

Social Media for Researchers

Why, What and How

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Agenda

- About me
- Why use social media?
- Know your social media
 - Facebook
 - Twitter
 - LinkedIn
- Specialised online communities
- Conclusions

About me

- Product Marketing Manager – Social for Mendeley; responsible for marketing utilising social means.
- First PhD in Creative Writing – University of Southampton, 2010
- Second PhD (in progress) – in Engineering – Loughborough University
 - Studying how online communities can drive innovative behaviour
 - Presented a paper at the European Conference on Social Media, July 2017
 - Know how social media can provide an excellent showcase for one's talents!

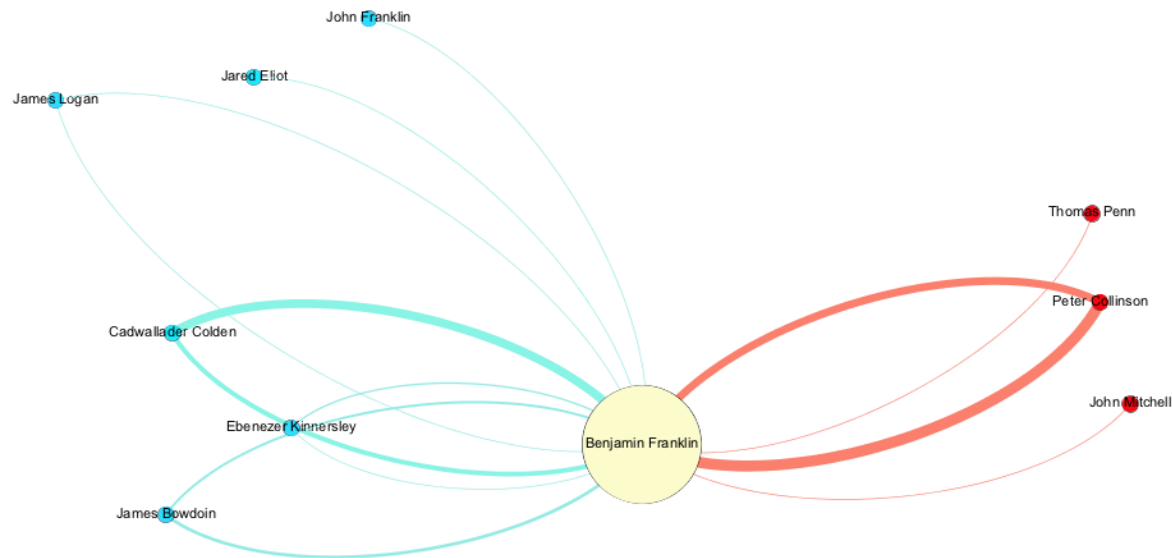
Why use social media?

- Social media caters to us as a social species; this is nothing new.
 - “No man is an island, entire of itself”
- Social media has existed as long as the postal system. Benjamin Franklin was an early proponent.
 - “In an age when the letter was the only readily available technology for distance communication, thousands of correspondence chains connected people around the Atlantic, allowing for deep intellectual and emotional relationships to form among learned people across large distances” (Winterer, 2017)
- But what did he use it for?



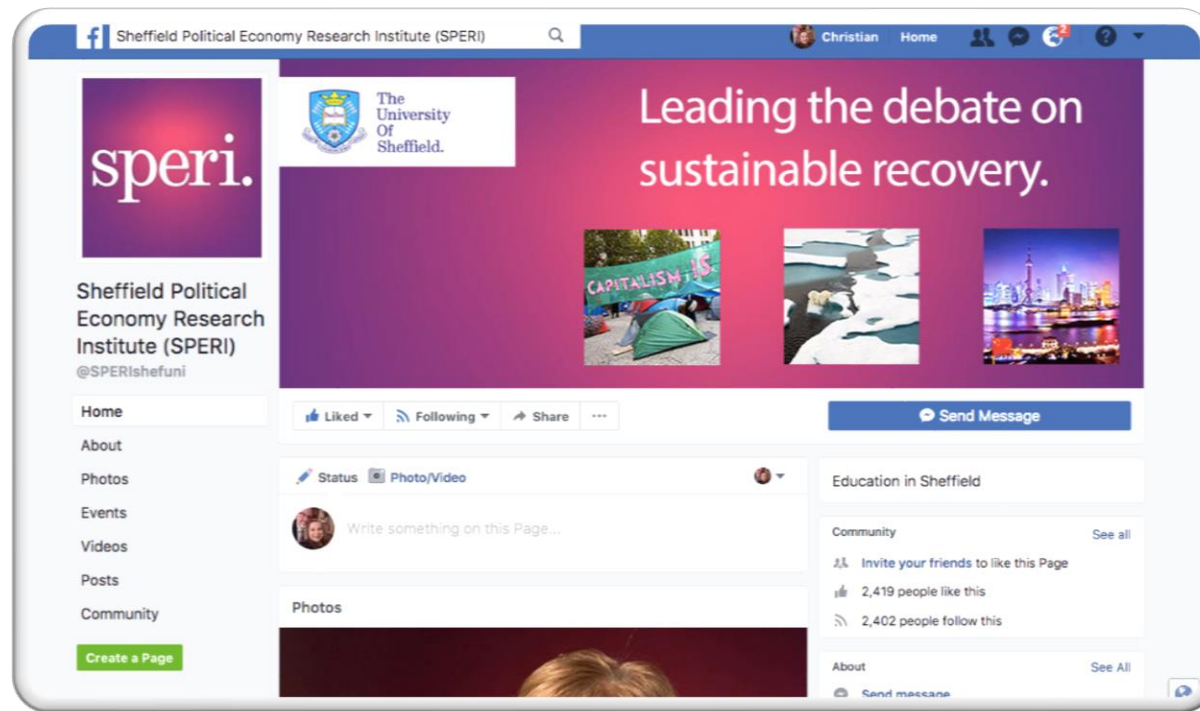
Why use social media, 2

- It was a network to:
 - Gain reputation
 - Exchange ideas
 - Exchange results
- The same effects are available, albeit in greater densities thanks to modern tools, to researchers today.



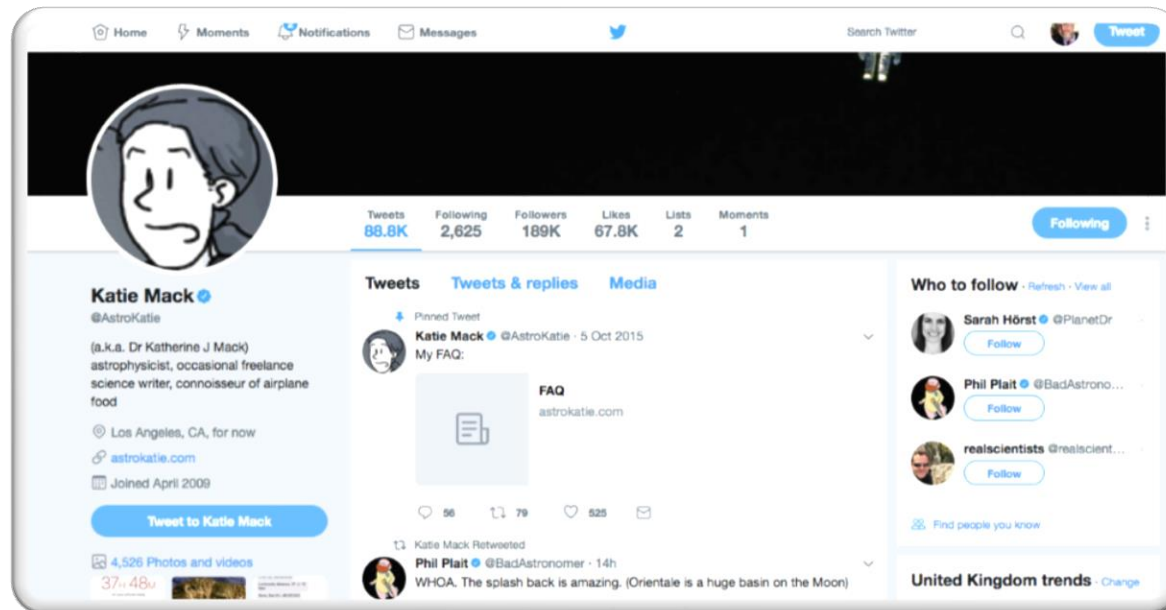
Know your social media: Facebook

- Facebook is an ideal means for prominent individuals, but more often institutions, to communicate with a wider public.
- A good example is SPERI at the University of Sheffield.



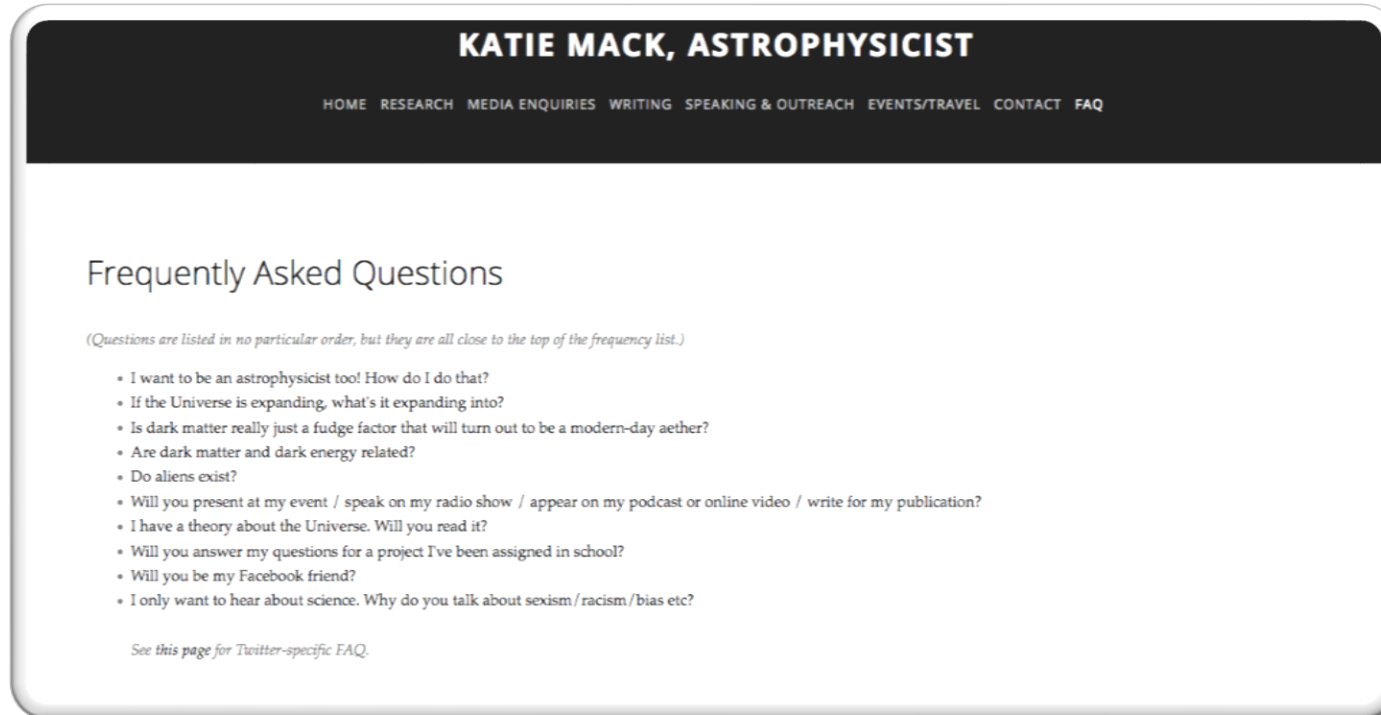
Know your social media: Twitter

- Twitter is a dynamic, quick-fire form of social media that allows participation in the latest topics of the day, usually via hash tags.
- It is mainly for individuals to disseminate their views on their subject (and otherwise). A good example is Dr. Katherine Mack (@AstroKatie)



Know your social media: Twitter, 2

- @AstroKatie backs up her Twitter profile with a FAQ – a positive technique -



The image shows a screenshot of a website for Katie Mack, an astrophysicist. The page has a dark header with the name 'KATIE MACK, ASTROPHYSICIST' in white. Below the header is a navigation menu with links: HOME, RESEARCH, MEDIA ENQUIRIES, WRITING, SPEAKING & OUTREACH, EVENTS/TRAVEL, CONTACT, and FAQ. The main content area is titled 'Frequently Asked Questions' and includes a note that questions are listed in no particular order. A list of ten common questions is provided, covering topics like becoming an astrophysicist, the expansion of the universe, dark matter, aliens, and media appearances. A link is provided for a Twitter-specific FAQ.

KATIE MACK, ASTROPHYSICIST

HOME RESEARCH MEDIA ENQUIRIES WRITING SPEAKING & OUTREACH EVENTS/TRAVEL CONTACT FAQ

Frequently Asked Questions

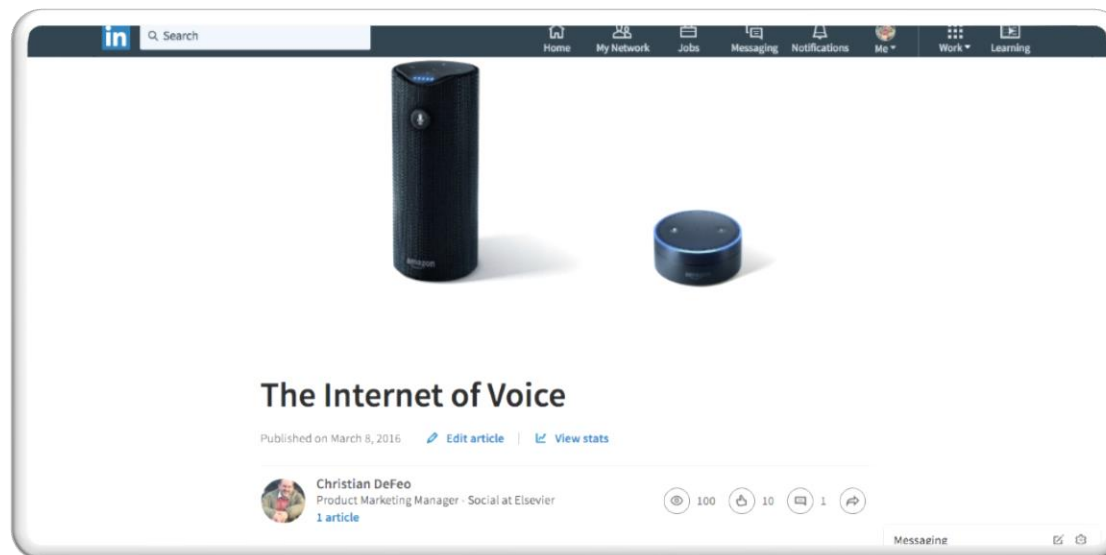
(Questions are listed in no particular order, but they are all close to the top of the frequency list.)

- I want to be an astrophysicist too! How do I do that?
- If the Universe is expanding, what's it expanding into?
- Is dark matter really just a fudge factor that will turn out to be a modern-day aether?
- Are dark matter and dark energy related?
- Do aliens exist?
- Will you present at my event / speak on my radio show / appear on my podcast or online video / write for my publication?
- I have a theory about the Universe. Will you read it?
- Will you answer my questions for a project I've been assigned in school?
- Will you be my Facebook friend?
- I only want to hear about science. Why do you talk about sexism / racism / bias etc?

See [this page](#) for Twitter-specific FAQ.

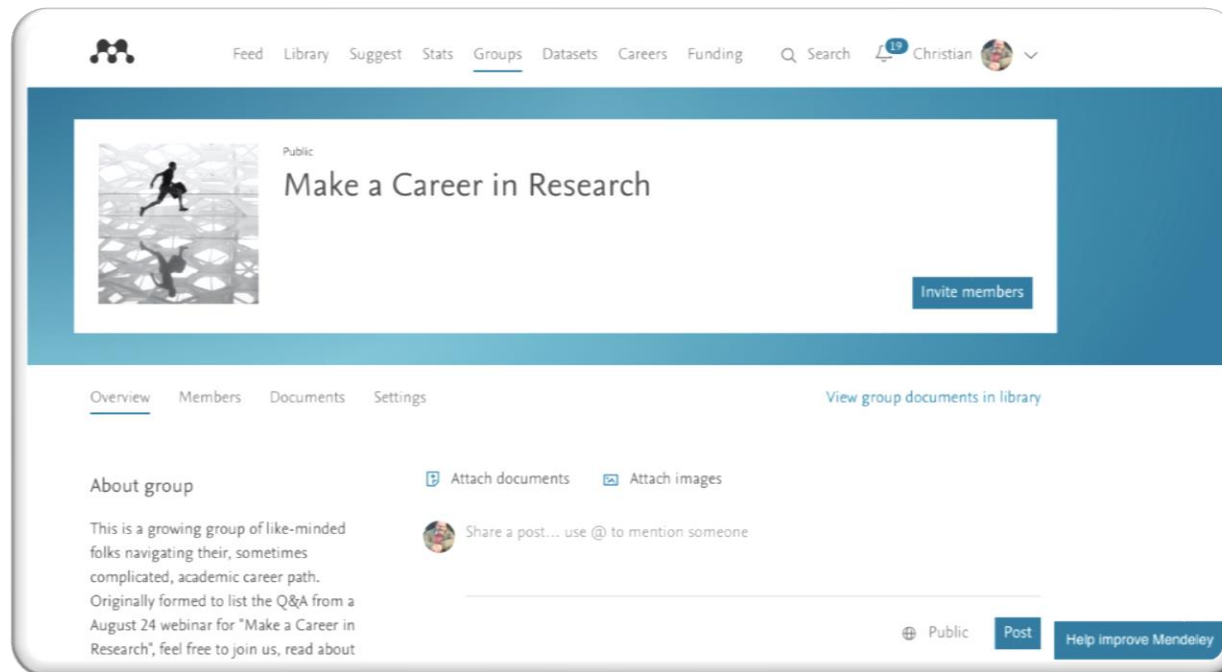
Know your social media: LinkedIn

- LinkedIn is a purely professional form of social media. It can be conceived of as a replacement for keeping each other's business cards.
- It's unusual in its professional etiquette and focus on people you already likely know.
- However, it's a good place to publicise one's ideas, via posts -



Specialised Online Communities

- The problem with the aforementioned social networks is that they are generalised; you can encounter a lot of static as well as messages.
- There are specialised areas to network; Mendeley is developing this via Groups:



Conclusions

- Networking is a basic human impulse; it has been a lever of scientific progress and communicating progress for some time.
- In a world in which it's difficult to gain a reputation, it has become a basic need for researchers.
- Use the right tool for the right job:
 - Facebook: prominent individuals and institutions, videos and events
 - Twitter: rapid fire statements; utilise links to one's website for further details.
 - LinkedIn: professional profiles and postings
 - Specialised Online Communities: to narrow focus
- To a greater or lesser extent, we are all "on the network" – use it to your advantage.

Thank you.

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