Guide to effective social media for authors

Using social media is a great way to connect with academics and peers in your field of research worldwide, consequently increasing the impact of your work in real time. It allows you to share your ideas, research and work freely with a broad and interesting global community of people you may not usually have the chance to connect with. It could also open doors to new areas of research for you!

1. Open a Twitter account.
2. Complete you profile page.
3. Follow someone.
4. Post a tweet.
5. Share your tweet.
6. Reply to comments.
7. Monitor interesting conversations and remain active.
8. Promote your research.

CREATE A SOCIAL MEDIA ACCOUNT
There are various social media platforms accessible, the most frequently used for disseminating research being Twitter, Facebook, LinkedIn and Google+. There is also Kudos, which is specifically designed to help academics share their work more widely.

WRITE A SHORT BIOGRAPHY AND ADD A PROFILE PICTURE
Explain who you are, your field of research and the institution you are affiliated with, along with a profile picture of yourself or an image associated with your research.

START FOLLOWING PEOPLE
Follow people that you think will be able to contribute to your conversations and who you can effectively engage with, such as other academics and thought leaders in your field.

MONITOR AND USE RELEVANT HASHTAGS - UTILIZE KEYWORDS
Add details to your email signature or business cards for example.

JOIN IN OTHER PEOPLE’S CONVERSATIONS AND REMAIN ACTIVE
This will help you gain visibility in your chosen community and draw attention to your research.

SOME FINAL TIPS:
• Think about the tone of your profile. Try to keep it positive and celebrate success. Don’t be afraid to congratulate your authors or any guest editors after they have published your journal.
• Choose to follow people who are likely to be interested in the content you post. Do not feel obliged to follow everyone who follows your account.
• All good social networking activity is based on conversation. Reply to people who comment on your posts and for the communities’ thoughts on topics of interest.
• Keep your personal views separate from the accounts you use to promote your work and do not post anything which is offensive, unlawful, confidential or sensitive information.

www.emeraldpublishing.co.uk