Social Media
for Networking, Engagement, & Impact

Dr Erin Sebo
erin.sebo@flinders.edu.au
@erin_sebo
Online Presence & Communication Tools

- ORCiD
  - https://orcid.org/register

- Academia
  - https://www.academia.edu/

- Scopus
  - https://www.scopus.com/

- Researchgate
  - https://www.researchgate.net/

- Google Scholar

- Facebook groups
- Twitter
Academic Twitter: Uses

• Personal research assistant
• Publicising your research
• Establishing your academic identity
• Establishing your academic community
Setting up an Academic Twitter Profile

- Academic profile pic
- Professional bio:
  - University affiliation
  - Academic field(s)
  - Research networks/clusters
  - Academic association membership
  - Links to academic pages
Some not great examples...
Some better examples…
For the record...

Erin Sebo
@erin_sebo
Anglo-Saxonist & Historical Linguist from @tcdublin @QueensUBelfast. Lecturer in Medieval Literature @Flinders. Collaborator @arc_gov_au @ThinkEmotions.

flinders.academia.edu/ErinSebo
Building a Twitter Following

• Follow the big names in your field
• Follow scholars you don’t know who seem to be doing interesting things
• Follow students, postgrads, ECRs
• Follow research groups & projects
• Follow university departments strong in your field
• Follow academic resources, databases, etc
• Follow museums, galleries, libraries, archives, etc
• Follow funding bodies
Academic Tweeting

• Create a sense of your academic life: active and engaged
• Tweet your publications, conferences, talks, research and researching, colleagues, seminar series, workshops (like this one, even!)
• Tweet research you’re impressed by
• Tweet job opportunities
Academic Tweeting a Conference

• 1) 9/10, if you can't say anything nice, don't say anything at all. (You almost always look bad and you never know who you're going to alienate, especially as you probably wouldn't have alienated them if you'd met in person!)

• 2) Use presenters' handles and those of their university - that way they'll see your tweet. If your tweets are smart, they'll want to meet you.

• 3) Check the conference social media guidelines – and don’t tweet if you’re asked not to!

• 4) Use hashtags (eg. #AEMA2018, #medievaltwitter #flinders #adelaide #emotionsmakehistory

• 5) Always take a picture of presentations

• 6) Make the room look full - even if it isn't. If you can't, do a close up on the presenter or an interesting slide of theirs. Make sure the conference looks fun and interesting

• 7) It can be difficult to paraphrase a paper; perhaps just tweet the title, something like "Up next, @Erin_Sebo @flinders on 'Diplomacy in Beowulf' #medievaltwitter"

• 8) Or you can quote them “We are now able to construct a chronology of AngloSaxon poetry for the first time” says @erin_sebo @flinders during the Epicpoetry session at #AEMA2018 #medievaltwitter"

• 9) Give a sense of the conference
Maybe don’t tweet…
Or this…
#HowNotToDoAcademia

If you ask for someone’s expertise & time in developing part of a project, ask them if they wish to be part of it, enquire about their pay scale & availability (repeatedly), get them to help draft the job ad...

5:59 AM · 20 Jun 2018

1 Retweet 4 Likes

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Jesse Ransley @JesseRansley · Jun 20

require them to promise they’re committed to the project when they interview for another post & then again in the 1/2 hour after they interview for that other job...
& then offer someone else the job, you are screwing them over.
Do not ask for absolution afterwards. #WereDone

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Becky Wragg Sykes @LeMoustier · Jun 21

Replying to @JesseRansley

if the job is advertised aren’t they obliged to offer it externally if another candidate scores higher overall? isn’t it based on HR rules?

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Jesse Ransley @JesseRansley · Jun 21

Think you kinda missed the point.
But I am loving your faith in HR and institutional practice.

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Becky Wragg Sykes @LeMoustier · Jun 21

I just meant that they unexpectedly might not have had a choice in the end decision. But more generally a crappy system too for people who apply for advertised jobs, when internal candidates were intended all the time- sure you must have experienced that too!

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Jesse Ransley @JesseRansley · Jun 21

twas a massive #subtweet

Something I needed to say out loud but am not in a position to articulate elsewhere or change cos of the relative power diff
I know what went down.
I wasn’t looking for responses (& I get I shouldn’t’ve replied to your 1st twt: compulsive politeness prob)

·

Becky Wragg Sykes @LeMoustier · Jun 22

ok, sorry I misunderstood you.
In the end, it’s what you do with it…