Using Social Media to Advance Your Scholarly Agenda

Intro to Twitter for Faculty

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How many people use...

- Facebook
- Twitter
- Instagram
- Snapchat
- LinkedIn
- YouTube
The majority of Americans now use Facebook, YouTube.

% of adults who say they use the following social media sites online or on their cell phone:
What is Twitter?

- News source
- Hashtag’s birthplace
- Real time
- Broad reaching
Who’s on Twitter?

- Faculty at peer institutions
- Journalists and media outlets
- Academic journals and professional organizations
- Policymakers
- Prospective and current students and faculty
- Larger UVM, Burlington, and Vermont community
4 Steps to Getting on Twitter
1. Ask yourself 3 questions

1. Do I have content?
2. Am I comfortable with the conversational part of Twitter?
3. Do I have time?
2. Establish a strategy

- **Who do I want to reach?**
  - Faculty at peer institutions
  - Prospective and current students and faculty
  - Larger UVM, Burlington, or Vermont community

- **What are my goals?**
  - Establish myself and UVM as a thought-leader
  - Attract and retain talented students and faculty
  - Network & learn
3. Create your account

- Download Twitter app or access via desktop
- Choose a username that's unique and easily searched for
- Make affiliation with UVM, and your interests, clear in your bio

Patricia A. Prelock
@UVMDeanPrelock
Dean Patty Prelock @UVMCNHS @UVMVermont. Autism expert, Amateur magician, grandma.
📍 Burlington, VT
Joined November 2017
4. Get social

- Search for relevant hashtags and topics
- Follow @uvmvermont, your school/college, faculty at UVM & peer institutions, professional organizations
- Listen and engage
5. Get to tweetin’

- Things to tweet:
  - Your own research (with links)
  - What you’re reading
  - Photos and videos of UVM, daily life
  - Events, conferences
A sample tweet:

To tag another user, use @[username], no space

Use relevant hashtags by typing #[topic], no space

End your tweet with a link to learn more whenever possible
Workshop: Launching Your Twitter
Ask yourself 3 questions

1. Do I have content?
2. Am I comfortable with the conversational part of Twitter?
3. Do I have time?
Ready...set...launch

If your answers are yes, yes, and yes:

● Identify your goals
● Determine who you want to reach
● Create your account
● Find and follow your tribe
  ○ Search for peers on Twitter
  ○ Search for relevant hashtags, organizations
Questions?
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