

Let Them Tweet Cake?

Engaging communities through the social media that works for them,
plus thoughts on spreading the benefits of digital participation

CILIPS Autumn Gathering, Thursday 10th October 2013

These notes accompany the Social Media session at the CILIPS Autumn Gathering 2013 on Thursday 10th October 2013.

A related prezi and video on communicating research using social media, which was created for JISC projects may also be of interest: <http://prezi.com/fgxofyy7doc/>

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/19zg6YI/>

Collaborate and Support Your Own Current Awareness and CPD

Google Docs/Google Drive | <https://docs.google.com/> ← superb collaboration tools are built into this, try editing in real time with a friend and see it in action!

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.

Diigo | <http://www.diigo.com/> ← social bookmarking tool with good support for multiple devices

StumbleUpon | <http://www.stumbleupon.com/> ← social bookmarking tool with a lot of Amazon toolbar style Like/Unlike type functionality.

Instapaper | <http://www.instapaper.com/> ← a simple “bookmarklet” lets you save URLs for later – very handy when you want to close lots of tabs quickly but also be able to go back and read those pages/posts. Also supports reading across multiple devices.

EverNote | <http://www.evernote.com/> ← social bookmarking tool with good support for multiple devices

Google Scholar | <http://scholar.google.co.uk/> ← Google but for scholarly materials and patents. Use advanced search tools for best effect and keep an eye out for literature in institutional repositories which.

Google+ Hangouts | <http://www.google.com/tools/dlpage/res/talkvideo/hangouts/> ← group video calling for free for up to 9 participants. Great for running a presentation, awareness session or amplifying a talk or event. Hangouts can also be streamed and/or archived to YouTube allowing a far wider group to view and engage.

Skype | <http://www.skype.com/> ← video, calling and chat features all work well for collaboration and group work.

Google Sites | <http://sites.google.com/> ← free website creation tool, great for quick project or assignment pages that link to other materials.

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.

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Clever 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.

Monitoring Tools

Google Alerts | <http://www.google.com/alerts/> ← track particular search terms and be alerted to new results – maybe that will be your topic keywords, maybe your name, maybe something else...

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 shortener 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://mashe.hawksey.info/2012/01/twitter-archive-tagsv3/> ← a clever Google Docs-based tool 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.

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Research You Subject

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

Twitter | <http://twitter.com/> ← a really great resource for current information, publication, useful links as long as you follow/check profiles of useful people and/or events!

JISCMail Lists | <http://www.jiscmail.ac.uk/> ← huge number of UK academic mailing lists - with some social sharing features – hosting many of the key subject specific mailing lists, many of which you can join right away. Low tech but excellent!

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/>.

Visualisations and Other Cool Stuff to Do with Your Data

ManyEyes | <http://www-958.ibm.com/software/data/cognos/manyeyes/> ← lovely tool for creating visualisations of data that you upload. It takes a while to use well but produces some great visualiations.

FigShare | <http://figshare.com/> ← share your research data and get feedback on it via this innovative site.

Wordle | <http://www.wordle.net/> ← plugin interview transcripts or other texts for an instant overview of content. Not perfect but a good starting point into data.

A.notate | <http://a.nnotate.com/> ← collaboratively annotate PDFs – useful for group work or textual analysis.

XtraNormal | <http://www.xtranormal.com/> ← create custom animations for any text you want to include. A fun way to visualise interviews or conversations, or to highlight the research process perhaps. Very light hearted but great for non assessed or engaging people with your work in it's more serious forms.

Creatly | <https://creatly.com/> ← quick free online flow chart building tool.

Prezi | <http://prezi.com/> ← very engaging flash-based online presentation tool. Looks great but takes some time to get used to.

Google Maps | <http://maps.google.co.uk/> ← login, click “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

Simile Widgets | <http://www.simile-widgets.org/> ← create a visualisation, timeline or new way to browse your data

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.

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Let People Know About Your Organisation and Activities

WordPress | <http://wordpress.com/> ← online version of Wordpress (you can also host your own copy via <http://wordpress.org/>), the most widely used blogging platform and very richly featured and great as a project/team website. Great for highlighting your ongoing work.

Blogger | <http://www.blogger.com/> ← Google's own blogging platform, has recently been updated to offer more flexible templates and mobile support. Great for highlighting your ongoing work.

Tumblr | <http://www.tumblr.com/> ← visual blogging./bookmarking tools, visually pleasing but better for portfolios than blogs.

Pinterest | <http://pinterest.com/> ← visual blogging./bookmarking tools, visually pleasing but better for portfolios than blogs.

SlideShare | <http://www.slideshare.net/> ← highlight your presentations and coursework on SlideShare and then embed it in your blog or website. SlideShare accepts presentations, PDFs and you can also add audio recordings to walk people through your slides.

Prezi | <http://prezi.com/> ← non-PowerPoint presentation tool which gives you an alternative way to show off your work, presentations, etc.

YouTube | <http://www.youtube.com/> ← one of the world's biggest search engines as well as a great place to share video of your work. You can shoot good quality video on a mobile phone, an inexpensive digital stills camera, or there are University resources which can be borrowed and used (<http://bit.ly/137KqW2>).

Vimeo | <http://vimeo.com/> ← Vimeo is the place for videos at higher resolution or for sharing your work with a smaller community. 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 do not play well on iOS (iPad or iPhone) devices.

Flickr | <http://www.flickr.com/> ← a very long established social media tool 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.

Issuu | <http://issuu.com/> ← a great tool for highlighting publications – so if you are producing a zine or newsletter in your research/interest area this is a super way of allowing others to embed and discover it.

Build Your Profile

LinkedIn | <http://www.linkedin.com/> ← the major UK professional social network. Other networks exist in specific subject or professional areas and, of course, for other countries. Well worth having a profile.

Google Scholar Citations | <http://scholar.google.co.uk/citations/> ← addition to Google Scholar that allows you to claim your publications and present them as all sharing a common author.

Academia.edu | <http://academia.edu/> ← academic social network. Not as widely used as Facebook but a great place to build a profile if you want to connect to other academics.

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Build Your Network

Google+ | <https://plus.google.com/> ← Google's answer to Facebook which includes the Skype-like Google Hangouts, a video conferencing tool which can also be streamed/archived to YouTube if desired.

Specific Professional Networks include:

Beltane Public Engagement Network | <http://www.beltanenetwork.org/> ← local Edinburgh network of researchers, educational and outreach professionals and organisations arranging training, events and opportunities around public engagement. A great source of expertise on working with new communities or finding appropriate researchers, collaborators, etc.

Museum3 | <http://museum3.org/> ← a Ning-based social network for museum professionals, public engagement experts, interactive experience designers, etc.

NCCPE Network | <http://nccpe1.ning.com/> ← National Co-ordinating Centre for Public Engagement's network for Public Engagement professionals, projects etc. A useful space for advice on communicating your work to new audiences.

Privacy settings on Facebook, Google+, etc.

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

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

University of Edinburgh Social Media Guidelines | <http://www.ed.ac.uk/schools-departments/website-programme/training-guidelines/editorial-guidelines>

University of Edinburgh Writing for the Web Guidelines | <http://www.ed.ac.uk/schools-departments/website-programme/training-guidelines/editorial-guidelines>

General Medical Council Doctors Use of Social Media – notes on the new Good Medical Practice guidance | <http://www.gmc-uk.org/guidance/10900.asp>

IBM Social Computing Guidelines | <http://www.ibm.com/blogs/zz/en/guidelines.html> ← 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.

Useful Information and Further Reading

Minocha, Shailey and Petre, Marian. 2012. UK: Vitae Innovate and Open University. Available from: http://www.vitae.ac.uk/CMS/files/upload/Vitae_Innovate_Open_University_Social_Media_Handbook_2012.pdf ← 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. <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

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resources that span impact, public engagement, and social media, for example an excellent guide to Twitter.

Facebook Seamless Sharing/Frictionless Sharing | see:

<https://blog.facebook.com/blog.php?post=10150469721182131> and commentary on Pros & Cons: http://www.readwriteweb.com/archives/frictionless_sharing_pros_cons.php

JISC. 2013. Twitter analysis workbench development.

http://www.jisc.ac.uk/whatwedo/programmes/di_research/researchtools/workbenchdevo.aspx

← A JISC-funded initiative to analyse Twitter activity for research purposes. Relevant if you want to include social media in your own research.

Great Podcasts

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

TED | <http://www.ted.com/> ← lively and very varied video talks in short podcast form. They can be subscribed to and are very sharable videos, often highlighted on Facebook and Twitter.

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.

Spreading the Benefits of Digital Participation

Royal Society of Edinburgh Spreading the Benefits of Digital Participation Inquiry | http://www.royalsoced.org.uk/1058_SpreadingtheBenefitsofDigitalParticipation.html ← Official presence and remit for the Inquiry, this will also be where the report is published once completed. See also the #digiscot Twitter presence: <https://twitter.com/digiscot>.

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Activities

We will be discussing social media today with plenty of opportunity to ask questions, raise ideas, concerns, etc. If you want to explore social media for your organisation or professional development here are some ideas and activities for you to try out after today's session and apply to your own work.

1. Google yourself or your organisation – 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. Think about who you want to communicate with. Who are the audiences that you want your organisation, project or activities to reach? Where do they hang out online? Are you trying to reach several audiences at once – and will they require a different “voice”, a different approach, do they hang out in different social media spaces?
6. 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.
7. 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 – digitised resources or publications for instance – which you could link to, update, expand upon, raise discussion around?
 - Do you have images of your activities (and appropriate permissions to use them on the web)?
 - Are you keen to try making your own animation or podcast to highlight your work or organisation?
 - Are there colleagues, friends, professional mailing lists or nearby experts that you can call on for support with particular social media tools or technologies?