Leveraging social media and Wordpress to extend your academic impact

September 29, 2016
Why engage online?
I write books/articles - why waste my time with the web?

➔ Promote your work to new audiences
➔ Network with others in your field
➔ Connect outside of academia
➔ Get found
Promoting your work

Twitter Example: @LehighResearch

Top Tweet earned 5,776 impressions
This summer @LehighU Prof Kelly Austin has been blogging her research trip to Bududa Uganda. Catch up! bit.ly/29WcdzS
#globalhealth

Aug 2016 • 31 days

Top Tweet earned 5,371 impressions
Research on after hours email from @LehighBusiness Prof Liuba Bekin getting world wide attention! elle.com.au/beauty/health...

Top mention earned 33 engagements
Jenna Lay @jenna_lay • Aug 16
I love thinking/talking/writing about process. My reflections on this summer's transitions: lehighresearch.wordpress.com/2016/08/16/the... Thanks, @LehighResearch!

View all Tweet activity

Aug 2016 Summary
Tweets
42

@mcall

Aug 2016 Summary

Top Tweet earned 2,059 impressions
Prof Marcos Fierro discusses his research on #superbugs with the @mcall fw.to/Sb3788B pic.twitter.com/eD9fLR2sl

Aug 2016 Summary

New followers
20

Tweets linking to you
26
Promoting your work

Wordpress Examples:
Research @ Lehigh & Woods Hole Blog

On-site and off-site Blogging
“You will see that 7 out of 10 of the most downloaded papers from my Department in the last calendar year have me in the author list. 27 out of the top 50 downloads in our department in the last calendar year feature me (as a rough guide, I get about 1/3 of the entire downloads for my department). My stuff isn’t better than my colleagues’ work. They’re all doing wonderful things! But I’m just the only one actively promoting access to my research papers.”
Networking

Engaging with peers through a hashtag/topic #medievaltwitter

<table>
<thead>
<tr>
<th>Username</th>
<th>Date</th>
<th>Tweet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ishaan Tharoor</td>
<td>Sep 16</td>
<td>Putin ally celebrates winning 98 percent of vote in a full suit of medieval armor wpo.st/Lfcz1</td>
</tr>
<tr>
<td>Dorothy Kim</td>
<td>Sep 16</td>
<td>#MakingEME #medievaltwitter We have a Code of Conduct for &quot;Making Early Middle English&quot; on website: hcmc.uvic.ca/makingEME/poli...</td>
</tr>
<tr>
<td>Dorothy Kim</td>
<td>Sep 16</td>
<td>#MakingEME #medievaltwitter Thanks to @kimmcurran, we have Social Media Guidelines for &quot;Making EME&quot; on our website: hcmc.uvic.ca/makingEME/poli...</td>
</tr>
<tr>
<td>Emily Butler</td>
<td>Sep 16</td>
<td>Two weeks left to send us your requests for Anglo-Saxon Women: A Florilegium! CFP here: goo.gl/n6rc08 #medievaltwitter</td>
</tr>
<tr>
<td>Irina Dumitrescu</td>
<td>Sep 13</td>
<td>Long day copying Latin. Tried to think what Brobelard would do. #medievaltwitter</td>
</tr>
</tbody>
</table>
Connect outside of academia

Example: Engaging with the public around your area of expertise

Katie Mack
@AstroKatie

(a.k.a. Dr Katherine J Mack)
astrophysicist, occasional freelance science writer, connoisseur of airplane food

Melbourne, Australia, or not astrokatie.com

Joined April 2009

11 Followers you know

My FAQ: astrokatie.com/faq/

Katie Mack @AstroKatie · 5 Oct 2015
Rather bleak look at how big organs wield embargoes to shape reporting. (Relevant to @bengoldacre’s discussion of transparency & trust in sc)

Rose Eveleth @roseeveleth
Read this investigation on how the FDA is very specifically and strategically manipulating journalism: scientificamerican.com/article/how-th...

Katie Mack @AstroKatie · 8h
Really great hearing @bengoldacre talk about how to improve medical science & treatment. Loved emphasis on need to build trust in...

Katie Mack @AstroKatie · Aug 24
Not a planet for the faint of heart: #Proximab has to contend with 8 superflares a year! lifeweassum.com/2016/08/flares... Nice work by @radavenport

Katie Mack @AstroKatie · Aug 24
I suppose I should also say: while detection of #Proximab doesn’t LOOK like a data glitch, it still could be. (Remember poor Alpha Cen Bb)

Katie Mack @AstroKatie · Aug 24
What we need to learn more about conditions on #Proximab (life?) is huge new telescopes, to image it directly, look for signs of atmosphere

Katie Mack @AstroKatie · Aug 24
2) #ProximaCentauri is a flaring star, frequently bombarding #Proximab w radiation & energetic particles. Planet needs STRONG magnetic
How to get started?
Getting started on Twitter

- Profile Info: User name/bio/photo
- Content: What to tweet?
- Connecting: Following/gaining followers
- Searching: Using hashtags
- Managing Twitter: Tweetdeck
Consider your user name, bio (description) and be sure to use a photo.
Tweet links to your posts, content you’re reading, RT others and engage with other academics and the public.
Check influencer’s followers/followings and lists. Also find people through hashtags.
Utilize hashtags (#####) to find peers, content and influencers around your research topic.
Tools that make Twitter more useful: Tweetdeck
Lehigh Faculty on wordpress....

Now available at Lehigh: Wordpress.lehigh.edu
All users are Lehigh (faculty, staff and students) can have one wordpress site by default.
We can create project or sites for courses that would have the url wordpress.lehigh.edu/XXXXXXX
University Communications and Public Affairs has created an LU theme. LU Alerts can appear.
There are a wide variety of themes to choose from and secure plugins.
Upcoming Hands on WordPress Workshop on October 6th, 1-4pm
MHDI/CITL Workshop: Introduction to WordPress for Humanists-
Date & Time: Friday, November 11, 9:00 am - 12:00 pm
◆ citl.lehigh.edu/events. Seating is limited so please register.
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