social media: build + own your online identity

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Social media campaign aims to raise profile of Canadian research

IVAN SEMENIUK
The Globe and Mail
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Molly Shoichet wants Canadians to know what they’re paying for when their tax dollars are used to fund research.

A professor of biomedical engineering at the University of Toronto, Dr. Shoichet has won kudos internationally for her work on hydrogels – versatile materials that can act as scaffolding to help rebuild damaged tissues in the body.
Reading List: Using Social Media for Research Collaboration and Public Engagement

The bulk of discussion around why academics use social media primarily focuses on social media as a dissemination strategy to get more citations and views of scholarly articles. But social media has also opened up new and exciting ways for researchers to collaborate online. Following an exchange on Twitter, we volunteered to pull together a reading list of posts on how researchers are using social media for collaboration and public engagement purposes. Social media use in...
ONE SIZE DOES NOT FIT ALL

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Image Source: https://www.cartaworldwide.com/public/assets/uploads/cs-image/Blake_One_Size_Fit.png
find your community
Excuse me, but who are you?
AUDIT
Tip: Google Yourself (even better add a Google Alert)
One of these things is not like the other....

Tip: Be On Brand
Every activity is an opportunity.
Attend a conference.
Give a Conference Presentation.
Provide a Research Project Update.
Published an article.
E-magine the Possibilities: The Role of the Library in E-Learning

Megan Oakleaf

#WILU2014

- Pedagogy
- Assessment Management Systems
- Learning Management Systems

What else?

What is the library's role?

How will we know?

Value of Academic Libraries

@melanie_sarah_
Content strategy and optimization #cil2015 #cildc

Lots of great stuff yesterday > thanks @HamzaK + @edinstitute #EverydayLeaders #WorkLikeItsYourFirstDay #Mindmapping
Add Images

Section of a Poster

Quote

Chart or Graph

Free Tools
Canva.com
Piktochart.com
New Old Stock (nos.twnsnd.co)
Flickr: Creative Commons
Recite.com
✓ Journals
✓ Colleagues
✓ Conferences
Use the “@” mention feature to tag organizations, journals, conferences, and colleagues.

This will increase your impact and discoverability.
Professor Tim Lang Retweeted

Mike Rayner @MikeRayner · 45m

New #Eatwell guide. For the first time (?) UK Government recommends less red and processed meat. Congrats @PHE_uk.
✓ Conference Hashtags
   ➢ #edu16 #sxsw #ieeeMeta #congressH
✓ #highered
Yet another reason to submit to your local institutional repository! #OpenAccess

@ianmilligan1 ...and now you can say somebody read one of your articles while getting tattooed.
Pinned Tweet

Ian Milligan @ianmilligan1 · Mar 15

Archives Unleashed 2.0 hackathon, in Washington DC on 14/15 June, has extended call for participants to 21 June. More at archivesunleasheded.com
Becoming Blended

An update: Scholarship of Teaching and Learning Study

With two colleagues (Laura Schnablegger and Shannon Rushe) I’ve been funded to conduct a Scholarship of Teaching and Learning Study at the University of Guelph. The official name of the study is: The Intersection between Professor Expectations and Student Interpretations of Academic Skills: Multi-Disciplinary Approach.

This collaborative, cross-unit research project focuses on a series of disconnects. These disconnects are:

a. between the learning, writing and information literacy skills professors expect students to possess and the students think they possess when they enter the course;

b. between professor expectations of student skill requirements and student interpretation of skill requirements from the course outline, and

c. between professor and student understandings of where students should develop these skills (i.e. class or outside of class).

We conducted three surveys between September and December 2015 in 24 third year university courses. In the first survey, course instructors were asked to identify which writing, research and learning skills, from a master list, they believe students required to be academically successful in the course. In the second survey, during the first two weeks of class, students identified the skills they believed they were necessary to be successful in that particular course, from a master skills list. They were also asked whether they possessed that skill and, if not, where they believed they should learn that skill. In the final survey, during the final two weeks of class, students were provided the same survey allowing the opportunity to reflect after having taken the course. In addition, this survey included some reflective questions and confidence ratings on research, writing and learning skills.
This year #CILDC didn't disappoint. I had the opportunity to attend some great sessions and was able to share my library's experiences with LibGuides.

Evaluating the Impact of Face-to-Face and Online Information Literacy and Writing Skills Instruction Using a Mixed Methods Research Design

Workshop for Instruction in Library Use (WILU)
May 2014

Conference Presentation

4 authors

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Blended Learning Librarian at the University of Guelph

Karen P. Nicholson
Manager, Information Literacy, University of Guelph

Kim Garwood
Manager, Writing Services at University of Guelph

Trent Tucker
Tip:
Add people you meet at workshops + conferences
Short Bio

I am a Citizen of the World by passion.

Specializations in Communication Sciences, in the field of Information and Communication Development (ICT4D), from the Università della Svizzera italiana – USI, and a M.A. in Latin American Literatures from the University of...

Currently, I am a SNSF funded Visiting PostDoctoral Researcher at the Technology and Social Change Group (TASCHA), University of Washington, Seattle, USA. I am also a Post-Doctoral Researcher at the BeCHANGE Research Group, and Executive Director of the...
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My profile on Google Scholar and IDEAS.
the future is video.
Early Societies Inform Contemporary Issues - In conversation with Prof. Tim Harrison
Top Engineering authors competed to create the best AudioSlides presentation in their field in a competition held in 2013. The winner of the Engineering AudioSlides Competition was selected by a number of our journal editors from the top 3 'most-viewed' presentations. Above is the presentation for "Linear electromagnetic devices for vibration damping and energy harvesting: Modeling and testing" created by Songye Zhu, Wen-ai Shen, You-lin Xu. The AudioSlides presentations from this competition are all hosted on a dedicated YouTube channel.
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DIY Video
you don’t need a big budget
take advantage of free tools
make it accessible
share across multiple platforms
keep it digestible (less than 2 minutes)
Measuring Your Impact
Tip: Make sure you have the right to post your papers.
Be authentic.
I HAD FUN ONCE
IT WAS AWFUL
When your drugged zebra finds the ONE tree on the Namibian plains, which also has a neck-height fork #fieldworkfail
Yeti crabs are not crabs, they're squat lobsters, which are neither crabs nor lobsters. #StupidCommonNames
get in touch.

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recommended reading
Library Guides to Research Metrics:

- Research Metrics
- Article Metrics
- Journal Metrics
- Author Metrics
  - Interested in understanding h-index? Get help calculating your h-index.
- Alternative Metrics (Altmetrics)
Further Reading / Sources

- http://blog.impactstory.org/
- The Top 10 Benefits Of Social Media Marketing (Forbes)
- Canadian Digital, Social and Mobile Statistics on a Global Scale 2014
- Create your Twitter Content Strategy
- 26 Creative Ways to Publish Social Media Updates
- Infographic: The optimal length for social media updates and more
- Canadian Internet Registration Authority: The Canadian Internet Fact Book
- Douglas Coupland, Slogans for the Twenty-First Century
- Golden Rules of Social Media Accessibility
- Top 10 Social Media Blogs
- 7 Tips for Upping Your Social Media Game in 2015 (Time Magazine)
- The Minimalist Guide to Personal Branding on Social Media
- Conversation Prism
- hipster office desktop 3.0 - Photo: Markus Spiske / raumrot.com
- Lights - Photo: Markus Spiske / raumrot.com
- Video: The Social Media Revolution 2015
- Video: My Digital Stamp & Digital Legacy
- Facebook
- Twitter
- Pinterest
- YouTube
- Instagram
- Blogging Gideon Burton Blogging Street Cred
- Office desk - Photo: Markus Spiske / raumrot.com
- polaroid 635 supercolor - Photo: Markus Spiske / raumrot.com
- Closed doors - Photo: Markus Spiske / raumrot.com
- You've been Googled: what employers don't want to see in your online profile
- Execute a social media audit in these 6 steps
- Conversation Prism
- Librarianship Doesn't need professionals
- The Five Essential Ingredients of a Great Online Portfolio