

Developing your digital research presence

Developing a presence on social media can promote your research, help your work find a wider audience and increase the impact that your research has.

Still not convinced? Here are 10 reasons why academics should use social media:

<http://www.scilogs.com/the-leap/some-academics-still-dont-get-social-media/>

Twitter

Getting your head around Twitter for the uninitiated can be a daunting prospect. If you have a friend or colleague who is active on the site then ask them to sit down with you as you get used to the site. Alternatively, give this guide from LSE a read to understand the basics of Twitter:

http://blogs.lse.ac.uk/impactofsocialsciences/files/2011/11/Published-Twitter_Guide_Sept_2011.pdf

Twitter tips

- **Start following people** on Twitter. Find someone with a similar area of interest/background to yourself and see who they are following. Twitter will also make recommendations on who to follow based on those that you already follow.
- Once you start following people, they are normally notified and may follow you back in return if your profile interests them.
- Find **relevant and active hashtags** where you can join and engage in conversation with similar people.
- The key to building followers on Twitter is to **engage** with people. If a tweet interests you, reply to it. If you think someone has tweeted a great article/blog post, retweet it and tweet them. Signpost people to help or information if you've got an answer.
- Take part in twitter chats. There may not be twitter chats in your area of research (not to worry, you can always consider starting off your own chat in the future), but you can always take part in [#phdchat](#) which runs every Wednesday evening at 7pm.
- Tweets with a **picture or video** always get more of a response. If you've got a great image from a conference, research trip or a data visualisation of your work then tweet it. Engagement rates increase rapidly for tweets with good multimedia content.

10 ways researchers can use Twitter:

<https://prezi.com/qiyfhpsgljg1/10-ways-researchers-can-use-twitter/>

LinkedIn

A LinkedIn account is easy to set up.

- Register for a LinkedIn account
- Fill in the profile fields

- Search and connect with colleagues and contemporaries

Academia.edu & Google Scholar

Just like LinkedIn above, but just for academics. Visit the websites and fill in the required fields.

Storify

Storify allows you to collate and curate social media content and republish in a story format.

Here are two examples of how you could use Storify:

- **Collating conversations** – if you've taken part or organised a discussion on Twitter you might want to follow up with a Storify curating the conversation.
- **Capturing and retelling lectures/events** – if you are running a guest lecture or event, it may be that you want to live tweet it for those who cannot attend. By collating these tweets and contributions from the audience it is possible to retell the full story of the event or lecture in a way that allows the content to live on after the event has finished.

The Conversation

If you think that your area of expertise could provide additional analysis or a novel view on a topical issue, you could pitch a piece to The Guardian or **The Conversation**. The Conversation provides academics with a platform to provide news analysis and commentary on current affairs that is free to read and republish. You will work on your piece with a trained journalist, who can help you to perfect your blog writing skills and style, and it won't get published until you are both happy with it.

The website provides a fantastic platform to express expertise directly to a wide audience, as well as to editors and journalists from national publications. Pitch an idea directly here:

<https://theconversation.com/pitches/new>

Reddit

Reddit is known as the 'front page of the internet' and content that goes viral can regularly be traced back to the website. The website works by users submitting content (text posts, URLs, videos, images etc) and other users 'up-voting' the best content so it is more prominent on the website.

However, it can also be a useful tool for academics to promote their work, engage with a new community and practice communicating their work in an accessible way.

<http://www.reddit.com/>

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