Cultivating a Social Media Presence

Why is it important?

**DIGITAL SCHOLAR** (Donelan, 2016)

- fosters public ties
- strengthens relationships
- facilitates collaboration

- publishes & shares research products
- discusses discipline in public / open forum

(Manca & Ranieri, 2017)
Academic social media (ResearchGate, Google Scholar, Academia.edu)

Connect the world of science and make research open to all

It helps you…

… build professional network

… rank your name on Google

… stay current on publications

… find opportunities

… build your “brand”
LinkedIn
Connect the world's professionals to make them more productive and successful

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Twitter
To give everyone the power to create and share ideas and information instantly, without barriers.

It helps you…
… display skills / accomplishments
… support other scholars
… engage with your network
… share interests
… build your “brand”
TikTok
To inspire creativity and bring joy

It helps you…
… connect with an international audience
… share knowledge / findings
… make education accessible
… build your “brand”

https://vm.tiktok.com/ZMejXgSKS/
Cultivating a Social Media Presence
How do I do it?

1. Choose a professional profile picture and cover image
2. Post consistently
3. Develop a network
   a. Follow organizations & scholars in your field
   b. Connect with colleagues online
4. Connect with others
   a. Share posts
   b. Leave comments
   c. Reply to engagement

Most importantly: Enjoy your online presence and don’t get discouraged!
Sources


Norwegian University of Science and Technology [@ntnu_university. (2020, July 21). Viking sword found in grave in Norway 🗡️ #ntnu #university viking sword treasure history archaeology [Video]. TikTok.


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Contact Information

Email us!

Nike Jacob
nbahr2@alaska.edu

Victoria McDermott
vmcdermo@umd.edu

We would love to connect about our research and tips to cultivate your social media presence!
THANK YOU!