

Social Media bite 2: Developing your online presence and making an impact

Given the amount of trivia (not to say drivel) that seems to dominate the Social Media world, you could be forgiven for thinking that they are a waste of time, particularly for scholarly activities. Used smartly however, social media have the potential to help you build your professional reputation and raise greater awareness of your work and expertise.

The aim of this session is twofold:

1. to introduce social media tools (e.g. LinkedIn, Academia.edu, etc.) and practices that can help you enhance your personal profile as an academic, researcher or other professional, and support your career.
2. to enable you to make effective use of these tools for your own purposes.

Why develop your online presence?

Your online presence is the sum of all the identities you create (e.g. personal website, LinkedIn, Twitter profiles) and the interactions you establish through them. It is what allows people to find you, interact with you, and get to know, like and trust you.

Many people manage very well without, but if you want to develop your professional reputation amongst your peers and a broader public, then establishing a successful online presence is a must.

However, building your online presence takes time and does not happen overnight, but the effort can be rewarding. Potential benefits include enhanced professional/academic reputation, developing your professional/academic networks, new collaborations and job opportunities.

About you

Who are you as a professional? What does this mean to others?

Communicating:

- WHO we are,
- WHAT we do,
- WHY we do it,
- WHERE we do it,
- WHEN we do it, and
- HOW we do it.

...is not easy!

ACTIVITY - In pairs: 1) explain what your role is and why it matters, 2) listen to your partner explaining back to you what your key skills are.

Add these skills and keywords to your professional online profiles.

How does Google see us?



Source: searchengineland.com/infographic-how-to-rank-for-your-name-in-google-129850

ACTIVITY - 1) Do a Google search on the following people: "Bex Lewis" and "Alex Marsh". Make a note of the first page results for each of them. What do you notice? **2)** Try Googling yourself if you want and make a note of the first page results!

7 ways to start building your online presence:

1. Be clear about what you are trying to achieve

ACTIVITY - Think about what you are trying to achieve and write down a few goals.

2. Polish your University personal page and/or create a personal website

ACTIVITY - Go to www.drboxl.co.uk and compare it with goo.gl/HSxHUV. Which do you think gives the best representation of Dr Bex Lewis?











Website hosting platforms:

- wordpress.com
- uk.godaddy.com

3. Join LinkedIn

LinkedIn often comes top in Google searches and is used by over 400 million professionals worldwide¹.

10 TIPS TO DEVELOP YOUR ONLINE PRESENCE

-  **1** Create a LinkedIn profile
-  **2** Consider your skills and add keywords
-  **3** Add a photo to your profile
-  **4** Edit your public URL, add to email signature
-  **5** Join groups
-  **6** Add projects to your profile
-  **7** Link SlideShare to your profile
-  **8** Add any publications to your profile
-  **9** Blog good practice and tips
-  **10** **CONNECT WITH PEOPLE!**

4. Use SlideShare and link it to your LinkedIn account

SlideShare is a presentation sharing platform bought by LinkedIn in 2012.

ACTIVITY - Go to www.slideshare.net and search a topic of interest to you. What did you find?

5. Write your own blog (or contribute to a guest blog)

ACTIVITY - Have a look at the following blogs by Bristol academics. What do you think makes them successful?

- www.alexarchives.org
- jonathansaha.wordpress.com

Blogging platforms:

- wordpress.com

Guest blogging:

- theconversation.com
- www.theguardian.com/science/series/science-blog-network
- www.huffingtonpost.co.uk/the-blog/ - Email your blog-pitch to UKBlogTeam@Huffingtonpost.com
- cabot-institute.blogspot.co.uk

¹ source: press.linkedin.com/about-linkedin

- policybristol.blogs.bris.ac.uk

6. Start twittering

Use Twitter to share valuable content related to your professional/research interests (e.g. links to relevant articles, blog posts, etc) and to network with people who share these interests. Use #hashtags (e.g. #ecrchat, #phdchat, #acadtwitter, #scitwittips) to find people with shared interests and interact with them.

ACTIVITY - Have a look at the following Twitter accounts. What do you think makes them successful?

- twitter.com/AlgarFaria
- twitter.com/Jonathan_Saha
- twitter.com/profsarahchilds

7. Sign up to Academia.edu or ResearchGate

Academia.edu and ResearchGate are social networking sites for academics. They allow you to post your articles, your abstracts, your syllabi, your CV, calls for papers, and other materials.

- www.academia.edu
- www.researchgate.net

Further information

A list of links related to this Social Media bite is available at goo.gl/hHD0ZG