2018 Social Media for Learning in Higher Education Conference

#SocMedHE18

socmedhe18.wordpress.com

9th January 2018

Home Moments Notifications Messages Tweet

Following

Developing an online academic identity

@belld17 @sarah__wright1

2:48pm - 9th Jan 2019

#SocMedHe18

Profile icon designed by Freepik from Flaticon

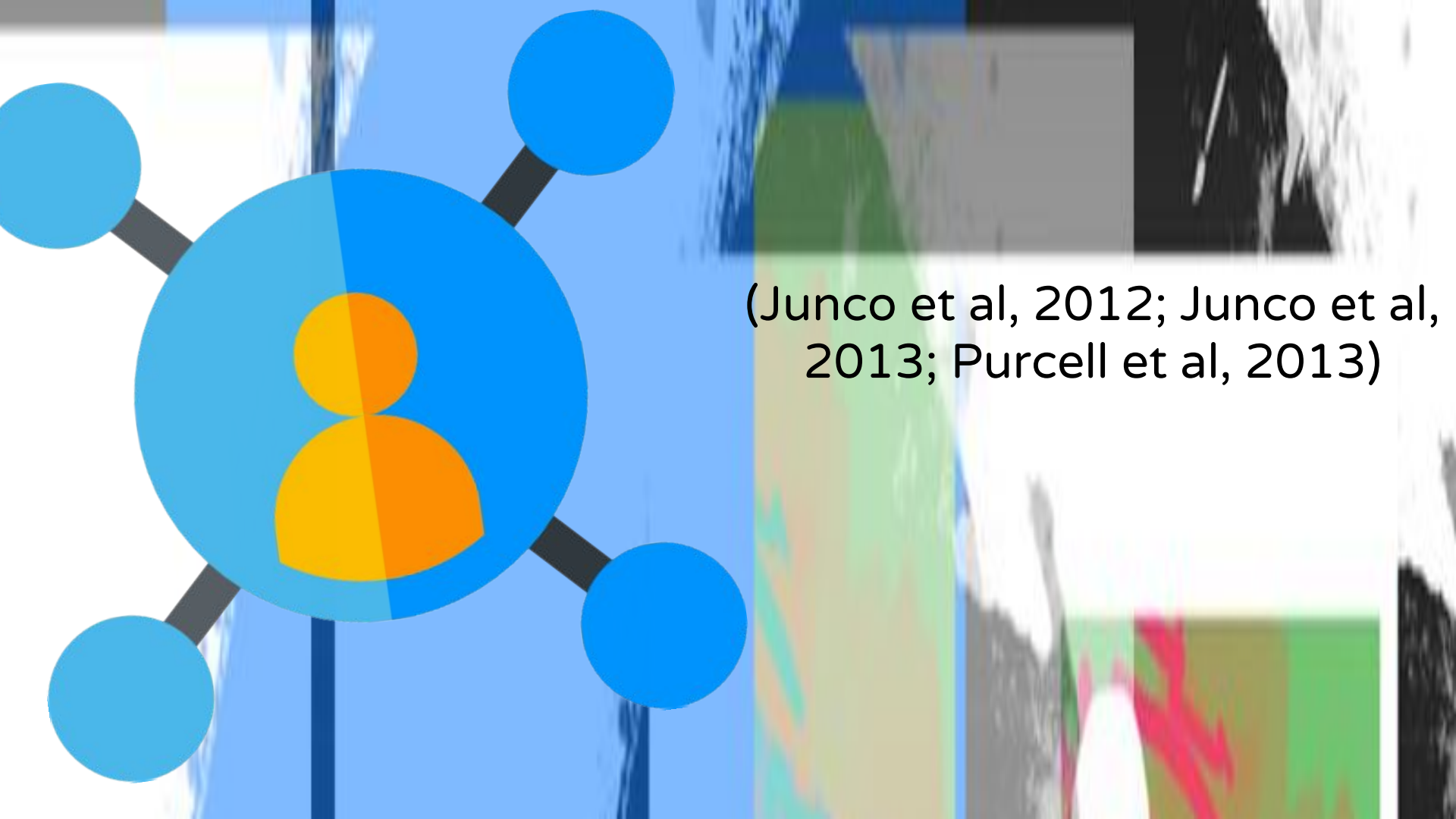
Using Twitter to develop our profiles as academics, to create genuine communities of practice and meaningful connections with the wider world.

Within this presentation we explore through the use of Twitter we can develop our academic profiles, create genuine communities of practice and meaningful connections

(Kolbitsch & Maurer 2006; Wodzicki et al 2011.)

Condie et al (2017)

Shields (2016)



(Junco et al, 2012; Junco et al, 2013; Purcell et al, 2013)

(Fox & Bird, 2017;
Kimmons & Velestianos, 2014)

Dec 2018

'Self-promoters' do nothing but still get ahead at work

Shameless 'self-promoters' rewarded at work

Office workers are rewarded for showing off in meetings rather than working hard, says study.

bbc.co.uk

2 4

- Unfamiliarity with social media
- Quantity of posts can be overwhelming
- Character limit

(Kassens-Noor, 2012)

(Matzat & Vrieling, 2014)

Johnson(2011)

Rasmussen (2013)

You Retweeted

St.Helens R.F.C. @Saints1890 · Jun 3

Our victorious Saints Women's team, 78-0 winners today

12 55 277

---

1 7

Sarah Wright @Sarah_wright1 · Jun 2

5

0:38 | 222 views

1 14

Sarah Wright @Sarah_wright1 · May 25

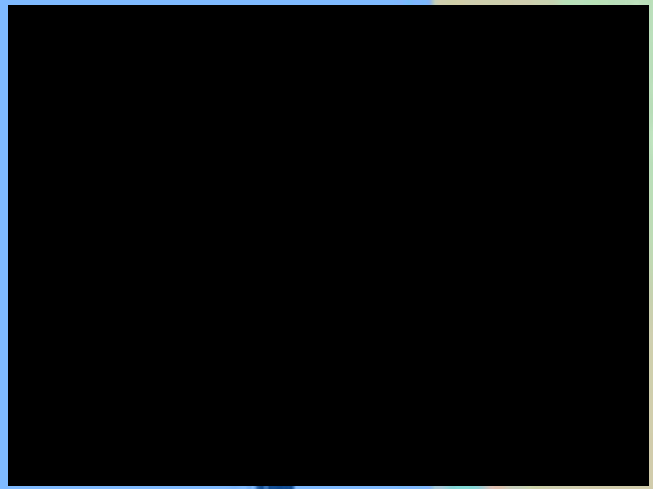
Can't quite believe you finish today, year 3. What a privilege it has been to work with you. Get out there & make a difference. Welcome to the best profession in the world.

1 22

Sarah Wright @Sarah_wright1 · May 21

Lego nerd overload!

1 4



Sarah Wright @Sarah_wright1 · May 15

History is thirsty work! Enjoying the beautiful English Harbour.

8

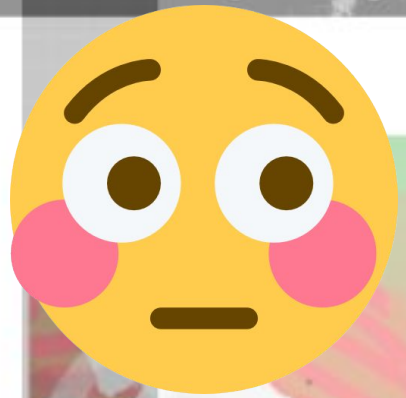
The 100 Tweet Challenge! #100tweetchallenge

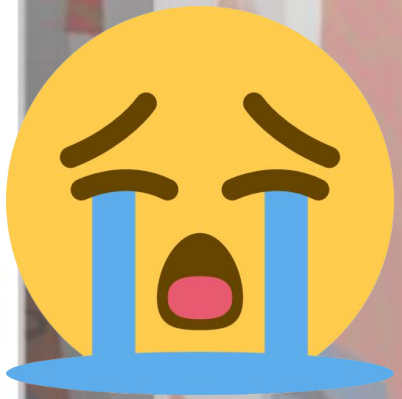
Connection with an academic colleague	20
Question	1
What I'm doing...	9
Social	5
Praising or promoting a colleague	33
Student interaction	29
Reiteration	3
	100

SM is a powerful tool for academic professional development.

Creation of a networked community.

(Lewis & Rush, 2013)

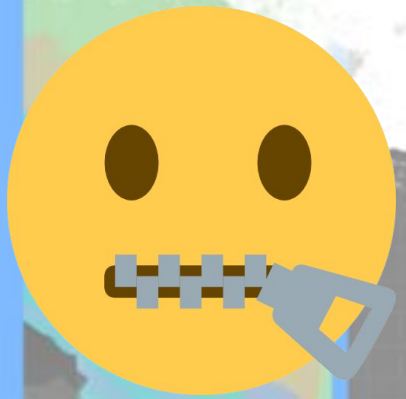




(Turkle, 2011)

(Qualman, 2012)

(Fox & Bird, 2017)



Sarah Wright
17.1K Tweets

Tweets | Tweets & replies | Media | Likes

on a scale of 1-10?" - I can bet on a strong correlation failure/fatigue.

10 97 460

Sarah Wright @Sarah__wright1 · 10/05/2018

I'm now on annual leave for 2 weeks, you might see the odd snap, but I will be taking a break from work related Tweets & DMs. Own oxygen mask on first!

1 25

Sarah Wright @Sarah__wright1 · 10/05/2018

Bursting with pride with the achievements that our students make academically, professionally and personally.

#SocMedHE18

socmedhe18.wordpress.com

Dawne Irving-Bell @belld17

Sarah Wright @sarah_wright1

David Wooff @DesTech2013

Claire Moscrop @tigmoscrop