Close encounters of a different kind: Social Media as a multipurpose tool for Research Administrators – Four case studies
CLOSE ENCOUNTERS OF A DIFFERENT KIND

SOCIAL MEDIA AS A MULTIPURPOSE TOOL FOR RESEARCH ADMINISTRATIONS
FOUR CASE STUDIES
A Case Study:

Phil Ward
Deputy Director
University of Kent
# Research Active

## Research Prizes Launched

A new scheme to encourage all researchers at The University to continue to develop and maintain a high level of research excellence.

The University’s Research Prizes are designed to identify outstanding research contributions and achievements by academic staff, and to provide funds to support further development of research. The prizes are open to all academic staff and new colleagues.

### Highest Ever Value of Research Grants

The value of research grants was £14.9m in the year to 31 March 2019, the highest ever recorded. £1.1m was spent on freelance and contract research, of which £1m was for work undertaken in the UK, and £0.1m for work undertaken overseas.

### Inside This Edition

- [List of contents]

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*Note:* The table on page 4 contains a list of research grants awarded in the year to 31 March 2019, with details of the research project, the grant holder, and the total amount of funding awarded.

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### Table: Research Grants Awarded

<table>
<thead>
<tr>
<th>Project Title</th>
<th>Grant Holder</th>
<th>Total Amount</th>
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<tbody>
<tr>
<td>Ecosystems in Action</td>
<td>Dr. John Doe</td>
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<td>Innovations in Education</td>
<td>Prof. Jane Smith</td>
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<td>Sustainable Energy Solutions</td>
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<td>Dr. Emily Wilson</td>
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</table>

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*Note:* This table is an example and does not represent the actual data.
Wish List

- To develop an inclusive community
- To be a mix of items
  - Noticeboard
  - Notes & Advice
  - Humour
  - Commentary
- To appeal to both an internal/external audience
- To be easy to update
- To respond quickly to events
- To be free from the ‘party line’
Welcome To The Research Office Blog!

Posted on September 3rd, 2008 by David Young

Welcome to the new blog for the University of Lincoln Research Office.

This blog will be regularly updated with the latest research funding news and opportunities relevant to University of Lincoln staff. Stay up to date by bookmarking this page using your browser or the social bookmarking button below (if you’re not sure what this is, check out Joss Winn’s very informative ).

You could also use a feed reader to subscribe to the RSS feed of this blog. There isn’t a lot to see here at the moment, but in the meantime you might like to check out the Research Office’s delicious bookmarks. The most recent five links are shown in the sidebar to the right of this post.

Delicious is a social bookmarking website which allows you to collect and tag links and share them with friends and colleagues. It’s a bit like the favourites menu on Internet Explorer (or bookmarks in Firefox), only you can access it anywhere you can access the internet and tagging allows you to easily sort and find relevant links.

More research news soon, and feel free to leave a comment if you’d like to tell us what you think or if you have any suggestions.

Tags: blog, research, welcome

Posted in Uncategorized | (0) Comments | Click here to add a comment
First Iteration (2009-14)

- Basic template: muted colours, reassuring design
- Stories tended to be inoffensive
- Stories published in full on front page
- Use of pictures to break up text
- Twitter added later to add immediacy
- Index: only archive in date order
Second Iteration (2014-)

- Simpler, less cluttered template
- Stories indexed by type
- Only two most recent stories on front page
- Stories cut off after first paragraph
- ‘Lucky dip’ selection from the archive
*NB Doesn’t include posts read via RSS feed
Statistics

• 777 posts
• Least visited: generally ‘notices’
• Most visited: generally ‘humour’
  – But some ‘commentary’ and ‘notes’ score highly if focusing on hot topic (eg metrics, open access, writing a good application)
## Statistics

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<th>Pageviews</th>
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<td>Going down with All Hands</td>
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<td>Netherlands</td>
<td>2426</td>
</tr>
<tr>
<td>Spain</td>
<td>1497</td>
</tr>
</tbody>
</table>
Benefits

• Raising profile & connecting with wider community
  – Making contacts: eg Times Higher, Research Fortnight, ARMA Mentor
  – ‘Joining the conversation’. Being aware of issues/activities at a much earlier stage
    • Influencing/being influenced
  – Raising awareness of Kent

• Outlet for ideas, frustrations, creativity

• It’s not going to go away
Difficulties

• Getting started
• Being consistent
  – Tone, quality, quantity
• Commitment
  – Keeping track of issues: ‘always on’
  – Additional ‘duty’ to keep blog updated
• Judging the limits
  – ‘Over sharing’
  – Insulting/slandering
If You’re Thinking About It...

• Do it

• But consider
  – Do you have time?
  – Do you have material?
  – Will your institution allow you?

• You don’t have to do it all now, or ever
Community Building with social media

Case 2: Twitter account @ResearchUGent (Esther De Smet)
People are at the heart of Research Policy
That's an interesting question. Certainly, precise determination of current temporal state is of utmost practical importance, while it is not possible to provide definite answers within the present context, future work will...

Ya mean you don't know the time?
Multi-channel approach
Choosing Twitter
Online collaboration: Scientists and the social network, Richard Van Noorden, Nature 512, 126–129 (14 August 2014)
Objectives

- Extra channel
  - Filling the void
  - More than press releases and success
  - Real-life science
  - Context

- Different voice
  - More than faceless admin
  - Making policy engaging

- Modern academic
  - Digital presence
  - Open science: collaboration & sharing

- Online community > offline community
  - Beyond the usual suspects
  - Solidarity
Objectives

selecting
informing
educating
amplifying
fluffing
helping
match-making
MAR 2016 SUMMARY

Tweets
242

Profile visits
3,522

New followers
164

ACCOUNTS REACHED
72,402

Tweet impressions
248K

Profile visits
Mentions
138

Results
Yves Sagaert @YvesSagaert 5d
After many revisions of my research paper, the pmfssm finally says: it's good what you have written, but write it again. #PhDLife

Research@UGent @ResearchUGent 5d
Hang in there! pietwitter.com/smMku7 4009

But it's essentially about so much more than numbers

Sven Mueller @s... 3 Dec 15, 6:10pm
Super, thank you!! Yes, I'might come back to you regarding that while I am still figuring it all out. At the moment, it is just me but as the group is growing it might become quite helpful.

Research@UGent ... 3 Dec 15, 4:36pm
I'm on it! By the way, if you ever need twitter training (e.g. for the research group), let me know! Happy to organise it

Veel dank alweer voor reweet: ik merk aan de site dat er sindsdien al meer bezoekers zijn dan op andere dagen 🙏

Veel groeten

Jürgen

Sven Mueller @s... 3 Dec 15, 12:05pm
Hi, I am still a little confused over the use of @ and #. In the Psychology we made a crowdfunding video on the use of abuse recovery quicks, chance you could please spread this with a retweet. If you have a look at the video you will see what you think. We would be very happy to get that!

Philine Smet @pfsmet 16h
@toeneye @jugentbiblio @ResearchUGent Schitterend! Dan zal ik het voor de BOF-PHD-aanvraag een laatste keer manueel doen, met de glimlach :) #PhDLife

Tom Coenye @toeneye 16h
@pfsmet Demoversie is onderstreept getest (en goed bevonden!), uitrol komt er binnenkort aan! @jugentbiblio @ResearchUGent

Philippe Smet @pfsmet 16h
Liefste @jugentbiblio, zouden jullie export-tool kunnen maken voor BOF aanvragen (3 maandtijds, rank = 2014)? Ditkoe #merci @ResearchUGent

Impressions 13,915
Total engagements 234
Media engagements 146
Likes 31
Retweets 23
Detail expands 16
Hashtag clicks 9
Profile clicks 7
Link clicks 2

Dag Esther,
Ik wou je nog eens bedankt voor de social media-su pport (het werkt wel),!
Nu moet ik mijn media presence nog wat optimaliseren (en de jo urna listen moet Hij meer interessante quotes te gebruiken} 😄 Pieter
Maybe you should ask my 'customers'?:)

Dr Inger Mewburn @thesiswhisperer
Twitter - your help please? Does your university do good social media training? Looking for best practice. Pss RT! #phdchat

Jo Vandesompele @jvdesomp Mar 17
I’ve only heard YES! @ResearchUGent

@jvdesomp So happy to have you as my number one fan :)

Research@UGent @ResearchUGent

@jvdesomp So happy to have you as my number one fan :)

Stan Van Praet @StanVanPraet Mar 16
@ResearchUGent @ugent How do you link your ORCID to your LinkedIn profile? #struggling #shouldbepossible

Stan Van Praet @StanVanPraet Mar 16
@ResearchUGent @ResearchUGent How do you link your ORCID to your LinkedIn profile? #struggling #shouldbepossible

Stan Van Praet @StanVanPraet Mar 16
@ResearchUGent @ResearchUGent Is quite low tech. You add your LinkedIn details to 'websites'. Additional ly you might add a link to your Bibli profile to LI

Stan Van Praet @StanVanPraet Mar 16
@ResearchUGent @ResearchUGent OK, I thought it would be more advanced, oops. Idea for future update @ORCID_Org? I'll do it as well UGent. #Thanks!

Stan Van Praet @StanVanPraet Mar 16
@ResearchUGent @ResearchUGent OK, I thought it would be more advanced, oops. Idea for future update @ORCID_Org? I'll do it as well UGent. #Thanks!

Stan Van Praet @StanVanPraet Mar 16
@ResearchUGent @ResearchUGent And don’t forget your twitter account :)

Stan Van Praet @StanVanPraet Mar 16
@ResearchUGent @ResearchUGent And don’t forget your twitter account :)

@ResearchUGent Was added as first! ;)
#ofcourse

12:42 PM - 16 Mar 2016

E Gabriel Neuman added you to list gneuman/excellentes-twitteros

In reply to Research@UGent

Marina Arnaldos Orts @MarinaArnaldosO 23 Apr 2015
@ResearchUGent whoever is writing these updates is a comedic genius, I actually searched for them every other day

...
- Underrepresentation of predocs, overrepresentation of professors

- Underrepresentation of medical, applied and exact sciences, overrepresentation of social sciences

- Few women and international (cf. professorial make-up)

- Average age 36

Make-up of our Twitter community
Social media has 'rules'
You get what you give
Interaction
Authenticity
Rules do not mean control

Voice matters

Organisational know-how
Ownership of expertise
Bonus at workshops

Acknowledge pitfalls
Limits to academic freedom
Accelerated Academy
Thank you!

Esther De S1net
Senior Research Policy Advisor
Research Department
Ghent University

@sterretje8
@Research1UGent

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'Close encounters of a different kind: Social media as a multipurpose tool for Research Administrations'

PROMOTE YOUR RESEARCH

Emma Fadden & Liam Cleere
“Enhance the **discoverability** of our research through effective use of research repositories and a **range of tools for dissemination**”

*Source: UCD Research and Innovation Strategy 2015 - 2020*
WHY

social media for dissemination?

For research to be found, it needs to be discoverable on the web

Google is the number one place people go to on the web to find out information

Presence on online channels will boost the visibility of RESEARCH and RESEARCHER in the search results
UCD School of Archaeology: Professor Ron Pinhasi
www.ucd.ie/archaeology/staff/professorronpinhasi/
Ron Pinhasi received his BA in Archaeology from Simon Fraser University, Vancouver Canada (1996), His MA from Katholieke University Leuven, Belgium (1997).

A very warm welcome to Prof Ron Pinhasi, ... - UCD School of Archaeology
https://www.facebook.com/permalink.php?id=Jld... -
A very warm welcome to Prof Ron Pinhasi, who has just been started his new academic position here in UCD School of Archaeology. Formerly of UCD, Prof...

Congratulations to Prof Ron Pinhasi, on... - UCD School of Archaeology
https://www.facebook.com/permalink.php?id=38793279477130... -
Congratulations to Prof Ron Pinhasi, on his new paper in the Journal of Human Evolution, where radiocarbon dating suggests that Neanderthals did not...

Prof. Ron Pinhasi in the Irish Times... - UCD School of Archaeology
https://www.facebook.com/permalink.php?id=Jld... -
UCD School of Archaeology. June 13, 2013 - Dublin, Ireland. Prof. Ron Pinhasi in the Irish Times today... Is distinctive DNA marker proof of ancient genocide?

The Team - PINHASI-ERC - Google Sites
https://sites.google.com/site/pinhasiercteam -
Ron Pinhasi is an Associate Professor, School of Archaeology, University College Dublin and Adjunct Assistant Professor in Trinity College Dublin. He is the...

PINHASI-ERC - Google Sites
https://sites.google.com/site/pinhasierchome -
For more details email: ron.pinhasi@ucd.ie. This project, which is led by Ron Pinhasi and is carried out in collaboration with leading European scientists, ...

Ron Pinhasi (University College Dublin, Dublin) on ResearchGate
www.researchgate.net/profile/Ron_Pinhasi -
Ron Pinhasi of University College Dublin, Dublin with expertise in Biological Anthropology, Archaeology is on ResearchGate. Read 118 publications, and ...

Europeans intolerant to lactose - EurekAlert!
www.eurekalert.org/pub_releases/2014-10/udc-eel201410.php -
Oct 21, 2014 - According to Professor Ron Pinhasi from the UCD Earth Institute and UCD School of Archaeology, University College Dublin, the joint senior ...

Ron Pinhasi | University College Dublin - Academia.edu
udc.academia.edu/ronpinhasi -
Ron Pinhasi of University College Dublin, Archaeology Department, Faculty Member. Studies Biological Anthropology, Ancient DNA Research, ...

EU News Article

Academia.Edu Profile
Why optimise research outputs?

Optimising the discoverability of research outputs is important for:

- Dissemination of knowledge
- Raising public understanding of research outcomes and impacts
- Enhancing visibility (of research and researcher)
- Improving citation rate and overall impact
WHAT did we deliver?

A dedicated online destination to help researchers promote their research for greatest impact

Website: [www.ucd.ie/PromoteYourResearch](http://www.ucd.ie/PromoteYourResearch)

UCD Guide on Promoting Your Research for Greatest Impact (downloadable PDF)

Automated Twitter feed for Schools and departments in UCD to tweet their latest research publications
WHO

are these resources for?

All researchers in UCD, regardless of discipline or level
Research managers and administrators

Two distinct personas:
• New to this
• Ready to get started
As global scientific output doubles every nine years, it is more important than ever to ensure your research stands out.

Optimising the discoverability of your research on the internet is a great way to enhance its visibility, citation rate and impact. Read the UCD Guide on Promoting your Research for greatest impact.
Global scientific output is **doubling** every nine years, so it is more important than ever to ensure your research publications are easily discoverable.

Traditional methods for promoting your research, although not the focus of this site, continue to be of primary importance. These include:

- Presenting your research at conferences
- Publishing it in a high quality printed journal or book
- Keeping your Researcher Profile up to date (via the UCD RMS Profiles system)
- Communicating your research to diverse audiences, including the media and public. Initiatives such as Media Training for researchers, which is run by UCD University Relations, and Straight Talking Science support researchers in honing the skills required for effective communication.

In addition, there are a multitude of online strategies that can be employed to supplement the traditional methods and help your research outputs to stand out from the crowd, for example:

- Making your research discoverable online
- Building your online presence

**Still not convinced?**

- Ten compelling reasons for researchers to use online channels

As with any new approaches there are also things to avoid:

- Social media pitfalls
Optimising the discoverability of your research on the internet is a great way to enhance its visibility, citation rate and impact.

Throughout the three stages of this guide, PREPARE, PROMOTE and MONITOR, we will show how social media and online dissemination tools can be used to boost the profile of your research.

Prepare
Preparation for Publication

Promote
Dissemination of publications and other research outputs

Monitor
Keeping track of your research output

Download PDF
Click here to download a PDF version of the 'UCD Guide on Promoting your Research for Greatest Impact'
Choosing the right publication outlet in which to publish your work is one of the most important decisions you will make in relation to the dissemination of your research. You should be targeting the top journals that are relevant to your work. Also, write a clear and concise abstract, using words that you would like readers to associate with your research, to explain the work and the key findings.

Key Steps

Journal Articles

1. Establish your author name: consistency enhances retrieval
2. Use a standardised institutional affiliation and address, such as University College Dublin, School of Mathematics and Statistics, Dublin 4, Ireland
3. Assign keywords, especially to the title and abstract. Remember to use the words that someone searching in Google would use to find your research
4. A good title and abstract are very important to ensure the work is retrievable via search engines of those searching for your work
5. Make sure your co-authors are the right team to prepare the publication. The involvement of international and industry co-authors can be useful in promoting the work
6. Get an ORCID ID (Open Research and Contributor ID). Publishers are promoting use of this ID to address the name ambiguity problems - ORCID provides a single and unique identifier for each researcher which is linked to your research output

Choose the right journal

1. Discuss with senior colleagues or mentors
2. Check discipline-specific lists of top journals, such as the FT45 in Business
3. Check which journals are contained in key databases, such as Scopus
4. Consider your key references and the most highly cited papers and authors in your area, and look at the journals in which they appear
5. Look at journal scope and editorial board
6. Investigate journal impact factors (check Thomson Reuters’ Journal Citation Reports and Elsevier’s Scimago Journal & Country Rank)
7. Other factors to check are acceptance (can vary from 5% - 95%) and rejection rates, turnaround times, open access provision and other terms and conditions

Books and Book Chapters
This guide along with the website www.ucd.ie/PromoteYourResearch highlight some of the tools you can use to PREPARE, PROMOTE, and MONITOR your research.
Automated Twitter Feed


- RSS publication feed for each School and Centre
- TwitterFeed profiles for each School and Centre to target communication

Measure effects

Research Management System – latest publication records
## High Altmetric Scores from High Impact Journals

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Altmetric for Institutions
A measure of societal impact?

UCD’s highest scoring publication is from the School of Archaeology

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<td>Engineering and Architecture</td>
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<td>Social Sciences and Law</td>
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<tr>
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<td>21</td>
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Coverage in Altmetric for Institutions is problematic due to its bias toward counting references with Digital Object Identifiers (DOIs)
Overall results to date

- **Very positive reaction**
- **Widespread use of the ‘Promote your research’ website**
- **Improving Social Media profile**

*Source: Altmetric Explorer*
Supporting academics with social media: reflections from REF2014

Julie Bayley
Coventry University
Health Psychology Researcher
(Formerly) Research Impact Officer
Winner ARMA 2015 Impact award
My perspective

**Academic**
- Applied researcher >10 years
- Health psychology / behaviour change interventions
- Work returned in REF2014
  - Sexual Health impact case study (UoA3)

**Research impact officer**
- Training and capacity building
- Skills development
- Strategy planning
- Bid writing
- Pathways
- Path logic / behaviour change
Research Excellence Framework (2014) definition of impact:

‘For the purposes of the REF, impact is defined as an effect on, change or benefit to the economy, society, culture, public policy or services, health, the environment or quality of life, beyond academia’

AND this must be proven with evidence
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On being an academic in social media

- Increasing visibility and sector presence
- Developing a ‘voice’
- Communicating research
- Networking
- Encouraging readership and citations
- Monitoring sector
- Advertising posts / PhDs / research
- Increasing immediacy

- Putting “head above parapet”
- Concerns over “what can be said” / institutional rules
- Inviting challenge
- Time and workload
- Not worthwhile
- Historically unnecessary
- Technophobia
What we learnt from REF

• Social media important part of impact pathway
  • Twitter
  • Facebook
• Correlation between altmetrics and citations
• Particularly relevant to public / proliferated impact
But.....

• Dissemination ≠ impact
• Social media metrics ≠ impact
• Citations ≠ impact
• Visibility ≠ impact
• Social media is part of the pathway and a means to make work visible; it is not impact itself
• Metrics show attention but not impact
• Academic audience
Supporting academics

• Focus on function of social media and how it can best fit the research
• Help determine the best platform(s)
• Discuss the aims of social media engagement for a project
• Discourage generic ‘will use social media’ statements
• Develop a tailored social media strategy
• Break the assumption that social media = impact
• Be clear on what metrics can tell us and what they cannot
What works*

• Live tweeting conferences (especially screen shots)
• Using tweets as a means to drive traffic (eg. including links)
• Not mixing work and personal *too much*
• Creating links ahead of conferences / events
• Flagging a new paper / event
• Clear profile
• Monitoring metrics but not being beholden to them.
• Knowing your audience
• Working smartly – clear hashtags, single links

*Not an RCT. Frankly, not even evidence based. But seems to work. Pretty well. Generally. It got me here today anyway.
Thoughts for you

• What might be stopping your academics from using social media?
  • Ie. is technical ability the main reason or is it attitude?
• What may encourage them to use it?
  • Training? Proof it works? Scheduling tools?
• For any given project / programme, what will be useful?
• What provision do you have institutionally for skill development and embedding into the research process?
Questions?