



Networking Tales: Personal & Social Networking

Dr Rebecca Vipond | IAS Research Officer

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



WARWICK

The Warwick University logo, consisting of a black downward-pointing chevron shape above the word "WARWICK" in a blue, sans-serif font.

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)

The screenshot shows a professional ePortfolio page for Rebecca Vipond. The header includes the Warwick University logo and the name of the Institute of Advanced Study. A search bar is located in the top right. The main content area features a bio, a grid of icons for various experiences, a portrait photo, and contact information.

WARWICK
Institute of Advanced Study

About us | News | WIRL CO-FUND | Fellows & Visitors | Activities | IAS Funding | IAS Facilities | Events
Staff - Rebecca Vipond (née Kaner)

Rebecca Vipond (née Kaner)

I am the Research Officer at the Institute of Advanced Study, where I manage the Early Career Fellowship Programmes and run the Academic Careers and Employability Programme. I also organise the Institute's Annual Symposium, Annual Report and bespoke events for postdoctoral researchers across the University.

in it! R⁶ ID A STEM AMBASSADORS ILLUMINATING FUTURE

Postdoctoral Training Experience Research Experience
Administration & Committee Experience Teaching & Outreach Experience
Professional Development Other Qualifications & Interests

Postdoctoral Training Experience

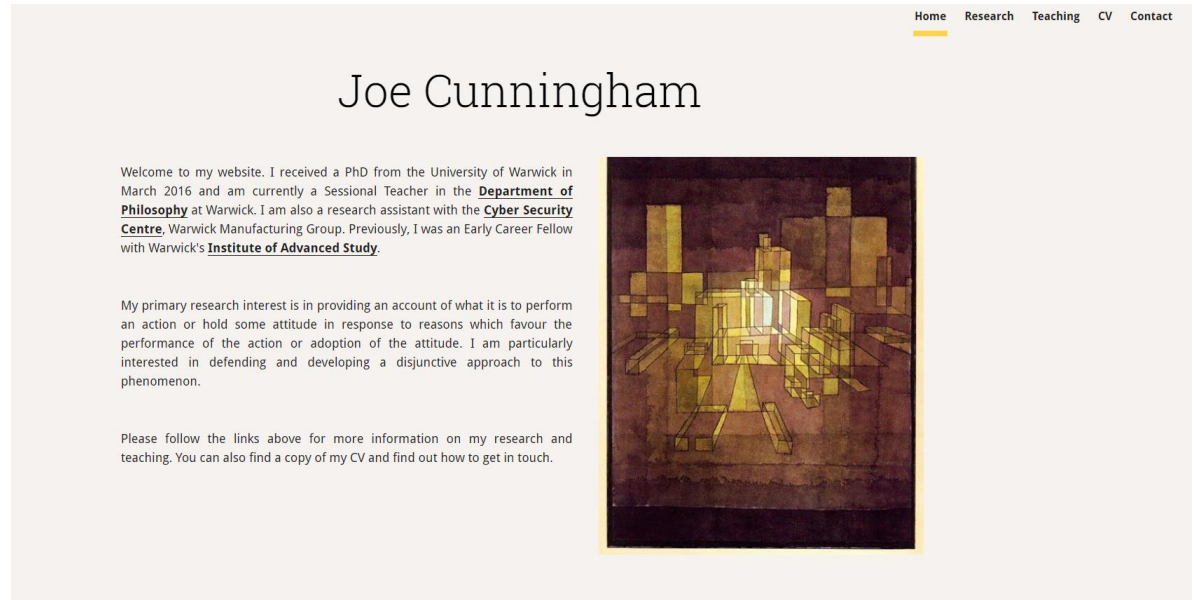
- I currently convene the **Academic Careers & Employability Programme** for Early Career Fellows at the Institute of Advanced Study.
- I organised the Institute of Advanced Study Annual Symposium - **Global Futures, Building Interdisciplinary Postdoctoral Research Careers**, which ran on 19 and 20 May 2016.
- I organised for Karen Kelsky, US academic and author of **The Professor Is In** to visit Warwick to talk about hacking the US academic job market. She spoke to 93 early career researchers on 10 May 2016.
- I have previously been a team leader on the **Postgraduate Certificate in Transerrable Skills Programme**, directing groups of 5-10 first year PhD students through a two-day residential Team Building & Networking workshop.
- Latest Publication:** *Global Futures, Building Interdisciplinary Postdoctoral Research Careers*, *Explores the World*

Dr Rebecca Vipond

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Personal Webpages

▶ Bespoke Personal Website



Personal Webpages

► Scoop.it! (www.scoop.it)

The screenshot shows a Scoop.it profile page for the topic "Metallohelices: design, self-assembly, biomedicine". The page is curated by the "Scott Group" and has 343 views and 2 likes. It features several articles:

- Metallohelices: potential mimetics of α -helical peptides in cancer treatment?, Future Medicinal Chemistry, Future Science**
From www.future-science.com - January 14, 2015 1:51 PM


Scott Group's insight:
It is nearly 30 years since Lehn et al. posted the idea that helicates bore a resemblance to natural α -helices, but it is only recently that they have been approaching the point at which they may be considered to be α -helix mimetic.
- Nature Chemistry: Asymmetric triplex metallohelices with high and selective activity against cancer cells**
From www.nature.com - August 5, 2015 9:25 PM


"Water-soluble metallohelices containing an antiparallel head-to-head-to-tail arrangement of strands are reported. This amphipathic functional topology is akin to that of host-defence peptides. The metallohelices show high and selective toxicity to a cancer cell line, causing dramatic changes in the cell cycle without DNA damage. In contrast, there is no significant toxicity to MRSA and *Escherichia coli*."
- Genetic Eng & Biotech News: Stable Metallohelices**
- Nature: Science-Business**

The page includes navigation links for Resources, Plans, and Try Business, and a "Join Free" button. A search icon and a notification bell are also visible in the top right corner.

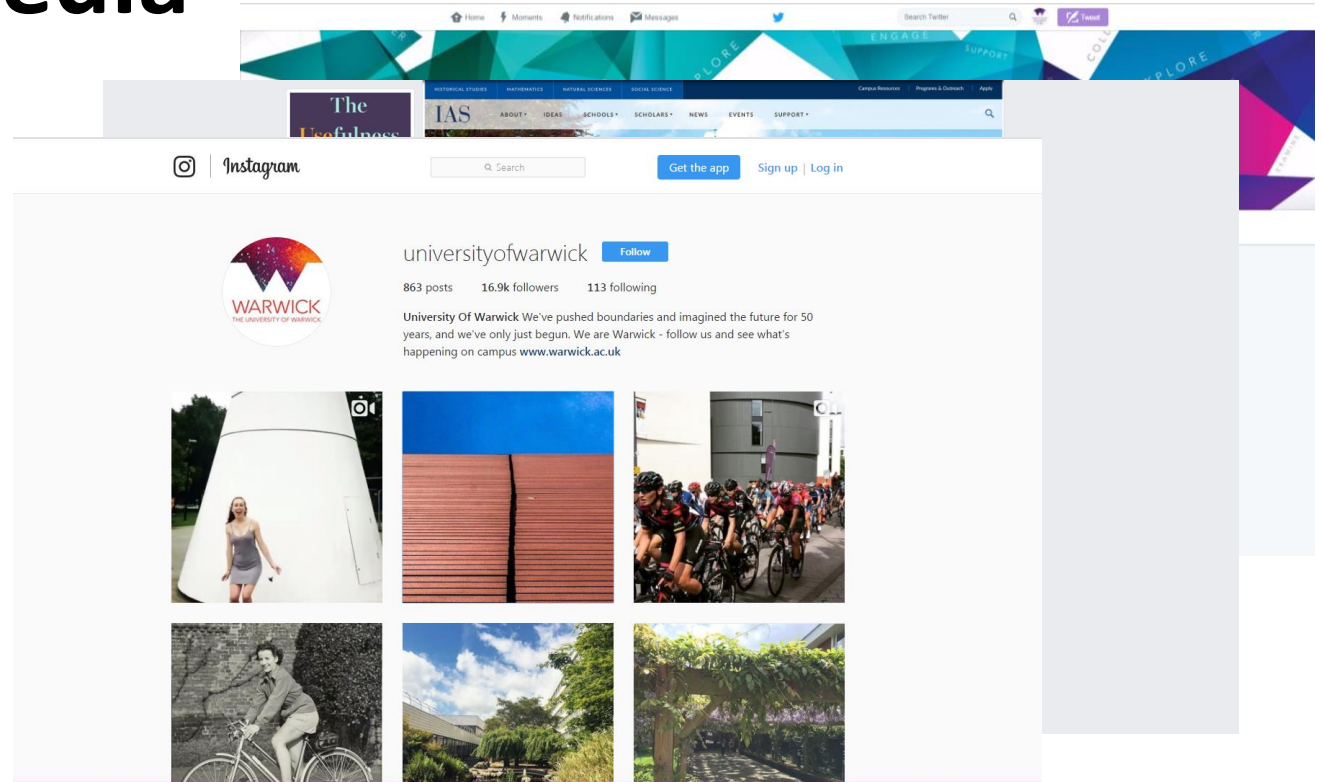
Networking Sites



- ▶ Academia.edu
- ▶ Jiscmail
- ▶ OrcID
- ▶ Kudos
- ▶ LinkedIn
- ▶ FigShare
- ▶ ResearchGate
- ▶ Overleaf
- ▶ Piirus
- ▶ 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?

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