Today...

- SM PRIMER
- Literature
  - SM and Research
  - SM as Research
- Recruitment, Results, and Reputation
- ‘Facebook for Nerds’ – Academic SM Sites
- How, Where and When....WHY?
Data has become the new enterprise currency. The ability to collect, analyze, and leverage it effectively will distinguish the best from the rest. Domo helps you stay ahead by bringing your data and people together in the cloud, where everyone in your organization can easily access the information they need to make faster, better-informed decisions and optimize business performance.

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What Happens Online in 60 Seconds?
Managing Content Shock in 2017

The world has fallen in love with social media and now automatically turns to online platforms to research and buy products and services. This gives fantastic opportunities for marketers to engage audiences and encourage content sharing, but also gives huge challenges of getting cut-through and keeping up-to-date ourselves!

At Smart Insights, we look to help by focusing on the 'Must-know' platform developments and developing mind tools to help businesses review how they can best Plan, Manage and Optimize their digital marketing – see our http://bit.ly/smarterlibrary

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What is Social Media?

Definition of social media in English:

**social media**

Syllabification: so·cial me·di·a

**NOUN [TREATED AS SINGULAR OR PLURAL]**

Websites and applications that enable users to create and share content or to participate in social networking.
Our Social World

- Rapid expansion
- Increasing legitimacy?
- Expanding breadth of publication (moving beyond the how to)
- Diverse disciplinary representation
SM as Research

- Data analytics (Tufekci, 2014)
- Social network analysis
- Social Science – social communication & behaviour, impacts of social media, tech acceptance & adoption (Ngai et al., 2015)
- Health Science – patient engagement, peer support, outbreak, public health, safety
SM and Research

- Knowledge sharing (Ghazali et al., 2016)
- Networking
- Finding Funding
- Recruitment
- Dissemination
- Academic Brand
Don’t forget to use Social Media to find about more about #SM

- Literature and guides
- Tweet Chats
- Develop PLN
- Journals, Organizations, Institutes, Funders
- GET FOLLOWING
Recruitment (Carter-Harris, 2016)

- Targeted populations
- Teens
- Hard to reach? (Burton-Chase, 2017)
- National or International
- BIAS
- Legitimacy
Results – Dissemination

- Extend reach (Buckarma, 2016)
- Build interest in your area
- Direct traffic to research websites or institution
- Build a digital identity
“Identity will be the most valuable commodity for citizens in the future, and it will exist primarily online.”

Eric Schmidt - Google Chairman
Reputation

- Building your BRAND

[Image: Academic Branding: Your Online Presence, by Design by Sidneyeve Matrix]

[Image: Social Media for Academics by Mark Carrigan]
Making SM work for Academia...

- ‘Facebook for Nerds’ (Williams & Woodacre, 2016)
- ResearchGate
- Mendeley/Zotero
- Google Scholar
- Academia (#DeleteAcademiaEdu)
- LinkedIn
Academic # SUPPORTS

- Academic Pain, Academia Obscura
- #phdchat #ECRchat #WithAPhD #AcWri #ScholarSunday #academiclife
- Shut up & Write TUESDAYS!
SM and Personal Learning Networks

- Value of PLNs
- #worksmarter
- Create connections
- #learning
- #networking
So, you want to use SM...(HOW)

- Create a Twitter account & FB page for your practice/research
- Link your accounts to your professional profiles
- Follow other accounts and #s
- Regularly ‘Retweet’/‘Share’
- Participate in Tweetchats
Successful SM

- SM audiences are active & engaged
- Lots of info competing for attention
- Quality, timing, and consistency are key
- Coordinate to increase success
4 R’s of SM Success

- Relevant
- Real
- Responsive
- Regular (WHEN)

(Risling 2016)
Making SM work for YOU... (WHERE)

- Use a SM Management Tool: Hootsuite
- Create a SM workflow (Trefzger & Dunfelder, 2016)
- Identify a niche - #?????
- Facebook, Twitter, and LinkedIn Groups
- Blogs, discussion forums, YouTube, etc.
The power of #

- Global communication phenomenon
- Twitter, Facebook, Instagram, Google+, Tumblr, Pinterest, etc.
- Searchable
- Trackable
- Extends your reach & VOICE
The big WHY?
<< We don’t have a CHOICE about whether we do social media...the question is HOW WELL do we do it >>

Qualman (Socialnomics, 2010)
Questions
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