

Your Professional Social Media Profile

#SurreySM

Welcome

Who we are....



Jade Beckett

1st

Social Media Marketing Coordinator at University of Surrey

Cove, Hampshire, United Kingdom | Marketing and Advertising



Claire Kent (Ward)

1st

Ecommerce manager and digital marketing professional
Aldershot, Hampshire, United Kingdom | Marketing and Advertising



Lynda Bewley

PREMIUM

Head of Digital Marketing at University of Surrey

London, United Kingdom | Online Media

Previous The Commonwealth, Escape Studios, HM Land Registry

Education BPP Business School

[View your profile](#)

500+
connections

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In this session...

Your professional social media profile

1. What's in it for you?
2. What kind of social networker are you?
3. Which approach is best for you?
 1. Passive mode
 2. Easy engagement
 3. Intense mode
4. How we can help you



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In this session....



Your Professional Profile



Personal Profile

Social Media Policy for Staff



Brand Profiles

Social Media Toolkit

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What's in it for you?

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1. It feeds your search audience

Web News Images Videos Books More Search tools

About 7,710,000 results (0.37 seconds)

BuzzMachine by Jeff Jarvis
buzzmachine.com/

The media pundit's pundit. Written by NYC insider **Jeff Jarvis**, BuzzMachine covers news, media, journalism, and politics.
Jeff Jarvis - Geeks - Curation - Article

Jeff Jarvis - Wikipedia, the free encyclopedia
https://en.wikipedia.org/wiki/Jeff_Jarvis

Jeff Jarvis (born July 15, 1954) is an American journalist, professor, public speaker and former television critic. He advocates the Open Web and argues that ...
Career - Books - Politics - Personal life

Jeff Jarvis (@jeffjarvis) | Twitter
https://twitter.com/jeffjarvis

65.3K tweets • 1004 photos/videos • 150K followers. Check out the latest Tweets from Jeff Jarvis (@jeffjarvis)

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I want it and I want it NOW.

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Jeff Jarvis
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Jarvis, Jeff – Professor, Director of the Tow-Knight Center for Entrepreneurial ... Jeff Jarvis, a national leader in the development of online news, blogging, the ...

Invasion of the cyber hustlers

www.newstatesman.com/.../jeff-jarvis-clay-shirky-jay-rose... - New Statesman
From Jeff Jarvis to Clay Shirky, a class of gurus are intent on "disrupting" old-fashioned practices like asking us to pay for valuable content. Meanwhile, web giants like Google and ...



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Journalist

Jeff Jarvis is an American journalist, professor, public speaker and former television critic. He advocates the Open Web and argues that there are many social and personal benefits to living a more public life on the internet. [Wikipedia](#)

Born: July 15, 1954 (age 60)

Books: [What Would Google Do?](#)

Education: [Northwestern University](#), [Medill School of Journalism](#)

Profiles



Twitter



Google+

Recent posts on Google+



Jeff Jarvis
3,784,749 followers • Shared publicly

2 circles



Talk to the finger. 18 Jun 2015
Brendan Thesingh originally shared this post:
+Jeff Jarvis doing his +EminemVEVO impersonation on TWiG. with +Leo ...

2. It builds your professional brand

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Google+

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3. It builds your networks and makes your content visible to the media

of Journalism



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4. Your voice – flexible, dynamic and directly controlled



Twitter



Google+

Recent posts on Google+



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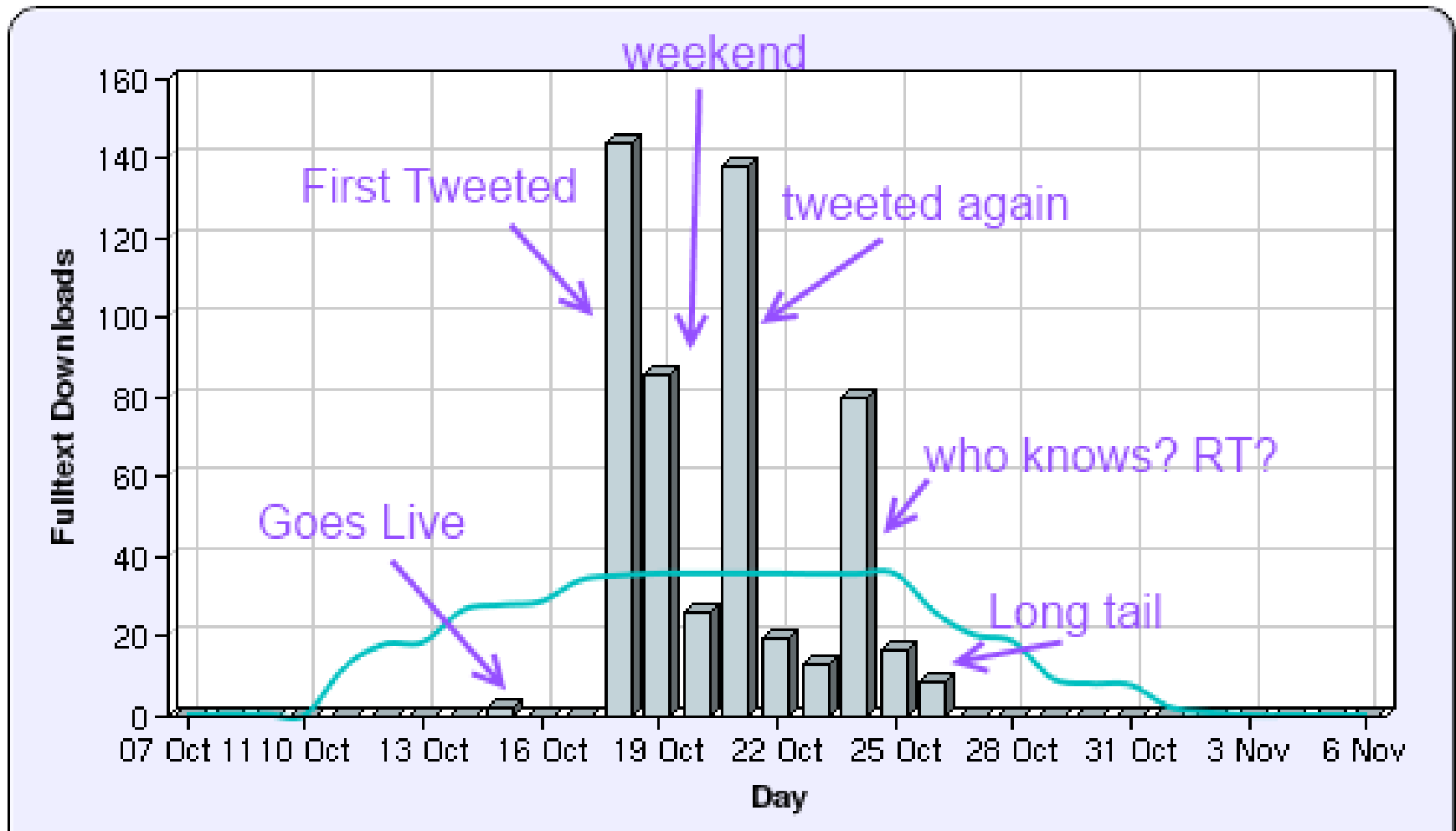
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What's in it for your research?

Melissa Terras, UCL, tracked the impact of social sharing on downloads



*Terras, M (2009) "Digital Curiosities: Resource Creation Via Amateur Digitisation".
 Literary and Linguistic Computing, 25 (4) 425 - 438.*

What's in it for your research?

1. Highlighting the impact of your work:
 - Increasing openness – sharing early
 - Altmetrics for REF
 - Reaching journalists and influencers
2. Promotion via our social networks – 160,000 potential eyeballs
3. Data source – monitoring social signals, crowdsource edits (replacing surveys)

What kind of social networker are you?

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The Big Four



Others



Academic Related



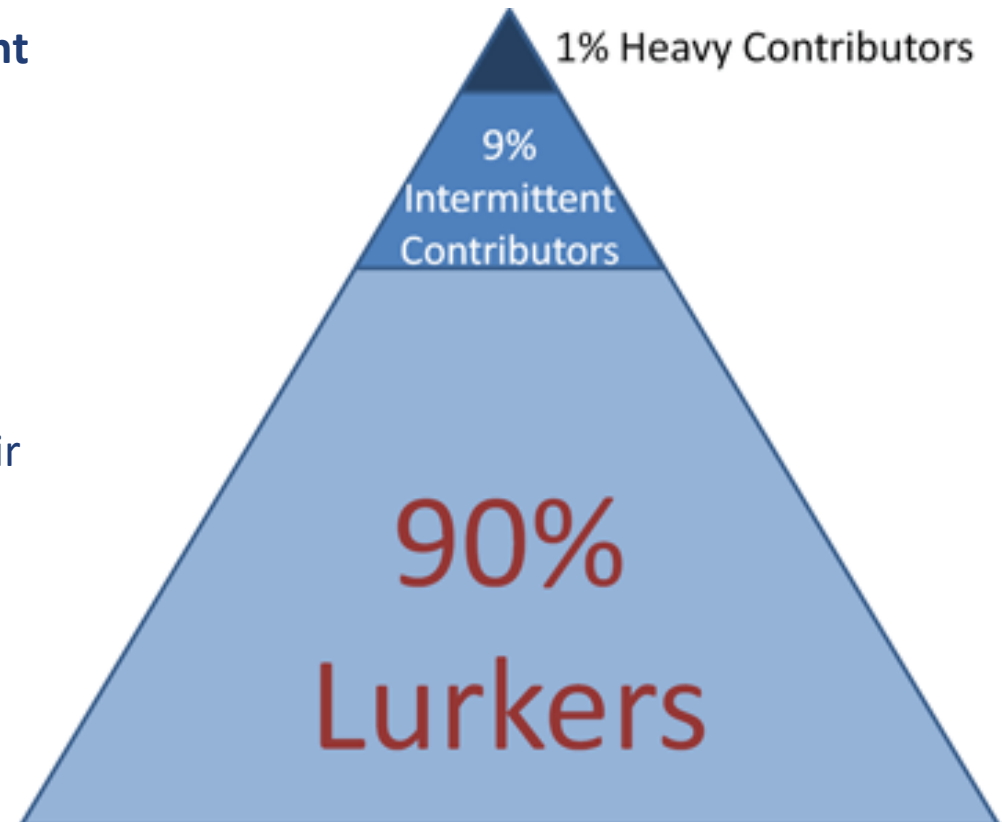
What kind of social networker are you?

Jakob Nielsen's Participation Inequality

1% of users participate a lot and **account for most contributions**: they often post just minutes after whatever event they're commenting on occurs.

9% of users contribute **from time to time**, but other priorities dominate their time.

90% of users are **lurkers** (i.e., read or observe, but don't contribute).



Which approach is best for you?

What will deliver the biggest return for your available time and effort?

23%
 PASSIVE

60%
 EASY

17%
 INTENSE

16%
 REACTION

44%
 INITIATION

Maintain profile
 Listen and consume
 Follow others



Interact and engage
 Share and curate content
 Seek connections



Originate content
 Thought leadership
 Influence others

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Passive mode

10 steps for an 'all star' LinkedIn profile

Profile Strength



PROFILE STRENGTH



Profile Strength



PROFILE STRENGTH



PROFILE STRENGTH



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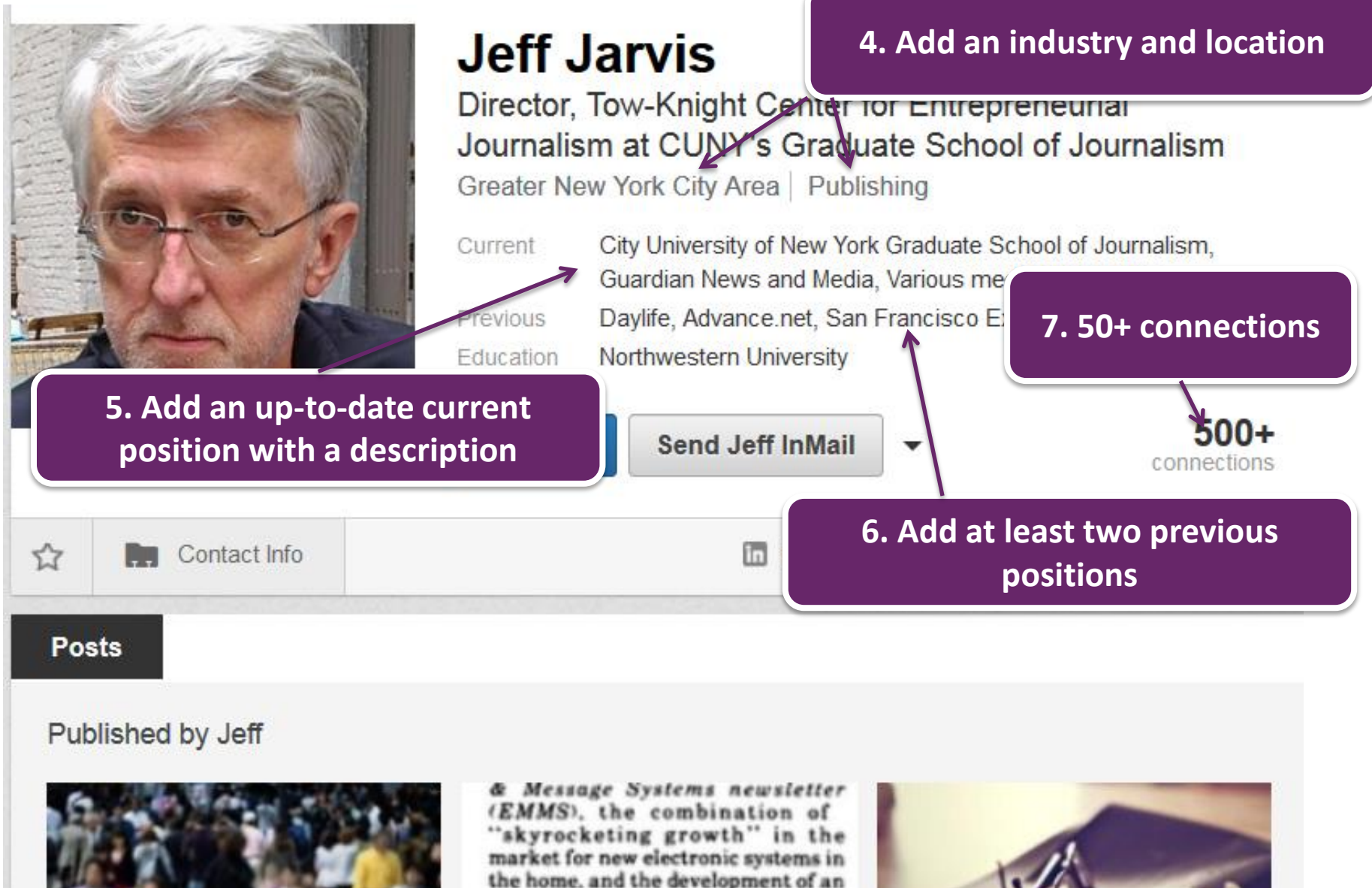
10 steps for an ‘all star’ LinkedIn profile

1. Set your profile to ‘public’ – you can control what you show
2. Have a robust keyword-rich headline:
 - *“Microbiologist with R&D experience”*
 - *“Social Scientist with a passion for undergraduate education”*
3. Include an engaging, professional profile photo



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10 steps for an 'all star' LinkedIn profile



Jeff Jarvis
 Director, Tow-Knight Center for Entrepreneurial Journalism at CUNY's Graduate School of Journalism
 Greater New York City Area | Publishing

Current City University of New York Graduate School of Journalism, Guardian News and Media, Various media
 Previous Daylife, Advance.net, San Francisco Examiner
 Education Northwestern University

Send Jeff InMail

500+ connections

Contact Info

Posts

Published by Jeff

& Message Systems newsletter (EMMS), the combination of "skyrocketing growth" in the market for new electronic systems in the home, and the development of an

4. Add an industry and location

5. Add an up-to-date current position with a description

6. Add at least two previous positions

7. 50+ connections

10 steps for an 'all star' LinkedIn profile

Background

Summary

- Director of the Tow-Knight Center for Entrepreneurial Journalism at the City University of New York Graduate School of Journalism.
- Acting director of an MA in Social Journalism, in development at CUNY.
- Blogger at Buzzmachine.com.
- Consultant for media companies including the Guardian, Digital First, and NJ.com.
- Oversaw the creation of leading web services associated with metro daily newspaper magazines at Advance.net (includes nj.com, cleveland.com, nola.com, epicurious.com)
- Creator and founding editor of Entertainment Weekly.
- TV critic for TV Guide and People.
- Sunday editor, VP development, associate publisher of the NY Daily News.
- Columnist and Sunday news editor of the SF Examiner.
- Avid weblogger at buzzmachine.com.

8. Concise summary (ideally with media links) – your 'elevator pitch'

Top Skills

35 Blogging

19 Journalism

17 New Media



9. Add at least three skills

Education

Northwestern University

bsj, Journalism, political science
1971 – 1974

10. Add your education history

Claremont McKenna College

Political Science
Thurs 1972 – 1973

Opportunities to 'show' rather than 'tell'

Balancing self-promotion with evidence and endorsement



Honors & Awards



Publications



Projects

Posts

Published by Jeff



Come reinvent TV news at CUNY 9/19

September 5, 2014

& Message Systems newsletter (EMMS), the combination of "skyrocketing growth" in the market for new electronic systems in the home, and the development of an "electronic publishing" industry, will threaten the future growth of the newspaper/newsprint industry. According to the *EMMS* study, "the planned home information systems could pose a major threat to the newsprint industry, not because

You were warned
August 17, 2014



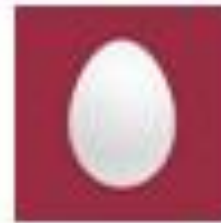
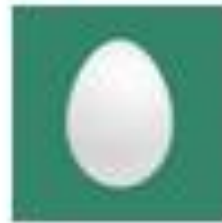
Social journalism in Ferguson

August 16, 2014

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Follow, listen and consume

1. Following users, influencers and organisations that interest you (LI and Twitter)
2. Joining groups that align to your interests (LI)
3. Your connections and affiliations are visible and tell audiences about you and your interests
4. Being identifiable on Twitter could generate a following and force you into the next mode 'easy engagement'



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Easy engagement mode

Easy engagement = other people's content

Joining conversations is a light-touch way to grow your network

Twitter

- Commenting on links to pre-existing content (press-releases, papers)
- Join a trending topic, providing your view against a #hashtag
- Retweeting and 'favouriting' relevant tweets
- @mentioning contacts, influencers and organisations

LinkedIn

- Liking and sharing others' posts
- One-click endorsements of other's skills
- Posting links and images with comments

#6YearsWithoutMichaelJackson **#ImNotLeavingTwitterUntil**

#3WordFashionAdvice Oxford English Dictionary

Nick Clegg

#digileaders

Building connections: a numbers game?

1. Make meaningful connections, interactions and recommendations – your online brand is continuum of your offline professional sphere
2. Focus on 'Value' of connections versus 'Volume'
3. Target connections with 'influencers' increases your impact and authority
4. Personalise connection requests on LinkedIn





Ben Goldacre
Selected Writing from the bestselling author of Bad Science and Bad Medicine

TWEETS	FOLLOWING	FOLLOWERS	FAVORITES
51.3K	2,088	404K	1,339

ben goldacre ✓
 @bengoldacre

Tweets Tweets & replies Photos & videos

 **ben goldacre** @bengoldacre · 2h

Intense mode

Intense mode = content origination

1. As academics we're already in the content game
2. Enormous opportunity for anyone who wishes to increase their web visibility, since the barrier to becoming noticed is still relatively low
3. Requires **origination of shareable, timely content**
4. A focussed approach works best - mastering one platform:
 - Blog – Surrey Blogs
 - LinkedIn blogs
 - Medium.com
 - Slideshare
 - YouTube
 - Answers Forums (e.g. Quora)

Setting up

Set your goals and objectives

Listening – themes and influencers

Planning content by channel

Production

Measuring success

How we can help

How we can help you

We want to support and empower staff because....

- You *are* Surrey's brand
- Our web domains have strong authority (blogs.surrey.ac.uk)
- The University's official presences have an official reach of 160,000+
- A strong online reputation ensures the longevity of the organisation – supporting our growth strategy
- Our 2020 research performance is increasingly linked to our online impact.
- Media relations

Next steps:

- Contact socialnetworks@surrey.ac.uk for bespoke sessions
- Download this presentation at blogs.surrey.ac.uk/socialmedia
- Find the Social Media Policy and Toolkit on SurreyNet Learning & Development:
<https://www.surrey.ac.uk/surreynet/learninganddevelopment/courses/social-media-toolkit.htm>

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Thanks for you time

Any questions?

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- [Jeff Jarvis](#), *Public Parts: How Sharing in the Digital Age Improves the Way We Work and Live*
- <http://www.andymiah.net/2012/12/30/the-a-to-z-of-social-media-for-academics/>
- <http://blogs.lse.ac.uk/impactofsocialsciences/2013/07/26/a-to-z-of-social-media-for-academia/>
- <http://socilab.com/#home>
- <http://blog.impactstory.org/7-tips-to-supercharge-your-academic-linkedin-profile/>
- <http://www.socialmediaexaminer.com/successful-linkedin-networking/>