

A GUIDE FOR AUTHORS

SOCIAL MEDIA

SHARE YOUR RESEARCH ON FACEBOOK, TWITTER AND LINKEDIN



WHY SOCIAL MEDIA?

Social Media platforms are a great and easy way to connect and share your work with your friends and wider professional network. This guide provides you with expert tips and best practice on how to get the most out of the biggest platforms Facebook, Twitter and LinkedIn.

WHAT ARE THE BENEFITS?

- ▶ Billions of people around the world use social media, among them many academics
- ▶ Many researchers use social media to connect with peers and exchange information
- ▶ Social media platforms are easy to use
- ▶ Social media platforms are free of charge

HOW TO GET STARTED

Before you open a new account on any platform, honestly ask yourself whether you will have the time and resources to maintain a presence over time. You don't need to spend hours on social media but you should take a few minutes a day to check and update your profiles and communicate with your followers. You will also have to invest some time at the start in order to set up your profile and build your network of friends or followers, but once that is done you can focus on posting and reading updates.

Another key question to ask yourself is whether the audience you want to reach actually use a certain network or not. There's no use in trying to promote your research on Twitter, for instance, if only a handful of your community use the platform – if you're not sure, ask around among your colleagues.

SOCIAL MEDIA IS NOT ADVERTISING

As far as the content that you post is concerned, be aware that social media platforms are not just another advertising channel – they are called “social” for a reason. It's vital to engage in discussions, communicate honestly and provide useful, helpful or interesting content rather than just posting whenever you want to sell your new publication.

FACEBOOK

With currently more than 1.5 Billion active users, Facebook is by far the most popular social networking site. While Facebook started primarily as tool to stay connected with friends and family, nowadays people also use it to exchange information and stay up to date on topics they are interested in or things they like.

HOW IT WORKS

As an author, there are generally two ways to connect with an audience on Facebook.

- ▶ A personal profile
- ▶ An author page

Posts to your personal profile will usually be seen by people you are connected with (friends). An author page, on the other hand, is public. That means that people interested in you (and your research) can like your page and will receive status updates from you without you having to join their network. Setting up both a personal profile and an author page is fairly straightforward. Just go to facebook.com and follow the instructions.

For more details on setting up an author page on Facebook check our → [guide](#)

DO'S AND DON'TS ON FACEBOOK

DO

- ▶ Think about the audience your trying to reach when posting
- ▶ Keep your posts short & sweet
- ▶ Let your personality and sense of humor shine through
- ▶ Provide useful, interesting, personal or fun content
- ▶ Consider that most users access Facebook from a mobile device

DON'T

- ▶ Simply talk about yourself or your work
- ▶ Ignore negative feedback
- ▶ Post when nobody is online (e.g. in the middle of the night)
- ▶ Get rude when someone criticizes you
- ▶ Try to sound #cool by stuffing your #posts with #hashtags – they don't work on Facebook

PRO TIPS

- ▶ Posts with engaging pictures and videos have the best performance
- ▶ Search for Facebook groups related to your area of expertise (if there are none, consider founding one!)
- ▶ If you have an author page, use Facebook analytics to see which content works best

BEST PRACTICE EXAMPLE

McKenzie Wark is a Professor of Media and Cultural Studies at The New School in New York who posts a great mix of interesting content to engage his 5000+ followers on his public Facebook page.

See → profile

TWITTER

Twitter is a microblogging platform with more than 320 Million users around the world. Posts on Twitter are called tweets, have a maximum length of 140 characters and appear on users' feeds chronologically, similar to a news ticker.

Twitter markets itself as the easiest way to see what's going on in the world in real time. It's generally faster, more public and more news driven than Facebook or LinkedIn. Twitter is used a lot by academics to communicate online, especially during conferences.

HOW IT WORKS

Setting up an account on twitter.com is straightforward. Once you've set up a profile that describes what you're about and what you'll tweet about, just start tweeting and follow people with similar interests. Twitter will automatically give you suggestions on who to follow based on your own profile. Be aware that the post frequency on Twitter is generally higher than on Facebook. Try posting something several times a day.

TWITTER BASIC GLOSSARY

Tweet	A (public) message that you send out
Retweet	This reposts someone else's message for your own followers to see
Favorite	Basically the same thing as a "like" in Facebook
Reply	A direct reply to a tweet someone else sent
Mention	Including someone else's username in a tweet with @username so they get notified you mentioned them in a tweet

DO'S AND DON'TS ON TWITTER

DO

- ▶ Engage with people directly through replies and mentions as often as you can
- ▶ Install the Twitter app on your phone to tweet on the go
- ▶ Use Hashtags, especially when tweeting on conferences or events
- ▶ Retweet and share other's ideas
- ▶ Provide useful information and news for your followers

DON'T

- ▶ Simply Only talk about yourself or your work
- ▶ Overuse Hashtags
- ▶ Use all 140 characters if you can make it shorter
- ▶ Follow random people or buy followers – it's a waste of time / money
- ▶ Post anything that might damage your reputation – Twitter is a public network

PRO TIPS

- ▶ Posts with engaging pictures and videos have the best performance
- ▶ Use your header image, bio, or a pinned tweet to prominently advertise or link to your latest publication
- ▶ Use → tweetdeck to schedule tweets in advance

BEST PRACTICE EXAMPLE

Diane Ravitch is a historian of education and Research Professor of Education at New York University. Besides her Twitter → profile with around 132.000 followers, she runs a successful blog.

LINKEDIN

With around 400 Million members, LinkedIn is the world's largest professional network. While it's primarily a tool to build your professional identity online, discover new job opportunities and stay in touch with colleagues and industry peers, it's also become an increasingly good source to stay up to date on the latest news, exchange information and discuss job-related topics.

HOW IT WORKS

Your profile on LinkedIn works like a professional resume. Since other users as well as potential employers may find your profile based on industry-specific search terms, it's vital to fill out your profile thoroughly and use keywords. Once your profile is complete, you can connect with colleagues, companies, peers and friends.

Another important feature to look out for is → LinkedIn Groups, where professionals exchange information, connect and share the latest trends. To get the most out of LinkedIn, create or join groups to connect with your peers and send status updates with industry news to your followers.

DO'S AND DON'TS ON LINKEDIN

DO

- ▶ Post interesting content via status updates
- ▶ Endorse colleagues' and friends' → skills
- ▶ List your publications and skills in your profile
- ▶ Congratulate contacts who have landed a new job
- ▶ Follow or start a → group to connect with your peers and advertise your work

DON'T

- ▶ Connect with random people you've never met in real life
- ▶ Just reach out to people when you need a favor
- ▶ Use a vacation snapshot as your profile image
- ▶ Let your profile sit inactive for months
- ▶ Use jargon in your profile or posts

PRO TIPS

- ▶ Customize your → public profile URL (www.linkedin.com/firstname_lastname)
- ▶ Add a LinkedIn background photo to make your profile stand out
- ▶ Upload your presentations to → slideshare and add them to your profile
- ▶ Create a good headline and summary (this appears next to your profile picture in search)

BEST PRACTICE EXAMPLE

Adam Grant, professor at the Wharton School of the University of Pennsylvania, is part of LinkedIn's influencer program and has more than 800.000 followers.

→ See profile