



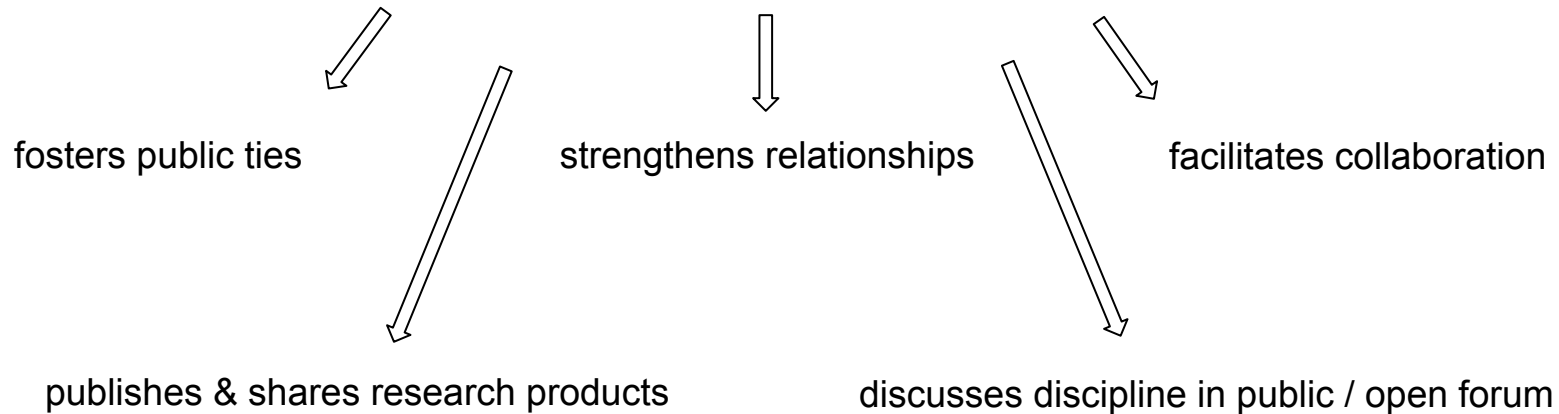
SOCIAL MEDIA MANAGEMENT

Nike Bahr & Victoria McDermott

Cultivating a Social Media Presence

Why is it important?

DIGITAL SCHOLAR (Donelan, 2016)



(Manca & Ranieri, 2017)



Academic social media (ResearchGate, Google Scholar, Academia.edu)

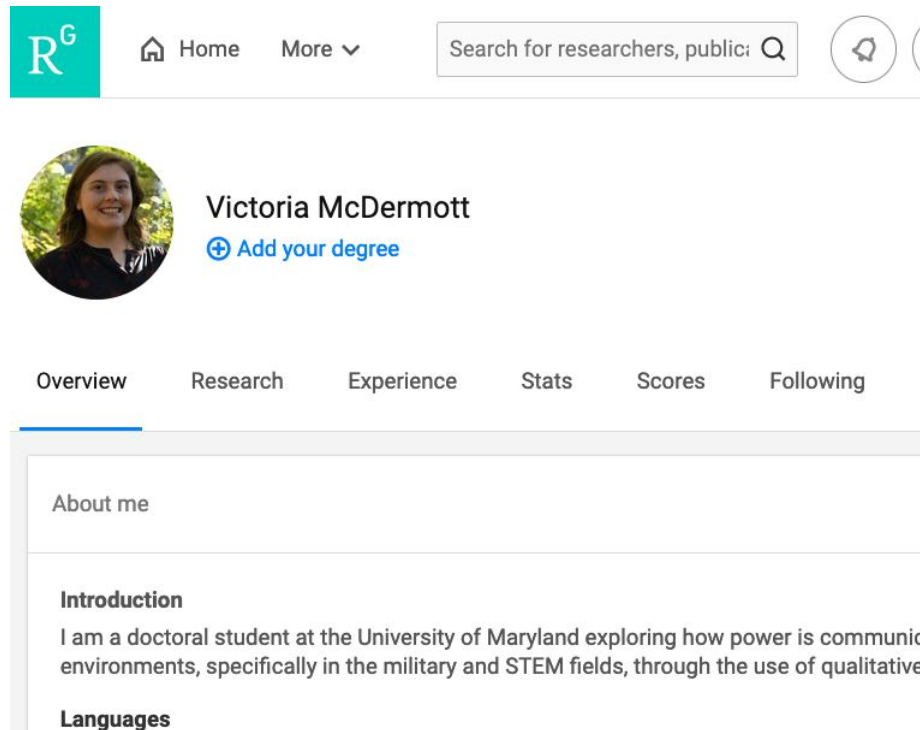
Connect the world of science and make research open to all

15 MIL
Users

LAUNCHED
MAY 2008

It helps you...

- ... build professional network
- ... rank your name on Google
- ... stay current on publications
- ... find opportunities
- ... **build your “brand”**



The screenshot shows a ResearchGate profile for Victoria McDermott. At the top is the ResearchGate logo (R^G) and navigation links for Home and More. A search bar is on the right. Below the navigation is a circular profile picture of Victoria McDermott, a woman with dark hair smiling. To the right of the photo is her name 'Victoria McDermott' and a link to 'Add your degree'. Below the photo are tabs for Overview, Research, Experience, Stats, Scores, and Following. The 'About me' section is visible, containing an 'Introduction' where she describes herself as a doctoral student at the University of Maryland, and a 'Languages' section.

R^G Home More

Search for researchers, publici Q

Victoria McDermott
[Add your degree](#)

Overview Research Experience Stats Scores Following

About me

Introduction
I am a doctoral student at the University of Maryland exploring how power is communic environments, specifically in the military and STEM fields, through the use of qualitative

Languages



LinkedIn

Connect the world's professionals to make them more productive and successful

740 MIL
MEMBERS

It helps you...

- ... build professional network
- ... rank your name on Google
- ... stay current on news / updates
- ... find opportunities
- ... **build your “brand”**

LAUNCHED
MAY 2003



Nike (Bahr) Jacob

Dynamic communication professional skilled in stakeholder and public relation, with a love for creative web content.

Fairbanks Children's Museum • University of Alaska
Fairbanks

Colorado Springs, Colorado, United States •

[36 connections](#)

About

Experienced communication professional and instructor with a demonstrated history of working in the higher education industry and non profit sector... [see more](#)



Twitter

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

**330 MIL
USERS**

**LAUNCHED
MAY 2006**

It helps you...

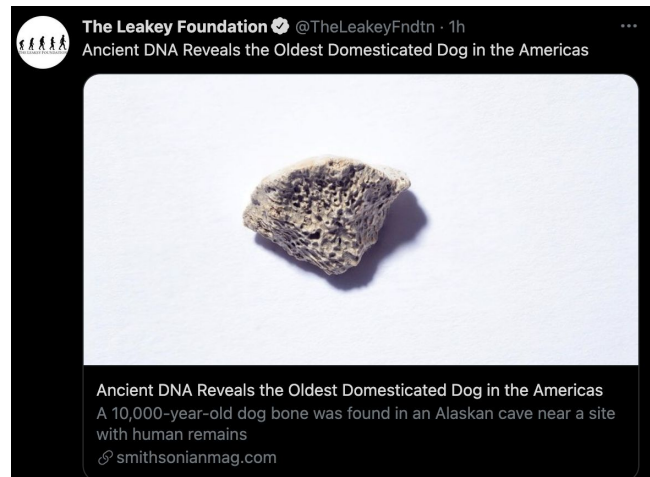
... display skills / accomplishments

... support other scholars

... engage with your network

... share interests

... **build your “brand”**





TikTok

To inspire creativity and bring joy

1 BIL
USERS

It helps you...

... connect with an international audience

... share knowledge / findings

... make education accessible

... build your “brand”

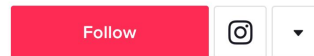
LAUNCHED
SEP 2016

<https://vm.tiktok.com/ZMejXgSKS/>



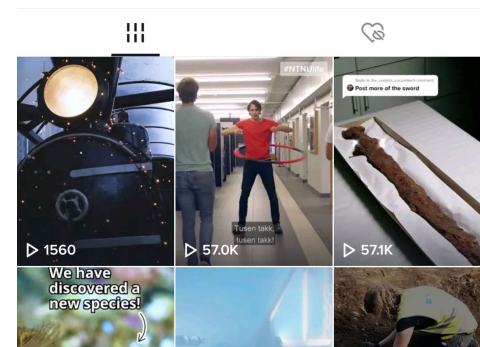
@ntnu_university

22 Following 5873 Followers 52.5K Likes



Norwegian University of Science and Technology
(NTNU)

www.ntnu.no





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

**Do your research
before you join!**

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

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Contact Information

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



THANK YOU!