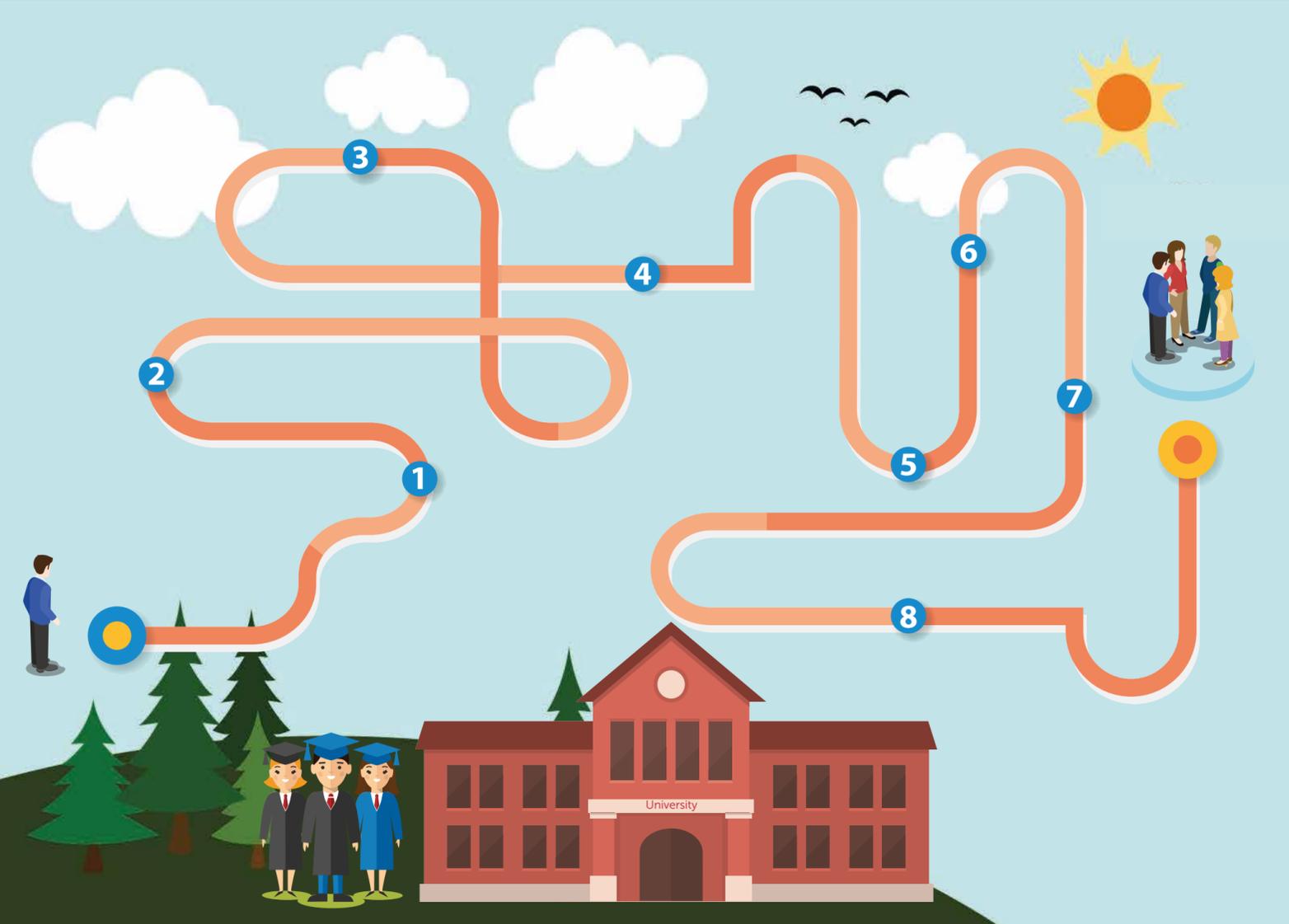


Guide to effective social media for open access authors

Using social media is a great way to connect with academics and peers in your field of research world-wide, 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. 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.

2. 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.

3. 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.

4. MONITOR AND USE RELEVANT HASHTAGS - UTILIZE KEYWORDS

Add details to your email signature or business cards for example.

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5. START POSTING!

This is a way you can effectively convey your personality and expertise, it will help your posts stand out in your chosen community. Make your content engaging by including photos, videos and infographics where necessary.

6. MONITOR INTERESTING CONVERSATIONS

Hashtags help your posts become identifiable when someone is searching for a particular topic. Words with a hashtag are immediately indexed by the social network and searchable by other users.

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7. 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.

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8. PROMOTE YOUR RESEARCH

Don't just link to a PDF of your research, use your DOI or use one of the free link shortening tools to create a URL straight to the relevant webpage - you will then be able to measure and monitor how effective social media has been for you.

SOME FINAL TIPS:

- Think about the tone of your profile. Try to keep it positive and celebrate success. Don't be afraid to congratulate other authors who have had their work published
- 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