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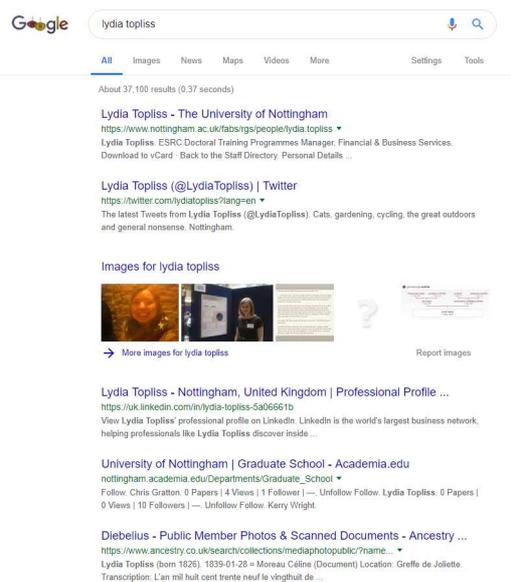
Why might this be helpful as you come to the end of your PhDs?

- Help you to consider your professional **web presence** that you can take forward
- Start to build your networks, which could help with:
 - Identifying **collaborative** opportunities
 - **Disseminating** your work and findings to likeminded scholars
 - Early notification of **job opportunities**
 - Deciding your **next career move**

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What we'll look at today

- Your Social Media and Media Presence
- How to build your networks via social media
- Getting ready to leave your institution and retain your professional media presence

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Review your online presence



The screenshot shows a Google search for 'lydia topliss'. The results include:

- Lydia Topliss - The University of Nottingham**: A link to her university profile.
- Lydia Topliss (@LydiaTopliss) | Twitter**: A link to her Twitter profile.
- Images for lydia topliss**: A grid of images, with the first two being from Twitter.
- Lydia Topliss - Nottingham, United Kingdom | Professional Profile ...**: A LinkedIn profile link.
- University of Nottingham | Graduate School - Academia.edu**: A link to her profile on Academia.edu.
- Diebellius - Public Member Photos & Scanned Documents - Ancestry ...**: A link to her profile on Ancestry.com.

- < University profile
- < Twitter
- < Images – first two from twitter
- < LinkedIn
- < Nottingham.academia.edu – I didn't create this
- < Not me!

www.nottingham.ac.uk/humanities/departments/history/people/sarah.badcock

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Building a Network using Twitter / Social Media

A clear Profile

Original tweets

Retweets

Replies / engaging in conversation

Updated regularly

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Managing time and resisting procrastination!

A photograph of a man in a dark room, illuminated only by the light from his smartphone, looking down at the device.



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Growing followers

- You may gain followers as a result of engaging in a conversation
- If you follow people, they will often follow you back
- Promote your social media account at every opportunity, eg include it on your email signature, blog (if you blog), conference slides, etc
- Share links to your publications and tag the publisher so they can retweet
- Live-tweeting at conferences – conferences often have their own twitter handles or hashtags – use them and follow them
- Taking part in live Twitter chats



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Marcello Giovannelli
@mmgiovannelli

Following

My review of Geoff Hall's excellent 2nd edition of 'Literature in Language Education': now published in the latest issue of [@LangLit_Journal](#)



Book Review: Geoff Hall, Literature in Language Education - Marcello Giovan...
journals.sagepub.com

9:39 AM - 6 May 2019

6 Retweets 21 Likes



- Brief description
- Tags journal
- Links to article



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Sophie R Homer
@DrSophieHomer

Follow

Fantastic time at the @ukcge 1st International Conference on the Mental Health and Wellbeing of PGRs, presenting our @officestudents @ResEngland peer support workshops project and listening to v inspiring work! #MHWBrighton @PlymUni @PlymouthPsych @PlymUniPGR @ResearchSkills1



10:54 AM - 20 May 2019

5 Retweets 24 Likes

- Tags co-authors / contributors
- Uses conference hashtag
- Tags conference Twitter account
- Photo adds personal touch



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Finding people to connect with

- Your local networks:
 - The University
 - Your School/Department
 - The Research Group(s) you belong to
 - Your Supervisors
- Look at who they follow and who follows them*
- Have a look at the 'recommended' bar that Twitter produces on the right hand side of the page
- Knowledge Exchange Unit at UK Parliament: [@UKParl_Research](#)
- Have a look at **lists** followed by people you like (e.g. [@LSEImpactBlog](#))



Using Academic hashtags to find conversations

- Many brilliant examples of engaging academic and research related hashtags (#) on Twitter:
- #acwri
- #ecrchat
- #phdchat
- #highered
- #AcademicTwitter
- #scholarsunday
- #acadowntime
- #phd



Twitter – example account

<https://twitter.com/ThomsonPat>

Note:

- Profile & images
- The balance of content



A word about sensitive topics

Some research isn't right for social media

Some projects will have a requirement that your work isn't discussed via social media

It may be that some of your work is OK to talk about and some isn't – and you'll have to use your judgment, so

- Talk to your supervisors and peers
- Look at what similar scholars do
- If in doubt – be cautious!



But what about after you leave the university?

- Think about your email account & be prepared for when it will close
 - **Divert emails** to a new account
 - Investigate if your institution offers an **alumni email service**
 - **Out of office** message explaining you have left & how to find you now
 - New account with a **sensible address!** E.g. firstname.surname@.....

-
- LinkedIn <https://uk.linkedin.com/>
 - Academia.edu <https://www.academia.edu/>
 - ResearchGate <https://www.researchgate.net/>
 - OrcID <https://orcid.org/>

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LinkedIn

- Like an online CV with interactive options
- Create your personal profile, then start adding 'connections'
- You can then start to see 'connections of connections' as people are suggested to you by the site as potential links.
- You can then send them invitations to link (& they you)

< This is a list of connections, and suggested connections

Search

Home
My Network
Jobs
Messaging
Notifications
Me
Work

Try Premium Free for 1 Month

Need To Hire A Generator? - 24 Hour Generator Hire From. We Specialise In 30kVA To 2200kVA Generators Ad ...

Nottingham ESRC DTC
Nottingham ESRC Doctoral Training Centre at The University of Nottingham

Who's viewed your profile 11

Connections 106

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- # highereducation
- # research

Groups

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Followed Hashtags

- # highereducation
- # research
- See all

Discover more

Start a post

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Sort by: Top

Gaurav Misra Fulbright • 1st

Award Winning Life Skills & Employability Coach | Fulbright US Alumna | Mast...

1d • Edited

It was such an honor to dedicate Uttarakhand's 1st #UN #InternationalRecognitionAward for #socialservice to the #StateGovernment and receive appreciation from none other than the honourable #ChiefMinist ...see more

मुख्यमंत्री ने उत्तान संस्था के कार्यों को सराहा

देवागढ़। चौमवार को मुख्यमंत्री आवास पर वीएफ जेड सिंह रावत से समाजसेवी संस्था उत्तान के संचालक गौरव मिश्रा ने विदावार भेंट की। उत्तान संस्था को संवर्द्धन राटु संघ ने सामाजिक के क्षेत्र में बेहतरीन कार्य करने के लिए 5 अगस्त 2019 को 'नगरजी' में पुरस्कार दिया था। मिश्रा ने यह पुरस्कार अंतरराष्ट्रीय स्तर पर जीत लिया है। उत्तान संस्था स्वयंसेवकों के समर्थन से स्कूलों में बच्चों को शिक्षा प्रदान करने, ग्रामीण परिवारों को मदद करने व नगरीय पुलिस के लिए युवाओं को प्रेरित करने का काम कर रही है। प्रदेश की यह पहली सामाजिक संस्था है, जिसे संवर्द्धन राटु संघ द्वारा पुरस्कार दिया गया है। मुख्यमंत्री ने कहा कि संस्था जो प्रयास कर रही है, वह सराहनीय है।

128 • 30 Comments

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- The scourge of busyness
19h ago • 8,967 readers
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2h ago • 459 readers
- Europe's economy bounces back
21h ago • 447 readers

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Messaging

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https://nottingham.academia.edu/PatThomson

A

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Pat Thomson

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by Pat Thomson, Marie Brennan, and Lew Zipin

Australian Educational Researcher, Dec 1, 2002

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ResearchGate

Research

Research Items (65)

Search by publication title or keyword

The power of suggestion: examining the impact of presence or absence of shared first language in the antenatal clinic

Article | Apr 2019

● Alison Plinick · ● Olga Zayts

Healthcare encounters involving participants from diverse linguistic backgrounds are becoming more common due to the globalisation of health care and increasing migration levels. Research suggests that this diversity has a significant impact on health outcomes; however less is known about how it is managed in the actual consultatio...

[View](#) 25 Reads

Using conversation analysis to inform role play and simulated interaction in communications skills training for healthcare professionals: identifying avenues for further development through a scoping review

Article | Full-text available | Dec 2018

● Alison Plinick · ● Diane Trusson · ● Suzanne Beeke · [...] · ● Rowan Harwood

Background This paper responds to previously published debate in this journal around the use of sociolinguistic methods in communication skills training (CST), which has raised the significant question of how far consultations with simulated patients reflect real clinical encounters. This debate concluded with a suggestion that...

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We recently updated our privacy policy - a summary of the changes is available in this blog post

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Wed, 01 May 2019

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Making your content more accessible

- Be mindful of users of screen reading software:
 - Use accurate punctuation
 - CapitaliseEachWordInAHashtag*
- Enable Image descriptions in Twitter
 - Settings & privacy > Accessibility >
 - tick 'compose image descriptions'

- Resource: www.rnib.org.uk/rnibconnect/image-descriptions-twitter-a-quick-guide



Summary

- Consider how your online profiles will look to a potential employer or collaborator
- If you're going to create/use social media, make sure you can update it regularly – there's no point having millions of out of date profiles – better to have a smaller number that you can keep up to date
- Don't spend loads of time on it – maybe a few minutes each day or every other day
- Engage, converse and debate to build your networks naturally