

Social Media

What's it all about?

Social media is about the conversation, which only works if you participate.

Why should I bother?

Social media allows you to:

- promote your research and increase its visibility
- communicate directly and quickly with others who have an interest in your research
- develop new relationships and build networks
- reach new audiences, both within and outside academia
- seek and give advice and feedback
- generate ideas
- share information and links
- keep up-to-date with the latest news and developments, and forward it to others instantly
- follow and contribute to discussions on events
- express who you are as a person

What should I use it for?

- Community building - particularly relevant for niche topics
- Content curation - linking to traditional media sources
- Increasing the visibility of scientists - branding as 'experts'
- Cutting out the middleman

What should I not use it for?

- Reaching diverse audiences who aren't looking for your information
- As a forum for 'one-way proclaiming from the sky'
- If you wouldn't write it on the wall of your house then don't put it out there

What platforms should I use?



Vine - here's a ring donut

Snapchat - now you see it now you don't

Tumblr - I'm writing about donuts

Storify - I'm collating a story about my donut

Am I ready to go?

- Define your goals
- Define your audience
- Choose platforms which help you achieve your goals

Any more tips?

- Social Media requires an initial time investment
- Observe and ‘lurk’ for a while as you start to learn how community works
- Explore different tools and decide what works best for you personally
- Don’t be afraid to ask for help
- Social Media will save you time in the long run

What is Twitter?

- Twitter is an online social networking service and microblogging service that enables its users to send and read text-based messages of up to 140 characters, known as tweets.’ -Wikipedia
- Our mission: To give everyone the power to create and share ideas and information instantly, without barriers.
- 500 million Tweets are sent per day
- www.twitter.com/unibirm MDS

What do I need to know about Twitter?

the modified tweet

MT

the direct message

DM

the retweet

RT

the **#**hashtag

the **@**handle

the **140** characters

www.twitter.com/unibirm MDS

How do I open a Twitter account?

www.twitter.com

- ✓ Open an account
- ✓ Follow people
- ✓ Follow people they follow
- ✓ Retweet
- ✓ Tweet
- ✓ Enjoy it

Where can I find out more?

- <https://twitter.com/unibirm> MDS
- <https://twitter.com/CRUKBirmingham>
- https://twitter.com/Endometriosis_R
- <https://twitter.com/gwoptics>
- <https://twitter.com/mjpallen>
- <https://twitter.com/DrAliceRoberts>
- <https://twitter.com/laurapidock>
- <http://www.shef.ac.uk/scharr>
- http://storify.com/Unibirm_MDS/social-media-for-researchers
- <http://www.clahrc-wm.nihr.ac.uk/>

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