

Like, Follow,

Network



*PhD candidate at the
Institute of Neuroscience &
Psychology*

 *@AnnaHenschel*

*A social media networking **skills gap?***

*A **Twitter** skills gap?*

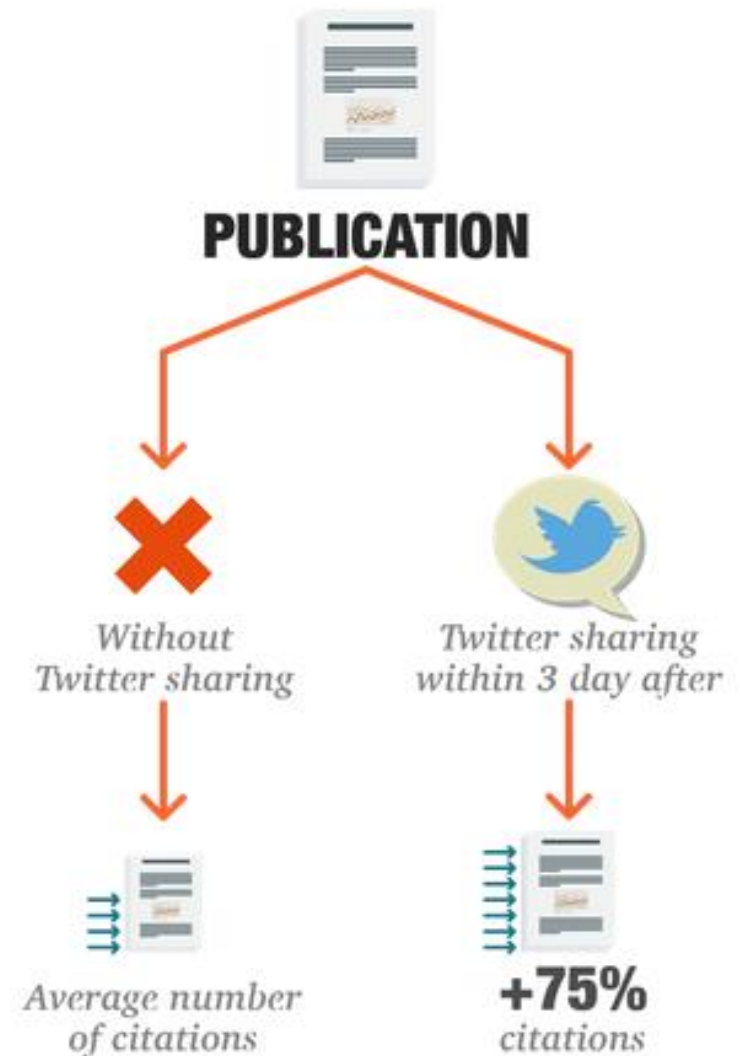
Twitter and scientists: a love story

January 31, 2019 — Published by Benedicte Huchet

It is no secret that Twitter has somehow caught up with - if not replaced - there is one place that scientists, scholars, and researchers privileged.

Why is Twitter so useful when it comes to connecting with peers and discussing research and communicating with both individuals and organizations? How can we optimize their use of this essential social platform?

In this two-part article, we unveil the science behind Twitter, and



*There are many benefits that
come with using Twitter –
research impact is only one of
them.*

*Also a professional
network!*



A case study:



@AnnaHenschel

A case study:



@AnnaHenschel

Keep in touch!

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Website: <http://www.so-bots.com>



*What is **already there**?*

At **University** level:



UofG

Social Media Guidelines



Getting Started



Instagram & Snapchat
Takeover Guide



Submit content for social
media



Best Practice



Social media guidelines
(research staff)

At University level:

University of Glasgow

[Home](#) / [MyGlasgow](#) / [MyGlasgow Staff](#) / [Brand guidelines](#) / [Marketing toolkit](#) / [Guide to social media](#) / [Best Practice](#)

BRAND GUIDELINES

BEST PRACTICE

Voice & Tone

Our University tone of voice is about being confident and accessible. It's important to establish a consistent voice that conveys the personality of your College, School or Department. Consider your target audience(s) and create a voice that will appeal to your followers. Social Media is largely informal, so it's okay to be conversational and relaxed. This will obviously depend on the content you're posting but don't feel like you have to be 'corporate' with all your communications. As a University, we've moved away from this approach - we encourage you to be more relaxed with your Social Media communications. Be creative and have fun with it!

If you have multiple Social Media administrators for your accounts, agree on what your voice is going to be so you're all using the same one. By having lots of different styles, you'll confuse your audience.

And it's always worth bearing in mind that you're representing UofG in the Social Media space, so let the University's brand and culture help and guide you.

At College level:

MVLS

Social Media

ECRs are increasingly using social media as a means to and promote themselves as scientists. Here, we provide social media.

Social Media Guidance

Check out the University of Glasgow's [guide to social media](#) includes the official uni guidelines as well as advice on

Blogs & Science Communication

[The Researcher Development Blog](#). This University of Glasgow PhD and postdoctoral researchers at the University of Glasgow member Maddy Cunningham about how NERD can support

[The GIST](#). The Glasgow Insight into Science and Technology popular science topics.

[The Conversation](#). The Conversation is an independent source of news and views, sourced from the academic and research community and delivered direct to the public.

Twitter

Remember to follow NERD on Twitter - we're a great source of advice and resources for ECRs! Also check out Elizabeth Adams' posts!

SCIENCE & ENGINEERING

Title:	INTRODUCTION TO SOCIAL MEDIA (RSDD 6078)
RDF Domain:	D
Speaker:	Glasgow Science Festival
Credits:	1
Duration:	2 hours
Description:	Participants are invited to join Glasgow Science Festival for this interactive session and discover the power of social media for communicating research and engaging with the public online. This course is aimed at those new to or unsure how to best utilise social media. You will learn the basics of Facebook, Twitter and Instagram. How do social media channels differ in their functionality and demographics? What makes a 'good' or 'bad' update? What are the measures of success? What are the do's and don'ts? We will explore the ways that social media be used to support your research goals, for public engagement and for effective event promotion.

*Links to
resources*



*A general
introduction*



Some resources are there but

- *they are **a bit hard to find***
- *they **differ** from College to College*
- *are **mostly not specific** to PGRs/
networking*

*Build together with
users*

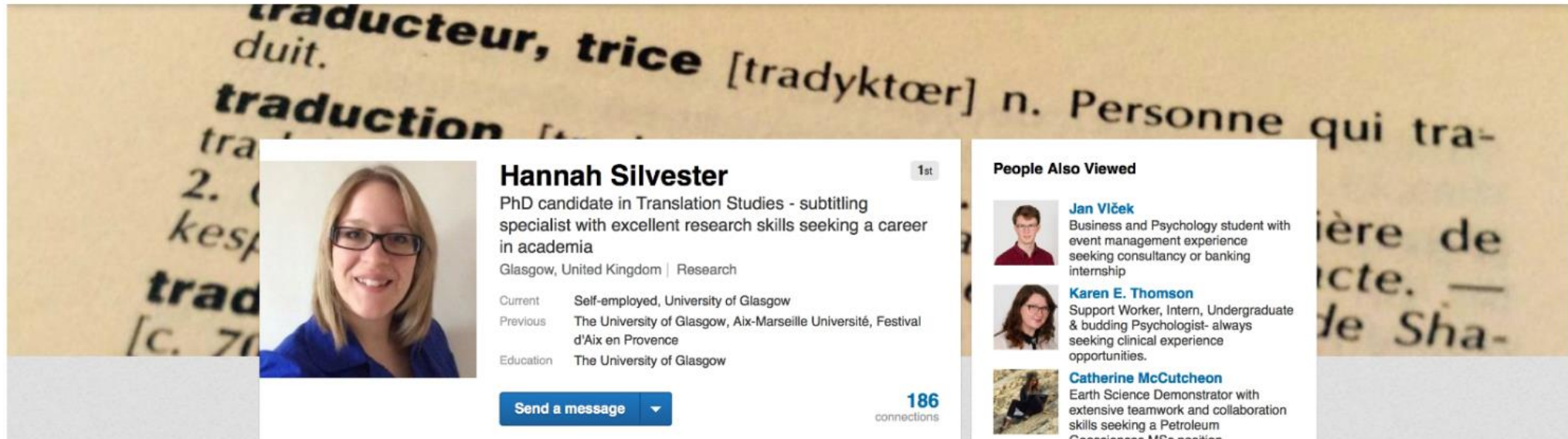


*Need for a central &
accessible **Twitter training**
for PGRs.*



*Idea: Moodle OR infographic/
sketch notes/ visual summary*

Example: Moodle course “LinkedIn and Graduate Attributes”



“Without even needing to look at Hannah’s headline or profile, it’s evident from her banner that she has an interest or involvement with languages.”

Keep in touch!

 *@AnnaHenschel*