Boost your visibility with social media

FibreNet - Transferable skills
18.9.2018
Satu Kantti

Today:

- Social media for a researcher
- LinkedIn
- Blog writing

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Why social media?

Societal impact	**The landscape of communication has changed: all of us are media**
Scientific knowledge is much needed in internet conversations	**The importance of interaction is growing**

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Social media presence offers many benefits to you:

Find new contacts and cooperation partners	Impact	Share and find information
Online discoverability	Grow your reputation as an expert	Stay up to date

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What does it take?

- Being enthusiastic about what you do, and wanting to tell others about it

- Courage for open, public dialogue

- Accepting that communication is one part of your work

- A bit of planning and investigation to get started

- Patience (it takes time to grow your network and build a professional reputation)

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Social Media Guidelines at TUT

Communication is part of everyone's job at TUT

Social media is a great tool for communication and interaction

Ask help or training when needed!

- Choose the platforms that best suit you
- Behave in a way that would make your Mom proud
- Participate in discussions
- Laws must be observed (remember e.g. copyrights)

- Check the terms of use and profile settings
- Humanity and authenticity create trust
- Tell about your job and research
- Show your expertise -> grow your reputation!

- Don't hesitate to network actively
- Stay calm, don't be provoked
- Share information and be helpful
- Mention your affiliation with TUT (e.g. in twitter: @TampereUniTech)

Social media platforms for a researcher

Sharing information
Finding information
Networking
Visibility, interaction

Your message can spread further than just your own network

Save your materials

Visibility in search engines
Share to other platforms

Group conversations

Networking
Academic visibility

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Measuring your scientific impact

- Altmetrics = alternative/complementing metrics about the scientific impact of your research, based on online visibility
- Tools
  - https://www.altmetric.com/
  - https://plumanalytics.com/
  - http://impactstory.org/

- Always share the **permanent** link to your publication (e.g. DOI, URN, Handle)

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Examples & more to read

Some researchers on Twitter:

- [Katie Mack](#)
- [Vaughan Bell](#)
- [Brian Cox](#)
- [John Dudley](#)
- [Amy Mainzer](#)
- [Dr. David Shiffman](#)
- [John R. Hutchinson](#)
- [Terry Hughes](#)
- [Nina V. Nygren](#)

More info:

- [Twitter predicts citation rates of ecological research](#) (scientific article)
- [5 good reasons why researchers should tweet](#) (Academy of Finland)
- [Social media for scientists](#)
- [Why we need scientists on social media, now more than ever](#)

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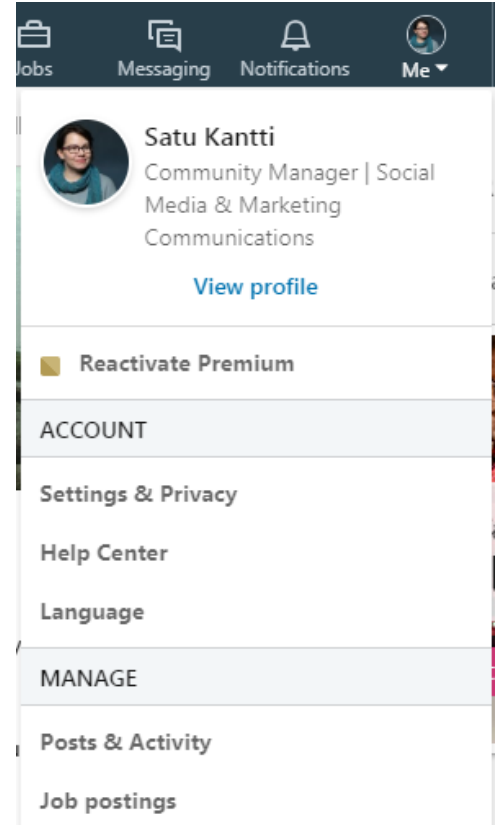
LinkedIn

Using LinkedIn

- Create/complete your profile
- Networking
- Communicating
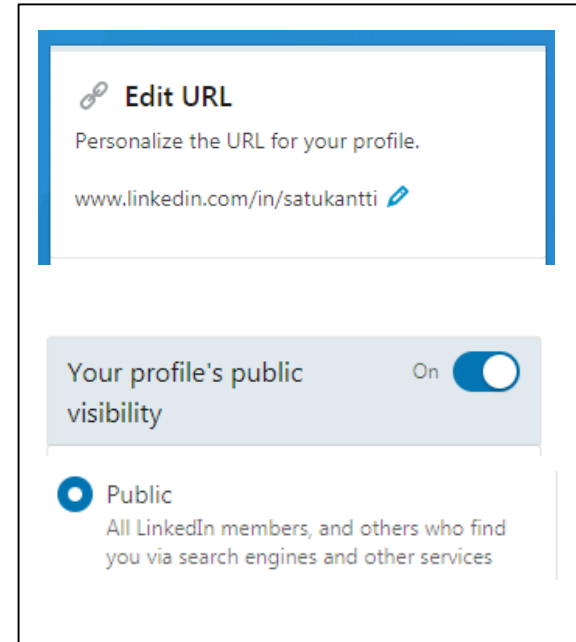- Visibility to your project

Your profile

Your picture in the header takes you to your own profile, settings and the help center

Help Center is your friend!

Settings

- You can add several email addresses
- You can edit the URL of your profile
- Make your profile public
- Check through all parts of settings!

Make a good first impression

- Make sure you have a good profile picture
- Optimise you headline (who are you?)
  - May contain profession, job description, position, expertise areas, mission, work situation etc.
  - Your headline, along with name and picture, is always visible in search results and discussions

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Summary

= an elevator pitch about you

- Your expertise and skills
- Your experience and accomplishments
- What kind of person you are
- Your professional passions, ambitions and visions
- Contact information
- Remember to use keywords that you want to be connected to

Experience and education

- 5 most recent jobs visible and

- 3 most recent educations visible, the rest are behind "show more" button

- Use keywords that might make you more discoverable

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Skills & endorsements

- Add all relevant skills to your profile

- Endorse your contacts -> they will endorse you

- You can also ask a recommendation from a superior, colleague or cooperation partner

More profile sections...

- Volunteer experience
- Publications
- Certifications
- Patents
- Courses
- Projects
- Honors & Awards
- Test scores
- Languages

Networking

- Don't hesitate to send invitations
- Add a personal note to the invitation
- Send invitation right after you've met the person
- You can even connect with people who you haven't met, if you have common interests
- The more you have connections, the more visible your profile is!

On the mobile app you can use the QR code, it's handy when meeting face-to-face
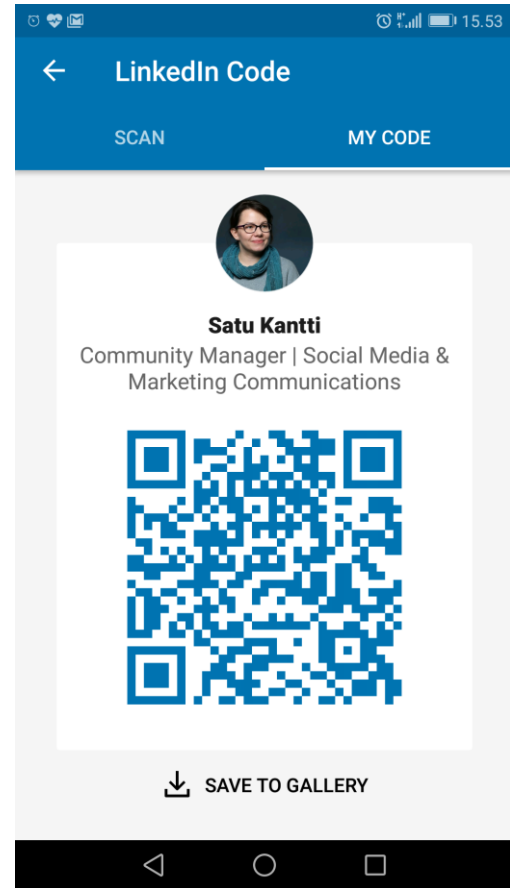
Got an invitation?

- Accept it, if the person seems to be authentic
- If you don't know the person and you have nothing in common e.g. in work history or interests, it might be a fake profile -> do not accept the invitation
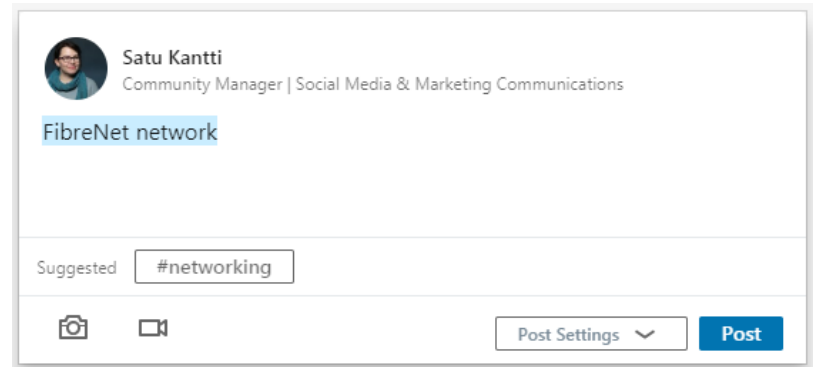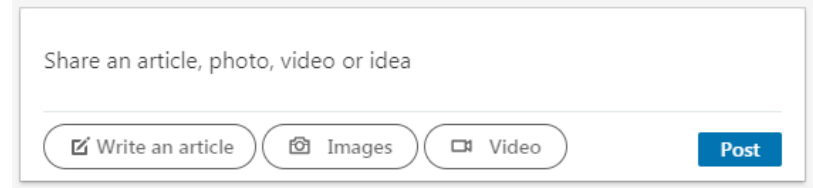
Groups

- Join a few interesting groups and take part in conversations

- Search with keywords and choose "Groups" on the search page

- You can also check which groups your colleagues are in

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Be active!

- Challenge: Share a post once a week, for 4 weeks

- Mention people or organisations with @

- When your mention is blue, it works as a link to that profile/page

- Hashtags can make your post visible to those following that hashtag

Share an article, photo, video or idea

Write an article | Images | Video | Post

Satu Kantti
Community Manager | Social Media & Marketing Communications

FibreNet network

Suggested | #networking

Post Settings | Post

What to post?

- What you're working on (remember pictures)
- Research results
- Thoughts, questions
- Links to your own material (newsletter, Youtube, SlideShare, blog, publications, project website…)
- Links to other interesting sites or articles
- Tell about cooperation (remember mentions! @)
- Inform about upcoming events
- React to other peoples' posts (comment, like, share)
- Take part in conversations

- Did you give a presentation or a lecture? Tell about it, and share a slide or the whole presentation
- Did you solve a problem? Tell about it!
- Do you have a problem? Ask your network for help!
- If you participate an event, tell about it, take a picture, mention the speaker
- If you found an interesting publication, let others know and add your own comment
- You can also share personal things: your thoughts, opinions, interests etc.

Visibility for a project

- All members of the project should tell about the project to their own network by posting an update

- Other members should react: like, comment or share

- Creating an active discussion under the post will increase visibility

- Paid visibility is also an option

You learn by doing

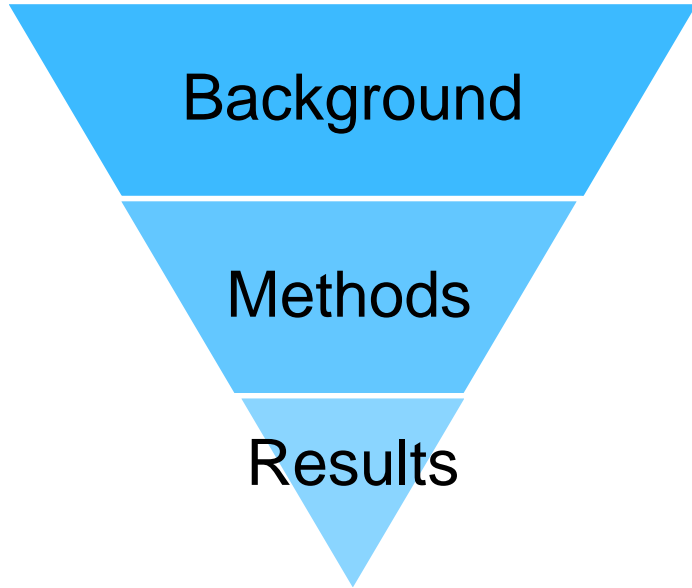Do what others do

It's ok to make mistakes
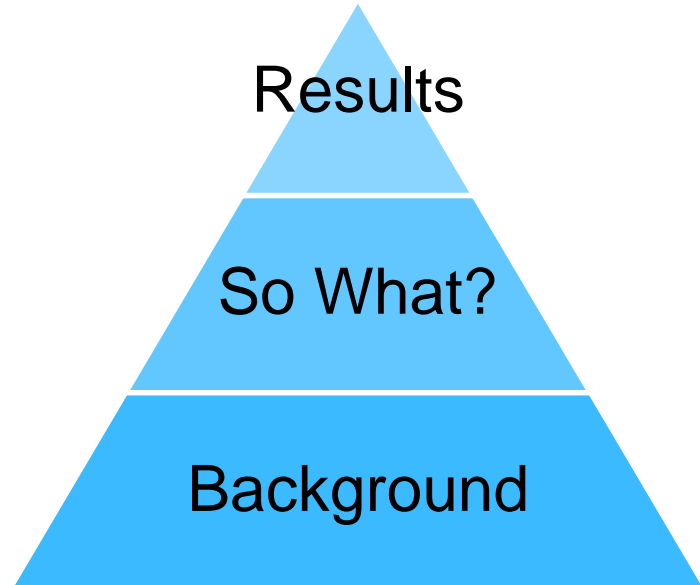
Ask for advise!

Blog writing

Tips for blog writing

- Make it into a story
- Write from your own perspective, let your personality show
- Use short sentences and understandable language
- Come straight to the point at the very beginning of the text. This will motivate people to read the whole thing. (See the graph on next slide.)
- Use bullet lists and quotes to make the text livelier
- Add pictures! If you don't have suitable ones, you can use free stock photos (Picjumbo, Pixabay, Gratisography, StockSnap…)

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Scientific

- Background
- Methods
- Results

Blog text

- Results
- So What?
- Background

Thank you!

Questions?

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