

Leveraging your social media profiles



Overview

Investing the time to create good social media profiles and delivering content is key to amplifying your personal brand and by association the brand of Flinders University and relevant research Institutes.

Personal social media accounts provide thought leaders with a platform from which to speak publicly and personally. While Flinders will invest time and effort to create media opportunities and lift brand awareness, it is the many and varied authentic content created by individuals that will also have an impact overall.

Being a valuable and consistent social media user requires a bit of work, but is worth the effort.

Why should Flinders researchers embrace social media?

- To connect and engage with relevant, likeminded organisations, communities and funders to build and maintain meaningful relationships.
- To encourage engagement and further communication between Flinders researchers and other stakeholders including industry, government, researchers, and media.
- To create a platform for brand credibility & thought leadership
- To reinforce the mission and values of the Institute.
- To share your research impact and establish a voice in the public domain.
- To provide a vehicle for creating awareness and an environment from which to reinforce our values.

What do we want to achieve?

- To build and maintain strong, authentic and beneficial relationships and connections with relevant and likeminded organisations and funders.
- Increased awareness of Flinders research projects, Institutes and Centres.
- Flinders researchers using Twitter to build their personal brands and support the University's work.
- A seat at the table in matters of relevant high public interest e.g. Royal Commissions

Which social profiles are most important for Flinders research?

All social platforms are not created equal and depending on your objectives, each has its own strengths and weaknesses. In regards to building credible thought leadership in the academic and research space, the platforms that are the best enablers of this are LinkedIn and Twitter. Here are some pointers to ensure you are taking advantage of all that LinkedIn and Twitter have to offer to help us amplify Flinders research as well as your personal brand. Please ensure you refer to the Flinders [social media guidelines](#) outlined on the Flinders staff website.



Twitter

When used effectively Twitter is very powerful for sharing your own work, creating new connections and amplifying your personal brand. Twitter also brings information to you with new journal issues, relevant blogs and industry updates. It's ideal to strategically follow and retweet colleagues, companies and organisations in your area of research focus and aim to have a good following by being a consistent and valuable user.

What you'll need

An appropriate Twitter handle

Ideally your Twitter handle should reflect your name. Sometimes this is difficult due to handles already being taken, but ensure you choose something that is available, easily remembered and searchable.

Make sure your account is set to public so that people can easily find you

Headshot and background image

Headshot - always include a headshot on your profile (optimum size is 400 x 400 pixels).

Choose a high quality background image (1500 x 500 pixels) that conveys something meaningful about you/your area of work. If you need help with images contact Research Marketing: melissa.keogh@flinders.edu.au

Your bio & website link

In your bio, describe what you do in under 50 characters. Be original and creative, yet also clear and informative. Include relevant industry keywords as this will make you easier to find when people are searching for others in your field.

In your profile you are also able to connect to a website. You could either link to flinders.edu.au or your research Institute if relevant.

Start tweeting!

All tweets are a maximum of 280 characters, so ensure you keep your tweets short and relevant. If you need to say something longer than 280 characters, send your first tweet and then click on the + button on the bottom right for your subsequent tweets to keep that thread together.

Relevant photos and videos are more interesting than words alone and will stand out in feeds.

Share links in your feeds but be aware it will count towards the 280 character limit.

Use hashtags if relevant i.e., #FearlessResearch

Make sure you retweet anything of interest from others. It is a good way to add an opinion and thought leadership to content already created.

Ensure you share any Flinders news that is relevant to your networks. Flinders news blogs are published at news.flinders.edu.au

Tag @Flinders if relevant - that way the Flinders social media team will be aware of your post and can retweet to the Flinders account.

Some of the Twitter lingo

- An @ or a mention is when you include somebody's Twitter handle in the tweet
- RT means 'retweet' to acknowledge that you are reposting content to your own page. You can add your own comments to a retweet or leave it blank.
- HT means 'hat tip'. This is a nice thing to do to credit an account who alerted you to the information you are sharing.
- You can further a conversation privately using DM 'Direct Message'.
- TFTF means 'thanks for the follow' and TQRT means 'thanks for the retweet'
- ICYMI means 'in case you missed it' – used to retweet your own content
- CX means 'correction'
- ^ means a tweet has been composed by an individual on behalf of a group account. It is usually at the end of a tweet and includes the initials of the person who sent it. For example ^AS
- MT or MRT means modified retweet. This is for when you retweet but need to shorten the original tweet due to character limits
- W/ means 'with'



LinkedIn

LinkedIn is a powerful tool for building collaborations, particularly with non-academic people and organisations which can lead to increased opportunities for both your own brand awareness and that of Flinders University.

This can lead to the ability to potentially source alternative funding for your research. When you start to build a network on LinkedIn, it can quickly grow and you'll find people working in the organisations that you want to connect with.

What you'll need

Headshot and background image

You need a headshot on your profile (optimum size is 400 x 400 pixels). People often use LinkedIn prior to meetings and events to be able to recognise someone when they meet in-person. Where possible, change your profile picture visibility to 'public' as you make yourself easier to find via search engines and other networks.

Choose a high quality background image (1584 x 396 pixels) that conveys something meaningful about you and your area of work. If you need help with images contact Research Marketing: melissa.keogh@flinders.edu.au

Headline and summary

In your headline, describe what you do in fewer than 120 characters. Be original and creative, yet also clear and informative. Include relevant industry keywords as this will make you easier to find when people are searching for professionals in your field.

The summary section also allows you to add images, videos, documents and links so add anything relevant to your research projects. You can also add to this section any future goals you have. Particularly in early career, this shifts the focus from what you have achieved to what you want to achieve. This could relate to the research that you're wanting to do at Flinders. If you win awards or significant grant funding, include this on your profile.

Include relevant workplace information and ensure your current position and responsibilities are up to date. You don't need to list all previous employment unless it is relevant to your current role. Instead, focus on the workplaces and experiences that paint your professional credentials in a positive light.

Edit your URL

In the upper-right corner of your profile you'll see 'Edit public profile & URL'. Click this to personalise your URL to make it easier to find you in search.

Start connecting!

- Follow organisations, people and colleagues that you already have a relationship with as well as groups that are relevant to your area of research.
- One of the most important aspects of thought leadership and building your own brand is to remain active on social media.
- Post updates, announcements, articles, and opinion pieces to underpin your expertise in a specific focus area.
- It would be good to aim for a post to LinkedIn at least once a fortnight. It could be an interesting article you've read, a piece you recently had published in *The Conversation*, a project you received media coverage for, or an update on your team or project's progress.
- Feel free to use photos.
- Tag @FlindersUniversity if relevant - that way the social media team will be aware of your post and can amplify it on Flinders' central channels.
- You can tag your colleagues or industry partners involved in your research.
- Ideally, you should like or comment on the content of your connections and other companies multiple times per week. It's best if the posts you're commenting on are relevant to your field of work.