Social Media for Research and your Professional Role
Activity:

One minute list: how many social media platforms can you name?

How many did you get?
Time Management

The aim of this presentation is to cover:

To raise your awareness of social media

To empower you as a social media user
Social Media
Definition

“Websites and applications that enable users to create and share content or to participate in social networking.”

Lexico, 2019

Does anyone here use social media?
Which platforms do you use?
What do you use them for?
<table>
<thead>
<tr>
<th>Social Media Platforms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
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<td>Instagram</td>
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<tr>
<td>Twitter</td>
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<tr>
<td>Tumblr</td>
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<td>LinkedIn</td>
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<td>Snapchat</td>
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<td>Pinterest</td>
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<td>Reddit</td>
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<td><strong>YouTube</strong></td>
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<td>Mix</td>
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<td>Tagged</td>
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<td>Devientart</td>
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<td>LiveJournal</td>
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<td>SoundCloud</td>
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<td>Flickr</td>
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<td>Google+</td>
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<td><strong>Foursquare</strong></td>
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<td>TikTok</td>
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<td>Spotify</td>
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<tr>
<td>imgur</td>
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</tbody>
</table>
Social Media

Platforms: What are they used for?

Donut Edition

- Twitter: "I'm eating a donut"
- Facebook: "I like donuts"
- Foursquare: "This is where I eat donuts"
- YouTube: "Here's a video of me eating a donut"
- Instagram: "Here's a vintage photo of my donut"
- Pinterest: "Here's a pretty donut recipe"
- Imgur: "Here's a viral picture of my donut"
- LinkedIn: "My skills include donut eating"
- Spotify: "Now listening to "Donuts"
- Google+: "I'm a Google employee who eats donuts"
Social Media Platforms as PLN

Personal/Professional Learning Network
Twitter
As a PLN

• It is short, sharp and easy to use
• It can provide you with useful information and links to; websites, reports, research documents, polices and headlines
• It is a space to network with; peers, colleagues, academics, authors, researchers
• You can be a passive or active as you feel comfortable
Social Media
Building Your Profile

Click here to edit your profile
Social Media
Building Your Profile

- Add a header image
- Add a profile image
- Choose a name
- Write a bio outlining your interests/who you are
- Add your location
- Link to your website/blog

University of Suffolk Study Skills

Name: AbbieUoS

Bio:
Study Skills Adviser, University of Suffolk.
All my own views
Social Media
Building Your Profile

Add a header image
Add a profile image
Choose a name
Write a bio outlining your interests/who you are

University of Suffolk
Study Skills

Name
AbbieUoS

Bio
Study Skills Adviser, University of Suffolk.
All my own views

Number of characterised used

University of Suffolk
Social Media
Building Your Profile

Add your date of birth

Add your location

Link to your website/blog

Save any changes you made

Scroll down for more options
AbbieUoS @UoAbbie · Jul 31
One-to-one study skills session are available. Follow the link to book
libguides.uos.ac.uk/121  @UOS_LrnServices #UoS #StudySkills
#UniversityOfSuffolk

Study Skills One-to-One Sessions
- Book online for help with;
  - Microsoft Office Skills, including Word, Excel and PowerPoint Presentations
  - Study Skills: Time management, Motivation techniques, Revision skills

https://libguides.uos.ac.uk/121
Top posts mentioning your key words – highlighted in a bold font

# based on your search

Suggestions of people to follow based on your search

Search key word

Tools to help your search

‘Trends’ tailored to your interests, NOT the search
The blue tick indicates that the person is 'of interest' or in a position of authority and this is their verified account.
Twitter
Have ago!

https://twitter.com/

Pick a key word from your area of research
## Social Media
### Public v’s Private Profile

What are the benefits and limitations of each?

<table>
<thead>
<tr>
<th></th>
<th>Public</th>
<th>Private</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Benefits</strong></td>
<td>You can be found easily</td>
<td>Safeguarding if your job</td>
</tr>
<tr>
<td></td>
<td>You can be interacted with</td>
<td>requires you to not be findable</td>
</tr>
<tr>
<td></td>
<td>easily</td>
<td></td>
</tr>
<tr>
<td><strong>Limitations</strong></td>
<td>Everyone can see what you post</td>
<td>Other are less likely to try</td>
</tr>
<tr>
<td></td>
<td></td>
<td>and follow you</td>
</tr>
</tbody>
</table>

This is really down to personal preference!
Twitter
Your engagement

To get the most out of Twitter

• Post your own tweets
• Tweet/reply to other peoples tweets
• Retweet items that interest you

Will you try Twitter?
You can use these same principles on other social media sites, however they may not be as user friendly.

For example;

Facebook – More private

LinkedIn – A record of qualifications and jobs/not personal
Social Media and Research

Key Points

- Output information as well as harvest information
- Have a bio; who are you, what are your interests,
- Use images; profile photo, header image
- Post regularly to build up your content and to make your account worth following
- You can use multiple social media websites to spread your reach (ensure this is well managed)
Social Media and Research

Key Points

- To build follows, tweet. People will find you in the same way you found them.
- Use a blog as a hub for larger chunks of information and tweet the link out to reach more people.
- Consider the focus/rational for the social media account; research, not personal like? A mix of the two?
Social Media and Research

Key Points

- ResearchGate – [https://researchgate.net](https://researchgate.net); a free, active research site
Social Media
Personal Profile

See your online presence/identity as your e-portfolio, a collection of evidence about the kind of person, researcher, academic, professional you are.

If you chose to use multiple social media networks ensure that they are consistent with each other
  • Image
  • Bio
  • Links

If you want private accounts check your privacy settings to ensure this is in place.

Google yourself and see what comes up – are you happy? Or do you need to go back to your privacy settings?
Social Media Tool Management

IFTTT – https://ifttt.com → If This Then That

Not just for social media
Create autonomy

For example:

“If I post this on twitter, post it on Facebook”
Social Media
Where Next?

How employers use social media to select applicants –
Social Media Stats

Do you use social networking sites to screen prospective employees?

- No: 9%
- Yes: 91%

During the hiring process, which social networks do you use to screen candidates?

- Facebook: 76%
- Twitter: 53%
- LinkedIn: 48%

During which phase of the hiring process do you look at social networking sites to screen prospective employees?

- After initial conversation with the prospective employee: 47%
- After receiving an application: 27%
- After detailed conversations with the prospective employee: 15%
- Right before making an offer: 7%
- I don't use those sites to screen prospective employees: 4%
Social Media Stats

Have you ever rejected a candidate because of what you saw about them on a social networking site?

- **69%** Yes
- **26%** No
- **5%** I don’t use those sites to screen prospective employees

Why have you rejected those candidates?

1. **11%** Posted inappropriate photos
2. **11%** Posted inappropriate comments
3. **9%** Posted content about them drinking
4. **10%** Posted content about them using drugs
5. **11%** Posted negative comments about a previous employer
6. **11%** Demonstrated poor communication skills
7. **10%** Made discriminatory comments
8. **13%** Lied about their qualifications
9. **7%** Shared confidential information from a previous employer
10. **7%** Never rejected a candidate because of information on a social networking site
Social Media Stats

Have you ever hired a candidate because of what you saw about them on a social networking site?

68% Yes
27% No
5% I don’t use those sites to screen prospective employees

Why have you hired those candidates?

- Gave a positive impression of their personality and organizational fit: 39%
- Profile supported their professional qualifications: 36%
- Profile showed candidate was creative: 36%
- Showed solid communications skills: 33%
- Profile showed candidate was well-rounded: 33%
- Candidate had good references posted by others: 34%
- Candidate received awards and accolades: 24%
- Never hired a candidate because of information on a social networking site: 18%

The Undercover Recruiter, 2019
Social Media

Job screening with social media  Social media gives employers an insight into who you are

Use your social media networks to showcase your skills!
References

