Social Media Best Practice Surgery
Jisc Digital Festival (#digifest14)

12th March 2014

This sheet includes various useful resources that you may want to try out after today's session, these and more are also on Delicious: http://bit.ly/1oEN4co/

Engaging Audiences In Your Work

Twitter | http://twitter.com/ ← a great resource for current information, publication, useful links via following/checking profiles of useful people and/or events (usually via #hashtags).

Facebook | https://www.facebook.com/ ← can be useful for collaboration and outreach to community groups as Facebook is the most popular of the social networking sites and is widely and regularly used even by more unusual social media users – older age groups for instance. Pages can be a great way to connect to key subject area, professional body or local networking organisations. Groups can be a good way to start building up community engagement and participation in a project.

WordPress | http://wordpress.com/ ← online version of Wordpress, one of the most widely used blogging platforms with an active engaged community and a rich feature set. The structure of pages and URLs is also very Search Engine friendly. You can host your own blog platform or website(s) built on the Open Source WordPress software via http://wordpress.org. The latest version automatically updates, and the interface very closely matches the wordpress.com interface.

Blogger | http://www.blogger.com/ ← Google's own blogging platform has been updated in the last year to offer more flexible templates and mobile/responsive support.

Tumblr | http://www.tumblr.com/ ← huge and growing blogging platform and community with particular uptake among younger/Gen Y audiences. Very visual blogging/bookmarking functionality, which is aesthetically pleasing and better suited to portfolios or storytelling around projects or events (e.g. see: http://seedtoshirt.tumblr.com/), than for more traditional/textual blogs or websites.

Pinterest | http://pinterest.com/ ← visual blogging/bookmarking tools, visually pleasing but requires regular active curation and excellent images which you are free to share in order to be effective. See also Jisc Legal's guidance on Pinterest: http://bit.ly/1qoMaEw/.

YouTube | http://www.youtube.com/ ← not only the most well-known video sharing site but also one of the world's biggest search engines. Google has also recently made substantial changes to deal with excessive spam and trolling commenters. You can shoot acceptable quality video on a mobile phone (with a bit of practice), an inexpensive digital stills camera, but many organisations have a media team or camera resources which can be used as needed. iMovie, Windows Movie Maker, iMotion and similar free or low cost tools all work well for editing. Camtasia and Final Cut Pro both work well for more professional effects and editing. Be aware that new YouTube accounts usually need to be tied to a Google+ presence.

Vimeo | http://vimeo.com/ ← Vimeo is the place for videos at higher resolution or for sharing your work with a smaller community. It is a smaller community but the quality of content, recommended related videos and comments is therefore higher. It has both free and premium varieties and is particularly used by the creative and visual arts community. You can share long form films here, restrict access etc. Do be aware that Vimeo videos typically appear lower in search engine results and are not always as easy/successfully scaled for other devices.

Google+ Hangouts | http://www.google.com/tools/dlpage/res/talkvideo/hangouts/ ← group video calling for free for up to 9 participants, but hangouts can also be streamed and/or archived to YouTube allowing a far wider group to view and engage. Great for running a Q&A with a notable speaker or senior local staff member, for online presentations, awareness sessions or amplifying a talk or event.

Flickr | http://www.flickr.com/ ← a very long established social media (10 years old this year) but a useful one for sharing images of your projects, your research, etc. especially if you are sharing under Creative Commons licenses. Instagram (http://instagram.com/), Blipfoto (http://www.blipfoto.com/) and Snapchat (http://www.snapchat.com/) all offer more edgy (particularly Snapchat!) or niche communities for sharing visual materials.

Jisc MediaHub Uploads | http://jiscmediahub.ac.uk/my/uploads/ ← new functionality in this established Jisc service enables you to upload and share your images (with your choice of license) with the wider Jisc community, students and colleagues. Perfect for gathering both Jisc MediaHub and your own images together for teaching and research.

Issuu | http://issuu.com/ ← a great tool for highlighting publications. If you are producing a magazine or newsletter in your research/interest area this is an effective way to enable others to embed and discover it.

SlideShare | http://www.slideshare.net/ ← highlight your presentations on SlideShare and then embed in your blog or website. SlideShare accepts presentations in most standard formats, as well as PDFs.

Prezi | http://prezi.com/ ← non-PowerPoint presentation tool which gives you an alternative way to show off your work, presentations, diagrams and similar visual content created in this online tool. It also enables embedding, commenting, etc. Note that Prezi uses flash and can therefore present accessibility challenges, although it makes an excellent backdrop for short videos (see, e.g. http://bit.ly/1cOm6to). Offline editing, and making presentations private, are features limited to premium or EDU (http://bit.ly/1iqIcFO/) versions of Prezi.

Jorum | http://www.jorum.ac.uk/ ←Jisc's Jorum service enables you to upload and share teaching and learning resources with the wider community, or to access and reuse others', all shared under open licenses. The unique resource URLs work well for sharing resources over web or social media channels.

Visualisations and Other Visual Data Tools

ManyEyes | http://www-958.ibm.com/software/data/cognos/manyeyes/ ← lovely tool for creating visualisations of data that you upload (so only suitable for sharable and anonimised data). It takes a while to use well but can produce very engaging visualiations.

FigShare | http://figshare.com/ ← share research data, visualisations, etc. and receive feedback on it via this innovative site which engages in the wider repository and research data management communities. A very effective way to amplify the impact of (sharable) research data.

Wordle | http://www.wordle.net/ ← import interview transcripts or other texts for an instant overview of content. The original online data visualisation tool with some useful basic settings – excellent for visualising large texts for blog posts or report, or a good starting point into research data.

Textal | http://textal.org/ ← free smartphone app enabling text analysis on relatively large data sets. Developed by academics and researchers at UCL, this tool is designed as a research tool enabling exploration of relationships between words in the texts.

A.notate | http://a.nnotate.com/ ← collaboratively annotate PDFs – useful for group work, textual analysis or feedback on reports or academic texts.

Creatly | https://creately.com/ ← quick online flow chart building tool. Limited functionality in the free version, richer options available in premium versions.

Google Maps | http://maps.google.co.uk/ ← login, click on the cog symbol (bottom left hand side of screen), "My Places", and "Create Map" or use Google Docs (Insert > Gadget > Add a Gadget > Maps) to create a map.

TimeToast | http://www.timetoast.com/ ← create a timeline from your data. This is a basic but very useful tool for visualising timelines quickly.

Visual.ly | http://visual.ly/ ← free visualisation tools which, whilst mainly used for silly/fun infographics, can be used in more series ways or for fun informal visualisations of your data.

Simile Widgets | http://www.simile-widgets.org/ ← create a visualisation, timeline or new way to browse your data this is a more technical option than most of the other tools here, you may need to become familiarity with some code to use Simile well but the code is Open Source.

Office for National Statistics InfoGraphics
Guidelines | http://theidpblog.files.wordpress.com/2013/10/infographic-guidelines-v1-0.pdf ← a new guide (October 2013) to help designers create relavent, useful, informative infographics. Produced by the Office for National Statistics (see this post).

Build Your Professional Profile

LinkedIn | http://www.linkedin.com/ ← the major UK professional social network, although other networks exist in specific subject or professional areas and, of course, for other countries. Groups enable discussion across peer communities and can be very effective ways of keeping up to date in your professional interest areas.

Google Scholar Citations | http://scholar.google.co.uk/citations/ ← an addition to Google Scholar that allows you to claim any academic publications and present them all on a personalised profile, and, more importantly, ensure that Google Scholar understands which papers sharing a common author. A good compliment to institutional profile pages.

Academia.edu | http://academia.edu/ ← academic social network. Not as widely used as LinkedIn but a useful place to build a profile if you want to connect to academic staff and active researchers, particularly if you share links to recent papers and reports.

Build Your Network

Google+ | https://plus.google.com/ ←Google's answer to Facebook which includes good support for organisations through Pages, Communities and integration of other Google apps, particularly YouTube, Google+ also provides the entryway to Google Hangouts (see above).

Facebook | https://www.facebook.com/ ← used in limited ways by some niche professional communities this is, nonetheless, still a crucial space for the HE and FE sector as it remains the most used social networking site by young people, school leavers and university students (despite a recent slowing in use by those groups). When considering pages or communities on Facebook do bear in mind that: most updates will only be seen by a small percentage of those who "like" you (around 1 in 16 seems to be the best estimate unless posts are sponsored); and that many of these users predominantly use mobile devices to access the site.

Ning | http://www.ning.com/ ← Ning offers a (premium) platform for creating custom social network sites. Useful for private communities with a clear focus. For example the National Co-ordinating Centre for Public Engagement's network for Public Engagement professionals have used Ning for project development (http://nccpe1.ning.com/).

Privacy settings on Facebook, Google+, etc. and Legal Advice

Think about your choice of username, email address, vanity URL etc – is it a good and appropriate representation of you/your organisation?

These are some example social media guidelines and policies but be aware that there are likely to be local policies or guidance for your own organisation.

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EDINA Social Media Guidelines | http://bit.ly/hVwPNH ← guidance on the use of social media tools in a (specific) professional context, which encourage sensible usage and best practice. These were also used as a starting point for the writing of the **University of Edinburgh Social Media Guidelines** (http://bit.ly/1cpNqDB).

IBM Social Computing Guidelines | http://ibm.co/YvbeZz ←a good example of an open but well thought through organisational approach to social media.

Jisc legal | http://www.jisclegal.ac.uk/ ← source of guidance for HE and FE on the use of technology in education, research and external engagement. Includes legal guidance on various social media tools including Facebook and Pinterest.

JISC Legal, 2007. Disability Legislation and ICT in Further and Higher Education. JISC Legal Information Service. Retrieved 22nd October 2013. http://bit.ly/N0DnbT

General Medical Council Doctors Use of Social Media – notes on the new Good Medical Practice guidance |http://bit.ly/1nzXX0j/← an example of professional social media guidance – with a particularly strong ethics emphasis - with an impact on teaching, learning and students' personal use of social media. Some other professional organisations offer similar guidance.

Facebook Seamless Sharing/Frictionless Sharing |http://on.fb.me/1kHbjct/see: and commentary on Pros & Cons: http://rww.to/1kHbkx8/ ← useful for those considering development or use of Facebook timeline apps.

YouTube: View and Post Comments | http://bit.ly/1cIJVsk ← recent guidance from Google on their "Google Identity platform" (connected to Google+) and how it is being used in YouTube to decrease the noise/spam in video comments.

BBC, 2013. Social media users warned over court case comments. In BBC News, 4th December 2013. Available from: http://bbc.in/1gdQKAZ ← New guidance/warnings from the attorney general over extended restrictions over social media sharing of currently active legal cases (they currently apply to the media but are to be applied to individual citizens commenting on any court case in England or Wales).

Additional Research Tools

Mendeley | http://www.mendeley.com/ ← scholarly bookmarking tool which also offers profiles and groups enabling you to network and monitor publications in your subject area.

JISCMail Lists | http://www.jiscmail.ac.uk/ ← the main resource for UK HE and FE mailing lists - with some social sharing features – hosting many of the key subject specific mailing lists, many of which you can join right away.

The Old Reader | http://theoldreader.com/ ← RSS tool which offers a good alternative to the recently closed Google Reader. Similar tools which may be useful for tracking RSS feeds include NetVibes (http://www.netvibes.com/en); Newsblur (http://www.newsblur.com/); Feedly (http://www.feedly.com/); or the desktop-based FeedDemon (http://www.feeddemon.com/). If you have previously used Google Reader this guide to moving your feeds may be of use: http://lifehacker.com/5990456/google-reader-is-getting-shut-down-here-are-the-best-alternatives/.

Tools for Linking Things Together

ifttt (If This Then That) | http://ifttt.com/ ⬚ a fantastic site that lets you create simple visual rules for connecting up different tools and data. For instance you can automatically bookmark any URL you tweet. Well worth a look as many sites are supported and it is very effective for syncing bookmarks across devices/tools in particular.

Buffer App | https://bufferapp.com/ ⬚ allows you to schedule posts to multiple social media channels. Some functionality is available as a free trial, otherwise there are paid "Business" plans though the best value option is the "Awesome" plan which enables posting of unlimited updates to up to 12 social media profiles.

Yahoo Pipes | http://pipes.yahoo.com/pipes/ ⬚ allows you to set up rather more complex rules/programming to connect data together. A really useful and powerful tool and there is loads of information online to help you use Pipes for common tasks. It is particularly good for creating or combining RSS feeds that can then be used elsewhere.

Codecademy | http://www.codecademy.com/ ⬚ teach yourself basic coding to help you edit JavaScript which can be very helpful if using APIs (Application Programming Interfaces) which let you build clever automatic tools.

Hootsuite | https://hootsuite.com/ ← freemium tool for monitoring and posting to a range of social media tools, including automated posting via RSS. Currently this is the only tool of its kind to have well established support for automated posting to Google+.

Monitoring Tools

Google Alerts | http://www.google.com/alerts/ ← track particular search terms (e.g. keywords, personal names, organisation names) and be alerted (via email) to new results.

Google Analytics | http://www.google.com/analytics/ ← If you are using a blog or website Google Analytics can help you track usage of that site with data on where readers come from, what content they use, how long they stay on your site etc.

Bit.ly | https://bitly.com/ ← URL shorterner that also lets you track usage of that URL. Add **+** to your shortened URL (e.g. https://bitly.com/19zg6Yl+) to view the statistics on click throughs, sharing, etc. As a bonus feature type **.qr** after any shortened URL

(e.g. https://bitly.com/19zg6Yl.qr) to get a QR code version that you can save/download and share.

Storify | http://storify.com/ ← Tool that allows you to curate a story of an event, an idea, or something more creative, using tweets, blog updates etc. Particularly useful for creating an easily browsed and curated record of a hashtag or Twitter event updates.

TAGS Explorer | http://bit.ly/1oETVCv/ ← a clever Google Docs-based tool (developed by Martin Hawksey) to allow you to gather up all of the tweets that feature your choice of search term or hashtag. A really good way to keep track of an event or discussions on a particular topic.

ScraperWiki | https://scraperwiki.com/ ←a tool for creating custom automated jobs or sharing centrally hosted data sets – for instance gathering tweets, running regular searches, or creating your own code to gather data from other websites. Some tasks can be achieved with little or no technical knowledge, some require more advanced coding skills.

Collaborate and Support Your Own Current Awareness

Google Docs/Google Drive | https://docs.google.com/ ← very useful collaboration tools including the ability to edit in real time with a friend and see it in action. Jisc has signed a Framework Agreement with Google Apps for Education, more information here: http://bit.ly/NR3Ppu/

Delicious | http://delicious.com/ ← social bookmarking tool – save links as "tag bundles" or individually. Delicious also has an API allowing you to connect other tools to save bookmarks to Delicious with particular tags.

EverNote | http://www.evernote.com/ ← social bookmarking tool with good support for multiple devices and for more visual materials.

Diigo | http://www.diigo.com/ ← social bookmarking tool with good support for multiple devices and discussion. There are some excellent examples of using this tool and **StumbleUpon** (http://www.stumbleupon.com/) in teaching and learning.

Instapaper | http://www.instapaper.com/ ← a simple "bookmarklet" lets you save URLs for later – useful when you want to close lots of tabs quickly but also be able to go back and read those pages/posts. Supports reading across multiple devices.

Skype | http://www.skype.com/ ← video, calling and chat features all work well for collaboration and discussion. A good alternative/compliment to Blackboard Collaborate, etc.

Google Sites | http://sites.google.com/ ← free website creation tool, useful for quick projects or online student assignments that link to other materials.

Useful Information and Further Reading

Minocha, Shailey **and Petre**, Marian. **2012**. UK: Vitae Innovate and Open University. Available from: http://bit.ly/1qoUBj7/ ← A brilliant resource on social media and research, looking at collaborative tools, communicating research, etc. with lots of examples of successful strategies.

LSE. 2013. LSE Impact of Social Sciences blog. Available from: http://blogs.lse.ac.uk/impactofsocialsciences/ ← a rich source of information including numerous guest blog posts by academics and researchers across the world on how they communicate their work. The site also include resources that span impact, public engagement, and social media, for example an excellent guide to Twitter.

Jisc. 2013. Twitter analysis workbench development. Available from: http://bit.ly/1g0l4e6/ ← Jisc-funded initiative to analyse Twitter activity for research purposes. Relevant if you want to include social media in your own research.

Osborne. 2012. Engaging with Social Media - JISC Communications Workshop post. In Nicola Osborne:EDINA Social Media Officer Blog, 4th October 2012. Available from: http://bit.ly/Peo4gr/. ← A broad overview on planning social media activity for research and academic projects.

Useful Related Podcasts

On the Media | http://www.onthemedia.org/ ← A great NPR podcast on the media but also often looking at issues around social media and privacy. The recent "The Facebook Show" is recommended listening - http://www.onthemedia.org/2012/feb/03/. Also look out for the spin off episodes "TLDR" (Too Long Didn't Read), which focus on internet and social media.

TED | http://www.ted.com/ ← lively and very varied video talks in short podcast form.

The Digital Human | http://www.bbc.co.uk/podcasts/series/dh ← Excellent Radio 4 podcast looking at what it means to be human in the digital age. Both the format and the content are worth noting. The first season in particular looks at a number of very pertinent social media and digital participation areas.

Podcasts are cheap and easy to make so if you want to raise your profile and build your network you could try one of the free podcast tools that use your mobile phone as mic, such as the excellent Audioboo | http://audioboo.fm/

Video podcasts take more time and more expensive editing software but many organisations provide some facilities – such as equipment pools, software, etc. – to enable you to create your own podcasts and videos inexpensively. Most digital cameras and mobile phones also allow the shooting and, sometimes, editing of video so may provide a good enough quality video to share or to use in developing and trialling your ideas.

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Related Activities

If you want to explore social media after this surgery here are some ideas and activities for you to use and apply to your own work, particularly around building your professional or organisational identity online.

1. Google yourself – are there any existing social media presences (Facebook profiles etc.) that you may need or want to alter, or update the privacy settings for? Are you presenting yourself as you would want?

2. Think about the types of websites and social media you like to access, consume, or take part in whether within or outside your own field? What makes them appealing? Would it be useful or appropriate to contribute to these or to create something similar for your own work?

3. How are your peers and the people you admire or trust in your field using social media – are there good (or bad) ideas you might want to explore yourself?

4. Think about your goals or ambitions for using social media. Why do you want to use these tools? What do you want to achieve?

5. What story do you want to tell? It may change but starting with something you want to convey will help you work out what content or tools you might use and, much more importantly, how you might use that content and the appropriate tools.

6. What content and skills do you have that can help you choose between social media opportunities:

   - Can you write well?

   - Do you have existing content on the web – open access papers for instance – which you could link to, update, expand upon, raise discussion around?

   - Do you have images of your work (and appropriate permissions to use them on the web)?

   - Are you keen to try making your own animation or podcast to highlight your work?

   - Are there colleagues, friends or nearby experts that you can call on for support with particular social media tools or technologies?