

#AcademicTwitter

Growing Your Visibility (and That of Your Research)

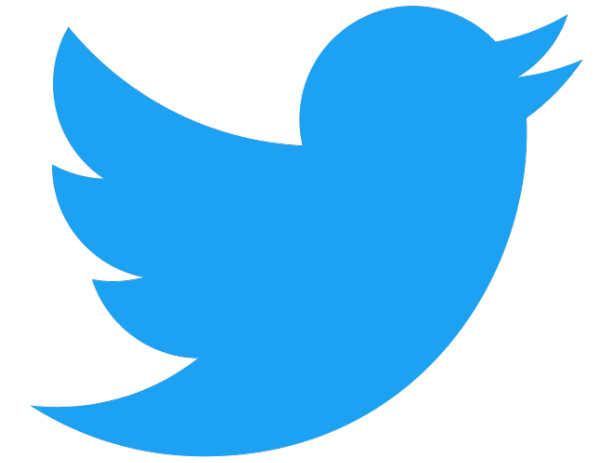
Panel:

Social Media: How or CAN you get eyeballs on your content?

Dr. Wie Yusuf, Associate Professor, School of Public Service



Twitter



[This Photo](#) by Unknown Author is licensed under [CC BY-SA](#)

- I am a proponent of using Twitter for engagement
- Follow me on Twitter @Wie_Rockstar
- “It's exceptionally versatile, mobile-friendly, and it offers everything you need from a social media channel” (source: 5 Tips for Social Media Engagement)
- Download this PowerPoint and access resources at: <http://bit.ly/WieTwitter>

If you want to use social media effectively, you have to work at it

- 5 Tips

1. Do your research
2. Develop your own style
3. Post consistently
4. Add richness
5. Interact and Engage

1. Do Your Research (a)

- Understand the communities you want to engage with
- Who do you want to see you and your posts/content?
- Use a social media dashboard like TweetDeck or Hootsuite to create columns of relevant search terms, user profiles, and segmented lists
 - What are your communities talking about?
 - What do they want to know more about?
 - How can you inject yourself into the conversation?

1. Do Your Research (b)

- **Find a Twitter Role Model**
- Analyze what they're doing
- Look at:
 - The content they post
 - Who they follow
 - Who's following them
 - How often they post
 - What kind of headlines they use in their posts
 - Their most popular posts



[This Photo](#) by Unknown Author is licensed under [CC BY-NC-ND](#)

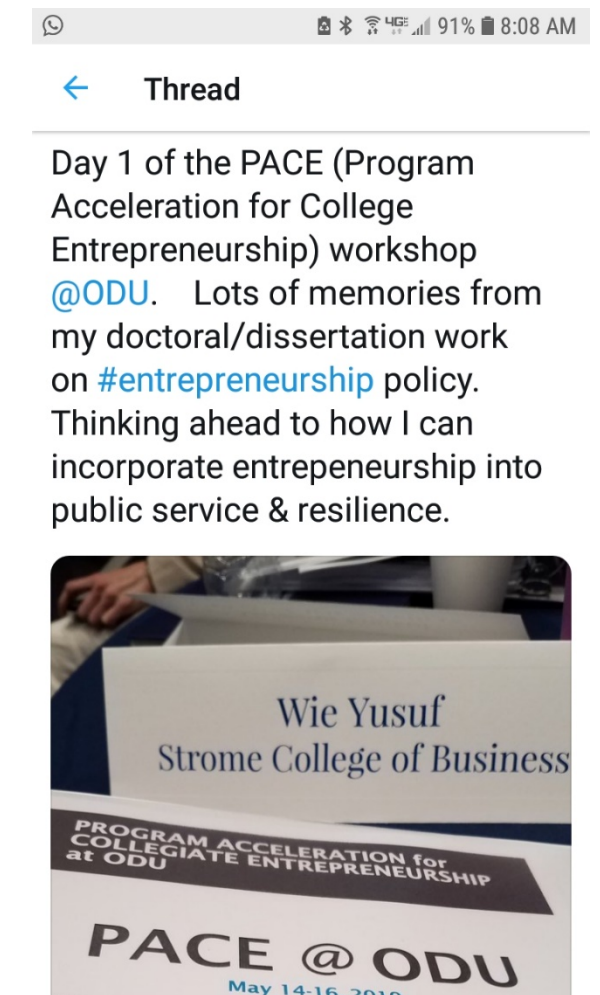
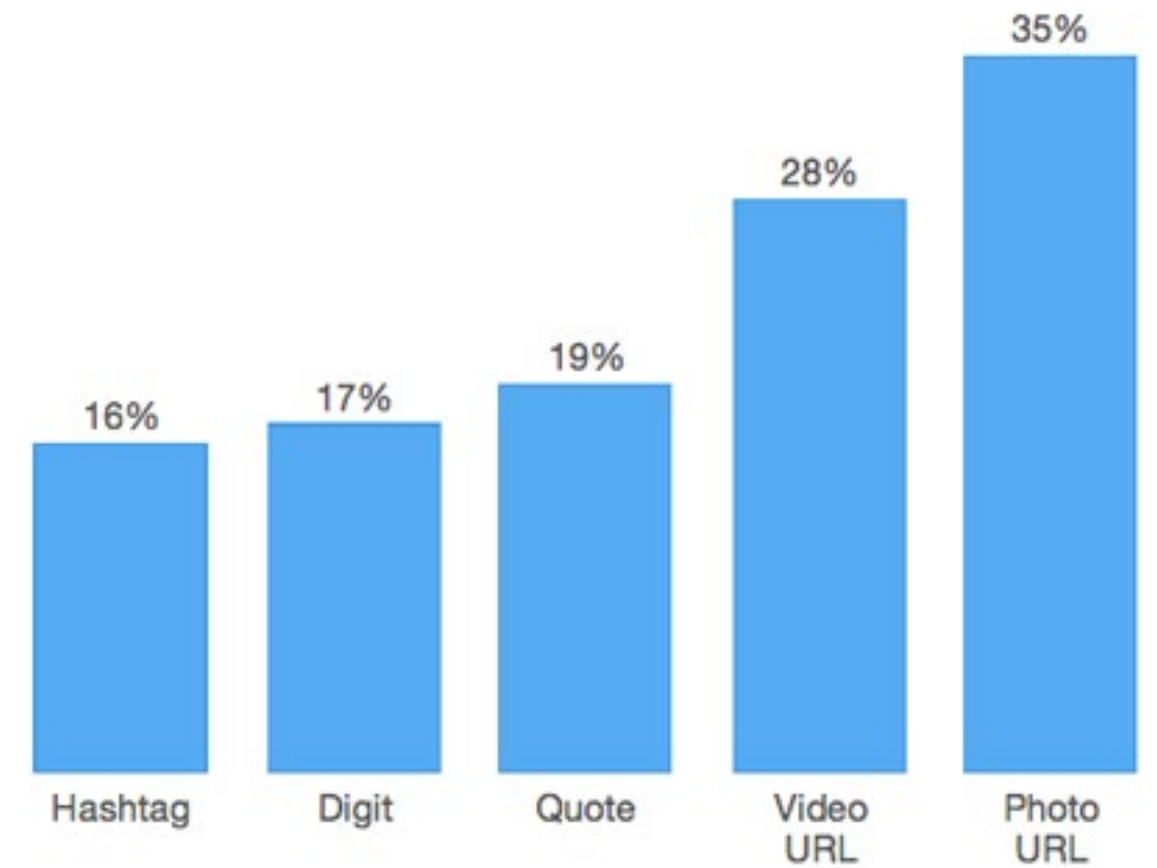
2. Develop Your Own Style

Develop your style guide that includes the:

- **Mission Statement:** Why are you on social media? What do you want to accomplish?
- **Audience/Persona Summary:** Describe your core audience. Who are you writing for?
- **Voice:** Describe what your social brand voice should sound like (casual, serious, professional, irreverent, etc.).
- **Tone:** Describe your social tone (helpful, funny, authoritative, etc.)

3. Enrich Your Posts (a)

- Each Tweet provides an opportunity to strengthen your identity and the relationship with your followers
 - Adding a hashtag, links, photo, or video to a Tweet makes it richer

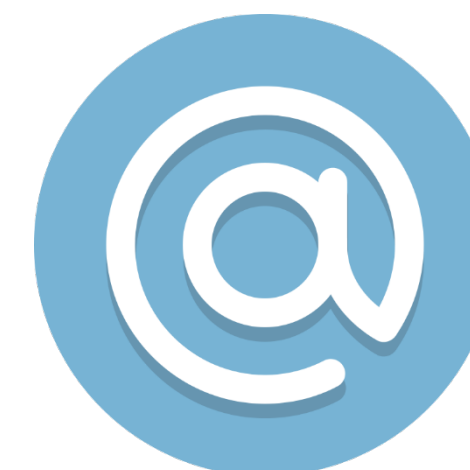


3. Enrich Your Posts (b)

- Use keywords and hashtags
- Leverage the search feature
 - Include keywords and phrases in your tweets and profile to make you and your content more searchable.
- Hashtags are one of the best ways to expand your reach on social media and get more eyes on your tweets
 - Use popular hashtags
- Examples: #AcademicTwitter #ScholarSunday



This Photo by Unknown Author is licensed under [CC BY](#)



This Photo by Unknown Author is licensed under [CC BY-SA](#)

3. Enrich Your Posts (c)

Wie Yusuf @wie_rockstar · 15 Dec 18
This is how we celebrate the end of the semester! #ODUGrad18

Gail Nicula @GailNic... · 15 Dec 18
Our Ph.D. grads with Drs. Yusuf and Jordan, winter graduation 2018. Congratulations to our grads!

Chris Goodman @cbgoodman
Once again, it is #ScholarSunday and once again, I ask, why not follow a whole bunch of local/urban politics scholars? All the cools kids are doing it.

twitter.com/cbgoodman/list...
11:41 AM · 10 Mar 19 · TweetDeck

2 Retweets 7 Likes

PERSONAL FINANCE
for PhDs

Emily Roberts, PhD @PFforPhDs
I help #PhD students, postdocs, and PhDs in their first Real Jobs make the most of their money. #phdlife #gradschool #postdoc #gradstudent #PhDadvice

Seattle, WA
PFforPhDs.com
Joined April 2015

8 Followers you know

234 Photos and videos

2019 FACULTY SUMMER CONFERENCE

4. Post Consistently (a)

- Don't get lost in the crowd!
 - 326 million monthly active users in Q3 2018
 - The median user tweets twice a month, but a small group of extremely active Twitter users posts with much greater regularity.
 - The 10% most active users are responsible for 80% of all tweets (source: Sizing Up Twitter Users)

Develop a routine posting schedule and be consistent

Think about...

- How often do you plan to publish?
- What type of content do you plan to publish?

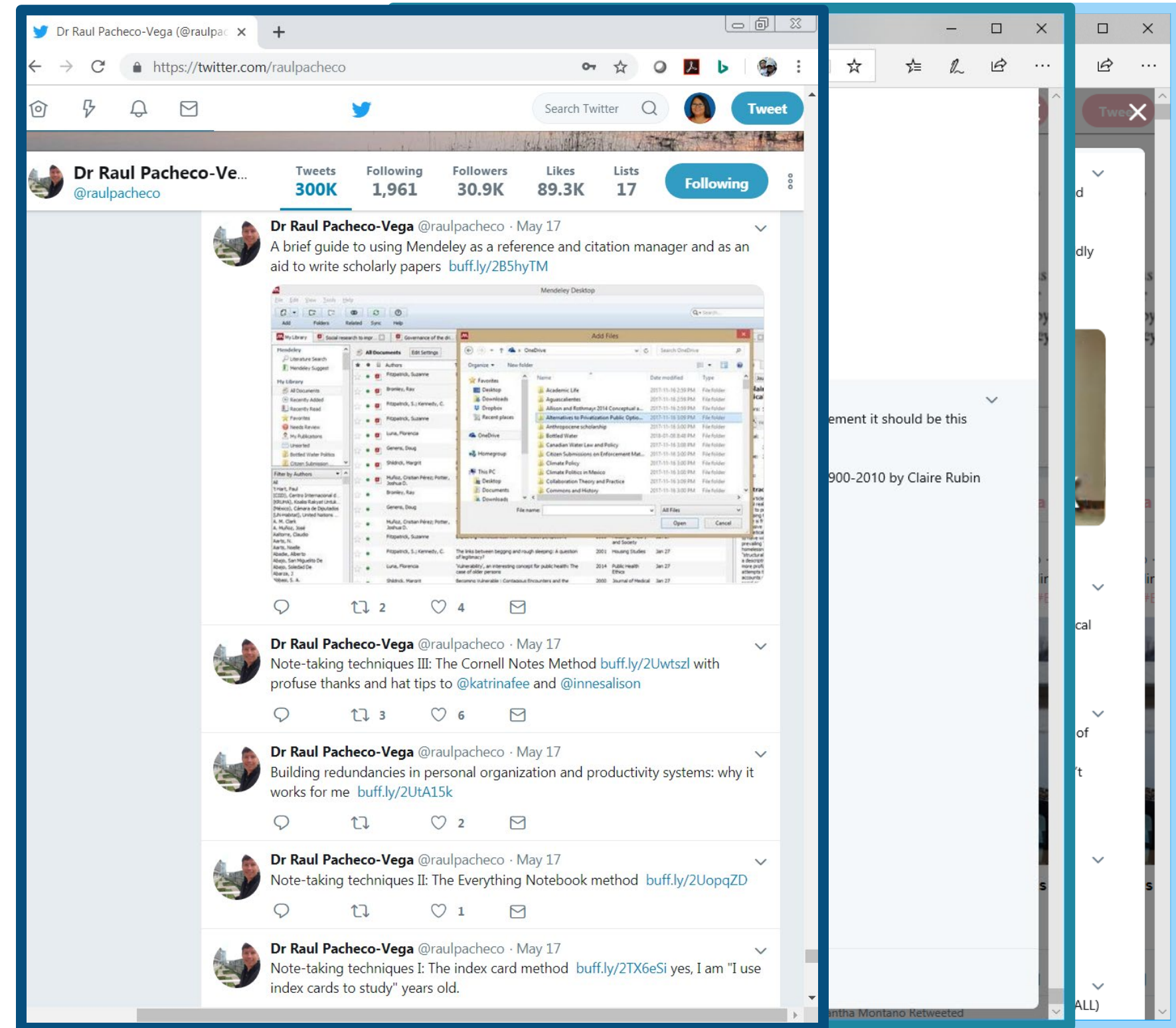


This Photo by Unknown Author is licensed under [CC BY-SA-NC](https://creativecommons.org/licenses/by-sa/4.0/)

4. Post Consistently (b)

Examples

- @SamLMontano – one book a day for the year to create list of disaster book recommendations
- @raulpacheco – regular posts about academic writing and links to his blog



5. Interact and Engage (a)

- Most social media streams are filled with broadcast posts (a headline/message with a link to an article or just text)
- Don't be that person who only shares links all day. The purpose of social media is to be social and engage with other users. That means **interacting/engaging on a regular basis**.
- Create two-way posts that encourage conversation and communication (Be social with social media)
- What exactly does that mean?
 - Replying to other peoples' posts even if it doesn't @mention you
 - Retweeting
 - Liking posts
 - Adding people to Twitter lists
 - Includes @mentions of other users

5. Interact and Engage (b)

8:27 AM

← Tweet

 **Wie Yusuf**
@wie_rockstar

Shout out to the hardworking EMs we have in #HamptonRoads. Thanks for everything you do. @JimRedick @MonarchReady @VDEM @NorfolkDEPR

Public Adm. Careers @PublicAd... · 19 Apr
Are you interested in a career as an emergency manager? If so, read on to learn about the required education, skills and more. bit.ly/2DlaPY8

12:31 PM · 19 Apr 19 · Twitter for Android

8:39 AM

← Tweet

 **Wie Yusuf**
@wie_rockstar

#InternationalWomensDay

Shout out to Aimee Franklin @OUPoliSci, Carol Ebdon @UNOmaha, Suzy Leland @leland_suzanne, Meagan Jordan @StromeCOB – Amazing women in #publicfinance @abfm_aspa

11:11 AM · 08 Mar 19 · Twitter for Android

8:09 AM

← Tweet

 **Wie Yusuf**
@wie_rockstar


The VA Homeowners Handbook was the work product of @StromeCOB #MPA student Kaitlyn Giles working with @MichelleCovi and myself. #ODU #ResilienceCollaborative

Virginia Sea Grant @vaseagrant · 08 May
May 5-11 is #HurricanePrepWeek! The VA Homeowners Handbook was created to help homeowners understand natural hazardous threats and what to do after a storm passes. Access full handbook and read how y...



8:27 AM

← Tweet

 **Wie Yusuf**
@wie_rockstar

ABFM & public finance peeps: If you are planning to submit proposals for the @abfm_aspa annual conference (due May 1), here are submission links.

Submit a panel proposal: abfm.wufoo.com/forms/m1m0g8yq...

Submit a paper proposal: abfm.wufoo.com/forms/m1o05lu5...

4:46 PM · 19 Apr 19 · Twitter for Android

8:10 AM

← Tweet

 **Wie Yusuf**
@wie_rockstar

#Transdisciplinarity requires considerable investment in maintaining strong, working, trusting relationships with stakeholders. @MichelleCovi & I do this regularly as part of our engaged research in coastal #resilience.

Bob Kopp @bobkopp · 05 Apr
Climate research needs to change to help communities plan for the future theconversation.com/climate-resear... via @ConversationUS

1:32 PM · 05 Apr 19 · Twitter for Android

Examples

87% 8:28 AM

Tweet



Great turnout for the career workshop for 3rd year review, tenure & promotion hosted by the [#ODU Women's Caucus](#). Women helping women succeed. Organizing this workshop is always the highlight of my spring semester.



2:22 PM · 05 Apr 19 · Twitter for Android

View Tweet activity

83% 8:44 AM

Tweet



"In seeking to promote and shape the cityscape, government officials may have good reason to turn to investment in rail systems " [@wie_rockstar](#) finds cities with rail transit are more likely to attract well-educated young people



Tweet your reply

81% 8:47 AM

Tweet

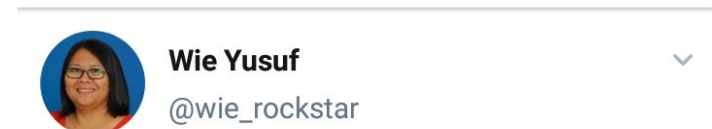


Read this PWMP symposium issue on 'Climate Change and Infrastructure: The Coming Challenge.' Includes my article on [#NFIP](#), plus 3 others by [@ODU](#) [@StromeCOB](#) [@ODU_Engineering](#) researchers on collaboration, systems thinking, & integrated assessment



86% 8:36 AM

Tweet



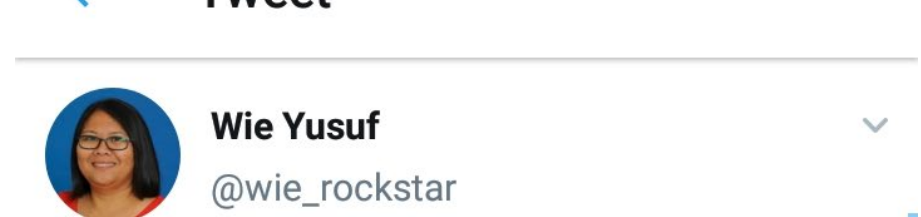
Happy to see these [#ODU](#) grad students participating in a Career Pathways workshop on grant writing essentials. [#ProfessionalDevelopment](#) [@odu_gradschool](#)



1:14 PM · 22 Mar 19 · Twitter for Android

81% 8:48 AM

Tweet



Proud of the service work I do at [#ODU](#) and happy that it is appreciated. I received the 2018 Service Award from the [@ODU Asian Caucus](#). [#PublicService](#) [#DoGood](#) [@awparocks](#) [#naspaaprofs](#)



9:24 AM · 14 Dec 18 · Twitter for Android

View Tweet activity

