

Developing a Strategic Plan for Social Media and Engaged Scholarship

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Week 1: Overall Objectives

1. Welcome and Introduction (20 minutes)
 - a. Course Overview

 - b. Myths, Challenges and Opportunities in Using Social Media for Scholarship

2. Getting Started (40 minutes)
 - a. Assess Your Social Media Presence

 - b. Develop Your Voice

 - c. Identify Your Target Audiences

3. Questions and Answers (30 minutes)



Presented in conjunction with the
National Center for Faculty Development and Diversity



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Example of Using Social Media for Engaged Scholarship:

Faith Makes Us Live and the 2010 Haitian Earthquake



Opportunity:

Broad interest in scholarship, provided scholars communicate knowledge in diverse ways

Challenges:

- Communicating a scholarly voice without jargon;
- Making just a few main points, not endlessly complex arguments;
- Responding to timely events in a short time frame — hours, not months!

Three main points that build on *Faith Makes Us Live*

1. Religion can be a source of resilience in the face of disaster
2. Danger of “hubris” of outsiders
3. Need to activate the agency of the poor

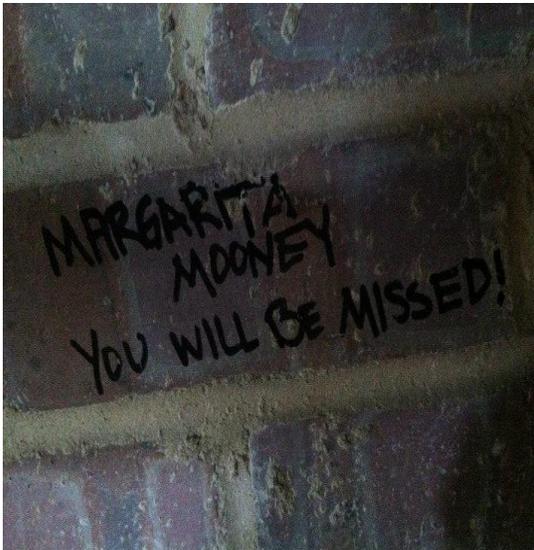
Disseminated through 9 presentations, 8 media articles, including:

2. *Miami Herald*
3. *America Magazine*
4. Social Science Research Council’s *Immanent Frame*
5. Carolina Population Center’s Website

Social Media in the Scholarship Process



Qualitative & Quantitative Indicators of Impact of Social Media on my Scholarship and Teaching



- 10,000+ visits to my homepage and book website from all over the world (margaritamoonney.com)
- Between 600-3,000 page views on each of 80 Patheos blog posts between 2012-201. At least 80,000 page views total.
- Research cited by columnists for *The New York Times* and *The Miami Herald*.
- Authored more than 15 articles on my work for scholarly magazines, such as *Chronicle of Higher Education*, and general audiences such as print and online magazines.
- More than 5,000 downloads of several podcast interviews
- 326 Twitter followers @margaritamoonney (50% increase over 2013)
- 328 LinkedIn Connections
- 12 lectures on how to use social media for engaged scholarship and teaching
- Superb teaching evaluations from enthusiastic students who promote my research and teaching
- Incorporated social media strategy into two successful grant

proposals totaling nearly \$3 million in research funding from the John Templeton Foundation

Myths and Challenges about Social Media

- **Isn't learning new technology difficult and time-consuming?**

How can I deal with social media overload? By learning to use technology that can save time.

Example: Email is overused and inefficient. Busy people may not read emails as much as Twitter. Comment from senior faculty to me: "I'm 2 weeks behind in email but I saw your tweet this morning!"

- **How is communicating with non-traditional audiences beneficial to scholars?**

Scholars should control the message about our topics. We can be experts without being elitists about our knowledge.

Comment from a friend on LinkedIn: "Margarita I like reading the articles you write or articles other people wrote which you shared because I find learning about other fields outside my own expands my worldview. My perspective changes and in some ways, it changes how I approach work or simply how relate with other people."

- **How do I build an online community?**

"I don't know who the audiences are interested in my work or how to reach them." (Answer: Each audience is different. Where is your critical mass of followers?)

- **How can we track qualitative and quantitative measures of how social media impacts our research and teaching?**

Social Media increasingly provides feedback on audiences reached.

- **How can scholars get more training in social media?**

Identify resources to help you build your social media presence. Most universities offer some or all of the following:

Public speaking; dealing with the media

Technology training for scholarship and teaching (faculty and teaching development, librarians, instructional technology, online teaching)

Offices of Engaged Scholarship

Student groups dedicated to journalism/community outreach

Let's Get Started!

(Write 250 words or less for each of these questions)

1. Your passion: Why do you study what you study? Teach what you teach?

2. Message: 3 points you make that are unique

3. Audiences: Who would you like to reach but haven't?

Assess Your Social Media Use & Commit to Developing New Habits

How does your social media profile line up with your passion, message and audience?

1. **Inventory:** Write down all the social media you use for professional purposes (*Homepage (own or your department), Facebook, LinkedIn, Twitter, etc.*)

2. **What does your online profile say about you as a person and a scholar?**

How can you build an online identity that stands out. What can you do that's different, new and exciting? How often can you update to keep your content fresh and interesting?

Take control of your online identities; personal and professional. Understand who you are and the image(s) you want to project - then use your social media channels to make it happen. Consider separate personal and professional profiles.

Example: My old bio: I'm a sociologist at Yale who studies religion, culture, and immigration.

My New Twitter profile: Author. Educator. Mentor. Sociologist @ Yale. Interested in resilience, relationships, virtues, & anything about happiness & human flourishing.

3. **What social media sites or scholars on social media do you find useful? Why?**

Write down 2-3 people you follow on social media and why you like reading their posts.

4. **Develop New Social Media Practices**

Can you commit 15 minutes a day to social media for this 3-week period?

Let's start our own Twitter chat using #ncfddsosial

Let's post great articles & tips to our Discussion Forum

Let's start accountability groups

Other ideas for how we can interact in the next 3 weeks?