Using Social Media to Promote your Research

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Outline

Your social media strategy
Scholarly social networks & profiles
Twitter, blogging & audio-visual tools
Which social media / networking tools do you currently use?
• Discover new research & keep up to date

• Networking

• Find out about funding opportunities, conferences, calls for papers etc.

• Increase the visibility of your research online

• Communicate with audiences outside academia e.g. industry, policy-makers

• Discover how people are engaging with your research & get feedback
Do I need a Social Media Strategy?

• Hundreds of platforms and tools to choose from
• Social media is time consuming - easy to “waste” time
• Control your digital footprint & ensure social media adds to your professional reputation
• Help you reach your target audience
• Help you plan how to capture & demonstrate impact
• Evaluate if social media is a positive or negative for you & your research area
Things to consider:

- **What** are my objectives & goals?
- **Who** is my audience & **where** are they based online?
- **Who** are the key contacts in my field who I should connect with on social media?
- **Where** can I find content to share & help build my presence & reputation?
- **How** can I monitor & track impact?
Social Media Strategy Planning Template

Your goals & objectives? (online & offline)

Who is your audience & where are they online?

Key contacts to connect with?

Sources of content to build visibility & reputation?

Monitor & track impact i.e. what's working & what isn't?

Michelle Dalton, Scholarly Communications Librarian, UCD Library
Best Practice & Etiquette

• Keep your profiles up to date & be consistent
• Cross-link your different profiles
• Add copyright statements for your work and respect those of others
• Think about tone
• Don’t overshare or “spam” people
• Engage rather than broadcast
Be Data Aware

- Be aware that your profile is usually public
- Read the small print
- Who owns the data? Copyright and IP?
- Third party services can close down or be taken over/merged

https://tosdr.org/
Scholarly Networks & Research Profiles
<table>
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<tr>
<th>Feature</th>
<th>Open Access Repositories</th>
<th>ResearchGate, Academia.edu etc.</th>
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<td>Supports export or harvesting</td>
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<tr>
<td>Sends you frequent emails</td>
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</tr>
<tr>
<td>Wants access to your address book and contacts list</td>
<td>✖️</td>
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Do academic social networks share academics’ interests?

David Matthews examines the approach of ResearchGate, Academia.edu and Mendeley to profit, user data and open access publishing

April 7, 2016

By David Matthews
Twitter: @DavidMJournno

Dear Scholars, Delete Your Account At Academia.Edu

As privatized platforms like Academia.edu look to monetize scholarly writing even further, researchers, scientists, and academics across the globe must now consider alternatives to proprietary companies that aim to profit from our writing and offer little transparency as to how our work will be used in the future.

In other words: It is time to delete your Academia.edu account.

Source: https://www.timeshighereducation.com/features/do-academic-social-networks-share-academics-interests
Google Scholar Profiles

Articles

About 141 results (0.13 sec)

Any time
Since 2020
Since 2019
Since 2016
Custom range...

Sort by relevance
Sort by date

include patents
include citations

Create alert

User profiles for michelle dalton ucd

Michelle Dalton
University College Dublin
Verified email at ucd.ie
Cited by 96

[HTML] Snakes or ladders? Evaluating a LibGuides pilot at UCD Li
Online subject guides are commonly used by libraries to provide information support
students. LibGuides (a cloud-based commercial product launched in 2007) representer
of the latest incarnations of the traditional subject guide or portal, and are widely use
Cited by 26 Related articles All 4 versions Web of Science: 7

A dissemination divide? The factors that influence the journal sel

http://scholar.google.com/
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<td>M Dalton, R Pan</td>
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<td>The Journal of Academic Librarianship 40 (5), 515-520</td>
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<td>A dissemination divide? The factors that influence the journal selection decision of Library &amp; Information Studies (LIS) researchers and practitioners</td>
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<td>Library and Information Research 37 (115), 33-57</td>
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<td>Developing an evidence-based practice healthcare lens for the SCONUL Seven Pillars of Information Literacy model</td>
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<td>Journal of Information Literacy 7 (1), 30-43</td>
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<td>&quot;What would I tweet?: exploring new professionals' attitudes towards Twitter as a tool for professional development</td>
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Cited by

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Graph showing citations by year from 2014 to 2019.
Social Media Tools & Platforms
Twitter

- Post short messages – 280 characters or less
- Tweet about new publications, what you are working on/reading etc.
- Get feedback on ideas
- Good for reaching external audiences
- Tweet from conferences to build your network
- Promote events you are holding
- Share links to media appearances, newspaper articles etc.
UCD Computer Science
@UCDCompSci
Updates from the School of Computer Science at University College Dublin
Dublin, Ireland cs.ucd.ie Joined June 2009
1,960 Following 4,331 Followers
Followed by Tara Mc Morrow, Healthy UCD, and 44 others you follow

ML-Labs
@ml_labs_ir
SFI Centre for Research Training in Machine Learning
ml-labs.ucd.ie Joined February 2019
243 Following 226 Followers
Followed by Women+ in STEM Society UCD, Dipti Pandya, and 4 others you follow

Tweets
Tweets & replies
Media
Likes

Pinned Tweet
UCD Computer Science @UCDCompSci · May 1
great blog post from @Abebab on integrating critical thinking and ethics for data science as part of the ‘Data Science in Practice’ 3rd year undergraduate module cs.ucd.ie/blog/critical...

UCD Computer Science Retweeted
Jennifer Petoff @jenmski · Aug 19
time sensitive heads-up for 3rd level uni/IT students in #ireland! We are hosting an algorithms workshop at the Google office in Dublin in September. Apply for a place is Wed Aug 21. Please help spread the word.
events.withgoogle.com/google-algorit...
@itallaght @itcarlow @UCDCompSci

UCD Computer Science Retweeted
UCD Science @ucdscience · Aug 20
our Orientation page is at bit.ly/ucdsciencorientat... & has links to our Student Handbook & First Year Guide. Don’t forget that plenty of advice will be available during Orientation & you do not need to have your module selection complete until after these sessions.

ML-Labs Retweeted
ML-Labs @ml_labs_ir · Apr 29
Second application round is now open for @ml_labs_ir #phd positions in machinelearning at @ucddublin. @DublinCityUni and @WeAreTDublin.
ml-labs.ucd.ie @UCD_Research @UCDCompSci @scienceirel #believeinscience
5 Principles to Attract Followers

• Increase the visibility of your profile
• Post tweets that get attention
• Improve your engagement
• Expand your reach
• Find out what’s working through analytics

Make sure your twitter account adds value to your followers

• Keep it up to date with relevant content
• Share useful content, incl. your own work
• Works best as a conversation and not just a broadcast mechanism – “social” media
• Engage with your community
• Remember the 1 in 4 rule
  – 1 tweet about yourself, 1 retweet, 1 reply, 1 link to something useful
Quick Wins

• Use images/media for more engagement

• Follow & RT key people/orgs in the field - it is likely they will follow you back / RT you

• @mention relevant peers, collaborators, funders, media etc. (but don’t spam people)

• Use Twitter analytics to see which tweets are most popular (engagements) and most visible (impressions), and tweet more of this type of content, at these times - use a scheduler app to help.
Academic blogs can be interesting sources of new and emerging research, & a useful way to increase the visibility of your own research & reach a broader audience.
Where to host your blog:

- WordPress
- Blogger
- TypePad
- Medium
- Weebly
- Wix
Use Analytics with Blogger

Use Analytics to find out where readers are coming from and what they’re looking at on your blog.

Step 1: Sign up for Analytics
1. Sign up for an Analytics account.
2. Find your Analytics tracking ID.

Step 2: Add Analytics tracking
1. Sign in to Blogger.
2. Click the blog you want to analyze.
3. In the left menu, click Settings > Other.
4. Under “Google Analytics,” type the Analytics tracking ID. It should use this format: UA-XXXXX-XX.
5. In the top right corner, click Save settings.

It can take up to 24 hours for data to show up in Analytics.

Learn more about Analytics
Find out more about how to use Analytics.
Slideshow

Michelle Dalton

Seeing Through Learners' Eyes

Michelle Dalton / UCD Library

slideshare.com
How to use Instagram for research communication:
http://www.researchtoaction.org/2013/10/using-instagram-for-research-communication/
The Jean Monnet Centre of Excellence seeks to advance a critical debate on the new political economy of Europe. We are based at Dublin’s European Institute (DEI) at University College Dublin. The DEI is the oldest and largest university centre for research on European politics in the Republic of Ireland. In this podcast we interview scholars, journalists, policymakers, and activists. Our focus is on the Centre’s three key research themes: economic governance, democratic legitimacy, and protest and politics across in Europe and further afield. The podcast is recorded and produced by Aidan Ragan, Andrew Fogarty, and Jorge Tamames.
Creating a Podcast: Post Production

This LibGuide aims to provide an introductory overview of the practical steps required for the creation of a podcast.

Editing

Having recorded your podcast, some basic editing must be done in order to go from the raw file to the finished podcast.

Hosting Platforms

Having recorded an illuminating and deeply insightful discussion which you wish to now share with the world at large, you will need to consider online hosting and distribution of your podcast.

For around €100 a year, SoundCloud offer unlimited hosting on their website, along with the ability to track analytic data regarding your global listenership. Your SoundCloud profile will allow you to upload an image for each specific episode of your podcast, along with a brief description of the material contained therein, along with a link back to Social Media pages such as Facebook, Twitter and Instagram etc.

Producing a Cultural Podcast

General Information

Overview

Podcasts are an increasingly popular and cost effective tool to reach and engage with a broad audience beyond the confines of the university environment.

General Details:

Start Date: 26 Feb 2020
Start Time: 10:00
Duration (Hours): 2.00
Video

- Use a powerful idea as a “vehicle” for your research findings e.g. a real-life application or something visually striking.

- Develop a strategy to drive traffic to your video e.g. other social media or mainstream channels.

Source: Reed, Mark S., the Research Impact Handbook (2016), p. 183
Create Once Publish Everywhere
e.g. A Conference Presentation:

- Upload the slides to Slideshare
- Use one of the slides as a picture on Instagram to explain your research
- Link to the video clip if it was recorded
- Tweet the links - @mention the conference organiser etc. & include the hashtag
- Embed the links on your blog/website, research network profiles etc.
- Include a link to the full text of any related research outputs e.g. a published journal article
Key Take Aways

• **Goals**: what do you want to get out of using social media?

• **Tools**: Identify the most relevant platforms (if any!)

• **Evaluate**: Track & monitor what’s working & what isn’t
Questions?

libguides.ucd.ie/socialmedia
ucd.ie/promoteyourresearch

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