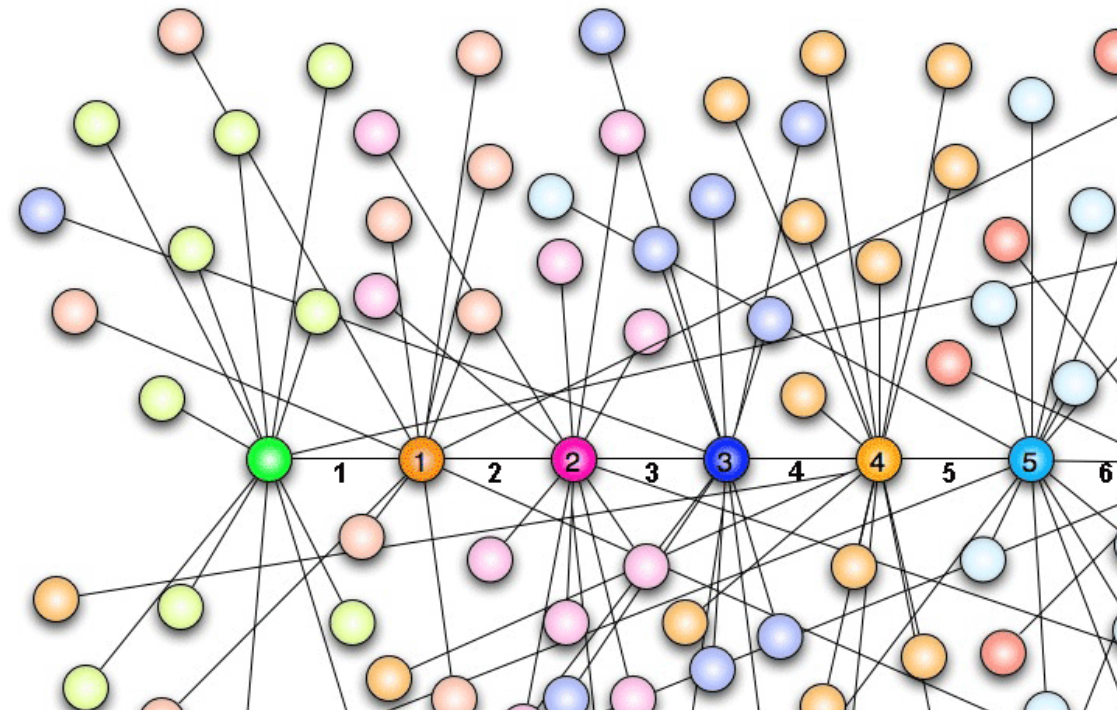


What makes you feel your profile

What would make someone follow you?

What would make them want to interact with you?

What do you need to do to appear credible?





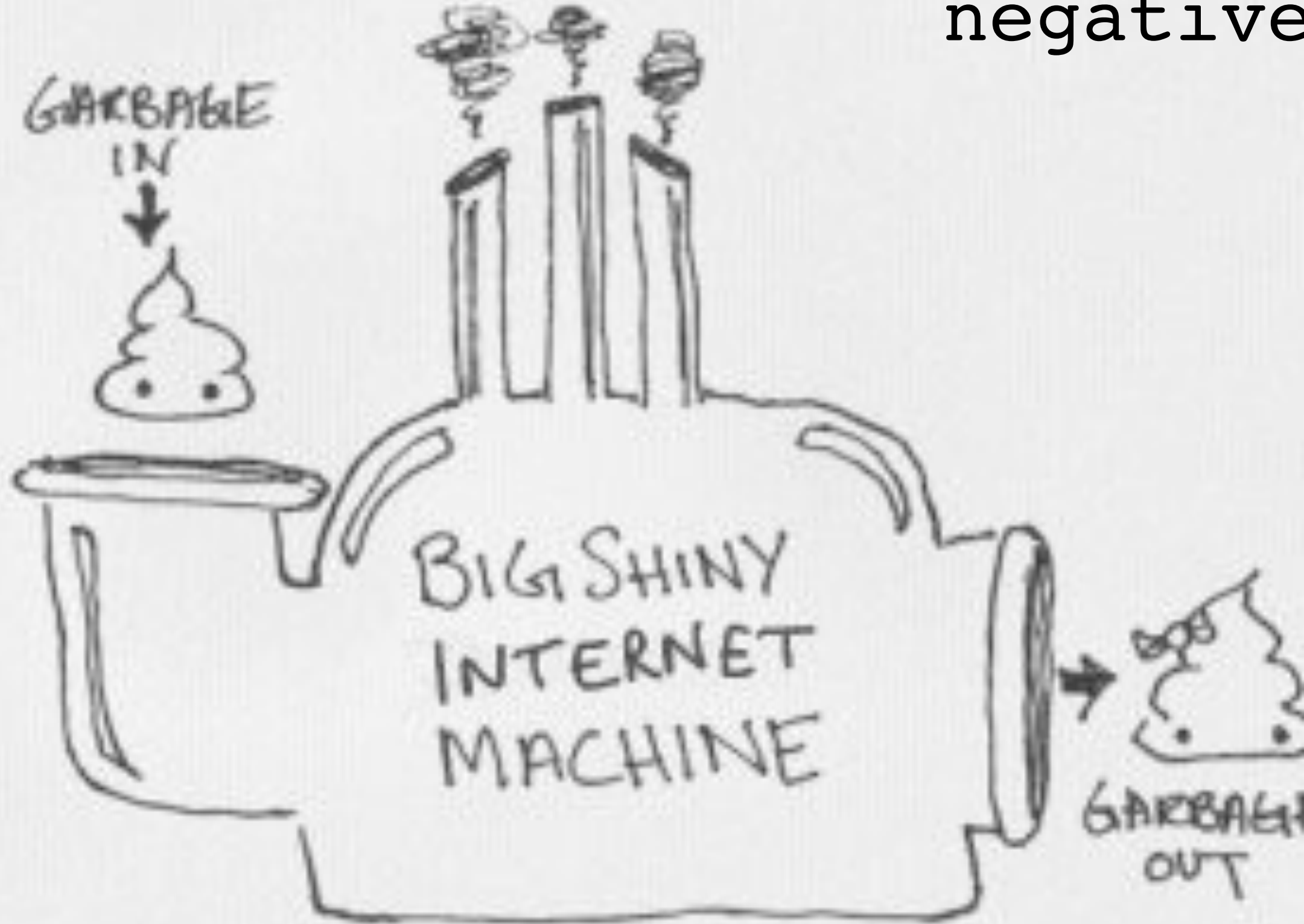
What are the
negatives?

And how are
researchers
equipped to man
these?

What are the
negatives?



negative



What are the
negatives?



handling negative comments

Same rules as face to face

- Restate and defend your position

- Ask for constructive feedback

- Be professional, even in face of abuse

- Close conversation if other party isn't interested in behaving professionally

all the "above" and...

debate

opinions

Networking

Creativity

Strategic thinking



@cytochrome: curiosity

@RD531: communicating with broad
audience

@cam pam: clarity in communication



Let's continue the conversation - please
post comments, download materials, suggest
resources @

shintonconsulting.com/Dundee

The following slides weren't used but contain
some notes on use of common SM sites



Twitter - personal favourite because of the limitation on posts - just 140 characters to inform, educate, entertain and engage

Makes it efficient to follow a diverse range of people

Hashtags (#) enable you to follow trends & conferences without following all those posting on these topics

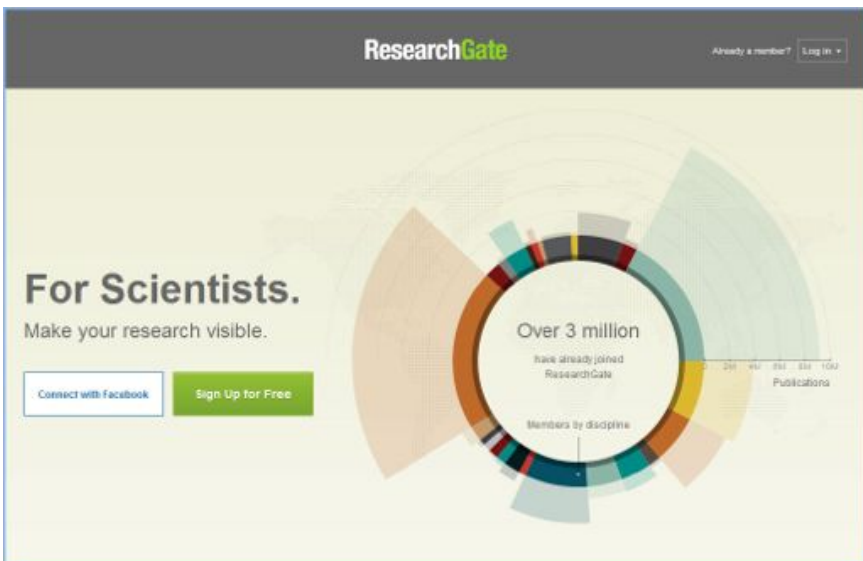
You can send private messages (DM) or restrict your profile to invited or accepted followers only

any choose to "lurk" rather than post - a good start, but a waste of the potential of the site

ection of your professional status. If you are seeking to move on from academia, try to broaden your network.

can engage in discussions on LinkedIn through the groups facility

This is also a way to connect with people with common interests without accepting them into your network



ademia and ResearchGate are academic versions of LinkedIn set up for the academic career. You can post papers, presentations and engage in discussion with an academic community



Academia.edu

follow rese

A useful facility is the “business” page which you can set up for your research group, community or any topic. This is a way to connect with people you don’t want to see your full profile.

Remember you can manage your profile and only post certain material to certain users.





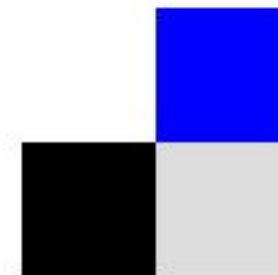
logging sites- choose the one that suits
you best and market it through your other
SM channels!



www.academicblogs.org



slideshare



del.icio.us