Networking Tales: Personal & Social Networking

Dr Rebecca Vipond | IAS Research Officer

What's next after your PhD? | 20th June 2017

Digital Platforms

▶ Personal Webpages

– Institutional profile, personal website, Scoop.it!

▶ Networking Sites

– Academia.edu, OrcID, LinkedIn, ResearchGate, Piirus

▶ Social Media

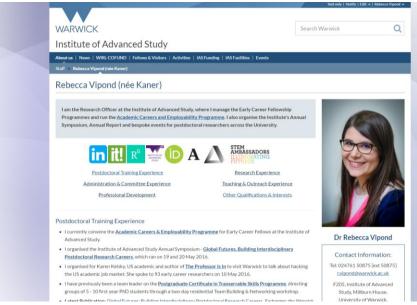– Facebook, Twitter, Instagram

▶ Multimedia Content

– Warwickblogs, YouTube

Personal Webpages

▶ ePortfolio (warwick.ac.uk/eportfolio)

Personal Webpages

▶ Bespoke Personal Website

Personal Webpages

▶ Scoop.it! (www.scoop.it)

Networking Sites

- Academia.edu
- OrcID
- LinkedIn
- ResearchGate
- Piirus

- Jiscmail
- Kudos
- FigShare
- Overleaf
- Mendeley

Social Media

▶ Twitter

▶ Facebook
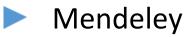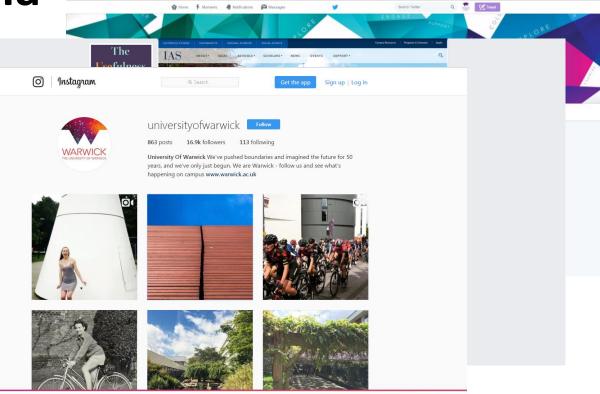
▶ Instagram

Golden Rules for Online Networking

- ✓ Identifiable
- ✓ Reachable
- ✓ Individual
- ✓ Dynamic
- ✓ Active
- ✓ Professional

- ✗ Too many profiles
- ✗ Out of date
- ✗ Hard to navigate
- ✗ Unfocussed
- ✗ Negative

Using Multimedia Content

▶ Written
- – Blogs
- – Tweets
- – Articles

▶ Spoken
- – Podcasts
- – Interviews
- – Presentations

▶ Visual
- – Videos
- – Photos
- – Graphics

The Benefits of Online Networking

▶ Engaging with a large online community

▶ Increased national & international visibility

▶ Employment opportunities

▶ Public Engagement

▶ Collaboration Potential

Further Information

▶ Using Twitter in University Research (LSE) bit.ly/1aKiVaX

▶ www.timeshighereducation.com/a-z-social-media

▶ Social Media for Academics, Mark Carrigan (Sage, 2016)

▶ PhD Life Blog, University of Warwick

▶ Making academic podcasts (PodAcademy) bit.ly/1E6YbE9

Any Questions?

@RebeccaVipond | @IASWarwick

R.Vipond@warwick.ac.uk | IAS@warwick.ac.uk

www.warwick.ac.uk/rebeccavipond | wwwwarwick.ac.uk/ias