

Control Your Story through Social Media and Online Formats

Use **social media** to raise awareness of your research. It is important to lay the groundwork first, which will help you spread the word when your research is published.

- Build a targeted profile
 - Describe the value of your work in your social media profiles
 - Use hashtags to get attention of specific audiences (i.e., #NSF)
- Engage your audience in meaningful conversations; be the thought leader
- Make social engagement a habit; stay up to speed with peers and stakeholders on a regular basis
- Think before you post: How will this look on the cover of *USA Today*?

Source: *Harvard Business Review* (2016):

<https://hbr.org/2016/06/how-academics-and-researchers-can-get-more-out-of-social-media>

How to get started using social media?

- A really useful guide for new Twitter users:
<http://blogs.lse.ac.uk/impactofsocialsciences/2011/09/29/twitter-guide/>
- Helpful tips for how academic researchers can use Twitter:
<http://www.chronicle.com/article/10-Commandments-of-Twitter-for/131813>

How can you use **blogs** (short for “weblogs”) to promote academic research? Blogs are a way to self-publish on a regular basis in an informal or semi-formal way, to a broad, public audience. Some guidelines for blogs:

- Pick the right platform:
 - Medium - Content specific and organized by topic <https://medium.com/>
 - Blogger and Wordpress - Popular and easy to get started
- Write what you want: You can go beyond the confines of peer-reviewed journal publications with thought pieces, white papers and conversations on your blog.
- Write for the sake of writing: Blogs are not just for building an audience (although that is one of the primary reasons that academic researchers blog); it can help you develop your academic writing by making writing a regular practice.

Source: *The Chronicle of Higher Education*, “Three lessons of academic blogging”:

<http://www.chronicle.com/article/3-Rules-of-Academic-Blogging/234139>

Increase the Impact of your Journal Publications, 10/30/17

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