

SOCIAL MEDIA TIP SHEET

USING SOCIAL MEDIA TO PROMOTE YOUR RESEARCH

- Make a Pinterest board for each of your major interests. Fill it with articles, images, videos, memes, and visual data.
- To avoid paying fees to put images in a book or article, place publicly available images on Pinterest and include the link in your publication.
- Make a YouTube playlist for each of your major interests. Whenever you see a related video, add it to the playlist.
- Make a Spotify playlist about one or more of your topics.
- Upload your best PowerPoint slides to SlideShare.
- Consider using Prezi for presentations and make your account public.
- Create a Prezi to promote each article, or a set of prezis to promote a book. Design them so other professors can use them to discuss your work (making them more likely to assign it).
- Create a Facebook page for your books, major research projects, student programs, and community engagement programs.
- Find or create a Google community for peers in your field. If you struggle with using Google + or if you feel the audience is minimal, set it up to automatically populate from your tweets and other social media accounts.
- Follow your peers on Twitter. 'At' (@) them with your ideas and questions. Respond to their tweets about your topic.
- Find peers by searching keywords on Twitter. For example, search "family sociology" to find scholars who study kinship.
- Help others find your work by adding hashtags. For example, add #familysociology to your relevant tweets.
- Create a Twitter "list" specific to your interests. You can then open just the tweets of those users you place on the list.
- Use a Facebook group to share ideas and questions with your peers. Create a group if one does not exist yet. Promote your publications and current research. Share reading lists and funding opportunities.
- Use Dropbox folders and/or Google Drive to share folders and documents with your collaborators. You can control who has access to these folders, which means the items remain private.
- On Academia.edu, follow keywords related to your research and list those terms among your research interests.
- On Academia.edu, post as many papers and documents as possible. You can also post links to additional work, such as books (use the Amazon link) or organizations that you are involved with. Post a sample selection for a book.
- Connect with your peers on LinkedIn and use the search option to find peers from the field that you might not be aware of—especially scholars around the world. Look for groups on LinkedIn that are connected to your research interests.
- Hosting a conference on your area of scholarship and looking for speakers? Try sending a tweet asking for ideas. Or, post an update to LinkedIn, Facebook, or a Google community.
- Identify journalists who cover your area of research, as well as local, state, and national policy-makers—including agency leaders and lobbyists—who influence policy in your area. Keep a spreadsheet. Search each name on Twitter. Follow them and add the Twitter profile to the spreadsheet. Tag them in your tweets and respond to theirs.
- Follow funding agencies and officers on Twitter to get a feel for their interests.
- When tweeting someone, place a period in front of the @ at the start of the tweet. This makes it visible to all of your followers. Otherwise, it will only be visible to those who follow both of you.
- Use hashtags in your tweets to make your work easier to find for journalists who are searching for Twitter responses to particular issues. Use logical tags that are likely to be searched for.
- As new events happen within your area of study, respond promptly on social media, especially Twitter.
- Consider livetweeting during major events that are particularly relevant to your area of research.
- Create a simple webpage that profiles your work for journalists and policy-makers. Provide examples of your media work, including links to stories, and video and audio clips of television and radio interviews.
- Provide the media relations department of your institution with a profile of your work, with contact info.
- Complete a profile on the ASA Experts Database (www.asanet.org/asaexperts/).
- Use YouTube or Vimeo to make and post videos in which you use your expertise to respond to current events.
- Create a blog on WordPress, Tumblr, or Blogger where you can post drafts of your writing.
- If you are reading a work for a literature review, write a blog post about the work as a book or article review. It will perform double duty by giving you a summary you can reference and generating interest amongst your audience.
- As you have thoughts about your current project, you can tweet those thoughts out as a way of capturing them.
- You can request an archive of your tweets from Twitter. Look in the settings for the archive request option.
- Use a platform called IFTTT (<http://www.ifttt.com>) to capture your tweets and other social media posts.
- Use the save option on Facebook to collect articles and videos of interest. Regularly visit your saved items and re-post.
- Re-post your blogs as long-form posts on LinkedIn.
- Collect images related to your work on Flickr, Picassa, or Instagram. Include commentary to give them some context.
- Offer to tweet with classes that are studying your work, give a guest lecture via Skype, or respond to questions on a blog.
- Use HootSuite (<https://hootsuite.com/>) to schedule posts on Twitter, Facebook, and LinkedIn.
- Use bitly (<https://bitly.com/>) to shorten links for tweets.
- Use Klout (<https://klout.com>) to track your social media influence.
- Regularly promote all of your social media work across platforms.

USING SOCIAL MEDIA FOR STUDENTS AND ALUMNI

- Create departmental Facebook, Twitter, and LinkedIn accounts. Use them to send announcements and reminders to students, alumni, and faculty.
- Encourage students to join LinkedIn before they graduate. Use it to annually survey their career progress.
- Have internship students create professional profiles on LinkedIn and upload their resumes and portfolios.
- On Twitter, follow local organizations that offer student internships. Re-tweet their announcements.
- Promote social media literacy in your curricula or in extra-curricular events. Treat social media as a professional skill that needs to be taught.
- Teach students about the privacy issues created by social media, as well as the problems of online harassment.
- Create and foster online communities for students to further engage in curricular material, particularly using Facebook groups or Google communities.
- Encourage student organizations to maintain active social media accounts.
- For Twitter assignments, collect student accounts on a Twitter list. Give very specific instructions about the kinds of information to include in tweets, such as data, observations, critique, interventions, hashtags, @s, links, images, articles, and videos.
- Create a unique class hashtag to make posts by your class easy to search and easy to share. Require students to use the hashtag in all posts related to the class.
- Encourage students to @ scholars whose work you are reading and engage them in dialogue.
- Assign students to create Pinterest boards that explore subjects related to the class. Instruct them to use the description section of each pin to explain how the material relates to the course, readings, etc.
- Assign students to create a Spotify playlist that uses music, comedy and other tracks to explore a subject from class. They can then write an essay about the playlist and post it on a blog.
- Have students maintain class blogs as a written assignment or a form of participation. Make the blog links available to the whole class. Use the comments section of the blogs to foster more conversation, and encourage or require students to respond to each other.
- Teach students how to make videos and post them on YouTube. YouTube videos can then be shared on blogs, tweets, Pinterest boards, and Facebook posts. They can make videos summarizing or responding to readings, or videos that function like a written assignment by exploring a research question and providing an argument with evidence.
- Assign students to create shareable stories using Storify.
- To learn how to use social media platforms successfully, search for training videos on YouTube. Include links to these videos in assignments. Collect a group of training videos that you like on a Pinterest board.
- Find and/or compile an online list of teaching resources. A great example, compiled by Giselle Hendrie at the Oakland School for the Arts, can be found at <https://docs.google.com/spreadsheets/d/1qNsCdGPmkw2lNuME6s6Bji5eYYqTu4D96vMiXdp4dgA/edit#gid=853632814> (based on John Carl's "Think Sociology" and Ruane and Cerulo's "Second Thoughts").

WHO TO FOLLOW TO GET STARTED

- American Sociological Association: Twitter (@ASAnews), Facebook, blog (<http://speak4sociology.org/>), YouTube.
- Sociological Images: Twitter (@SocImages), Facebook, Pinterest, blog (<http://thesocietypages.org/socimages/>), YouTube, Tumblr (<http://socimages.tumblr.com/>).
- Sociological Cinema: Twitter (@TheSocCinema), Facebook, Pinterest, blog (<http://www.thesociologicalcinema.com/blog>).
- Society Pages: Twitter (@TheSocietyPages), Facebook, Pinterest, blog (<http://thesocietypages.org/>), Tumblr (<http://thesocietypages-blog.tumblr.com/>).
- Contexts: Twitter (@contextsmag), Facebook, blog (<http://contexts.org/blog/>).
- Sociology at Work: Twitter (@sociologyatwork), Facebook, Pinterest, blog (<http://www.sociologyatwork.org/category/blog/>), YouTube, Instagram, Google +.
- Scholars Strategy Network: Twitter (@SSNScholars), Facebook, web (<http://thesocietypages.org/ssn/>).
- Feminist Reflections: Twitter (@FemReflect), Facebook, blog (<http://thesocietypages.org/feminist/>).
- Sociology Lens: Twitter (@SociologyLens), blog (<http://thesocietypages.org/sociologylens/>).
- Teaching with a Sociological Lens (Facebook group)
- Shared Teaching Resources for Sociology (Facebook group)
- Sociology Source: Twitter (@sociologysource), Facebook, blog (<http://thesocietypages.org/sociologysource/>), Google +.
- Pop Culture Freak: Twitter (@PopCultureFreak), Facebook, Pinterest, YouTube, Tumblr (<http://popculturefreaks.tumblr.com/>), Google +, Instagram, Spotify, Prezi (<https://prezi.com/user/dustinkidd/>), SlideShare (<http://www.slideshare.net/dustinkidd1/>), LinkedIn (<https://www.linkedin.com/in/dustinkidd>), Academia.edu (<https://temple.academia.edu/DustinKidd>), web (<http://www.dustinkidd.net/>).