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2018 Social Media for Learning in Higher Education Conference
#SocMedHE18
socmedhe18.wordpress.com
Developing an online academic identity

@belld17    @sarah__wright1

2:48pm - 9th Jan 2019

#SocMedHe18

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.)
(Junco et al, 2012; Junco et al, 2013; Purcell et al, 2013)
(Fox & Bird, 2017; Kimmons & Velestianos, 2014)
Shameless 'self-promoters' rewarded at work
Office workers are rewarded for showing off in meetings rather than working hard, says study.
bbc.co.uk
- Unfamiliarity with social media
- Quantity of posts can be overwhelming
- Character limit

(Kassens-Noor, 2012)
(Matzat & Vrieling, 2014)
Johnson (2011)
Rasmussen (2013)
## The 100 Tweet Challenge!

**#100tweetchallenge**

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Connection with an academic colleague</td>
<td>20</td>
</tr>
<tr>
<td>Question</td>
<td>1</td>
</tr>
<tr>
<td>What I'm doing...</td>
<td>9</td>
</tr>
<tr>
<td>Social</td>
<td>5</td>
</tr>
<tr>
<td>Praising or promoting a colleague</td>
<td>33</td>
</tr>
<tr>
<td>Student interaction</td>
<td>29</td>
</tr>
<tr>
<td>Reiteration</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>
SM is a powerful tool for academic professional development.

Creation of a networked community.

(Lewis & Rush, 2013)
(Turkle, 2011)
(Qualman, 2012)
(Fox & Bird, 2017)
on a scale of 1-10?" - I can bet on a strong correlation failure/fatigue.

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!

Sarah Wright @Sarah_wright1 · 10/05/2018
Bursting with pride with the achievements that our students make academically, professionally and personally.
Dawne Irving-Bell @belld17
Sarah Wright @sarah_wright1
David Wooff @DesTech2013
Claire Moscrop @tigmoscrop