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# University of Nottingham: Policy academy programme

## Webinar 5: Extending your reach through social media

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### 1. Using Twitter in university research, teaching and impact activities

LSE Impact Blog, 2011

This guide answers all those questions about Twitter that you were too shy to ask. It shows you how to get started and how to use Twitter for research and teaching activities.

[https://blogs.lse.ac.uk/impactofsocialsciences/files/2011/11/Published-Twitter\\_Guide\\_Sept\\_2011.pdf](https://blogs.lse.ac.uk/impactofsocialsciences/files/2011/11/Published-Twitter_Guide_Sept_2011.pdf)

### 2. 'Being there' communications

Nick Scott, On Think Tanks, 2011

Two of the key communications goals of a think tank are being heard by the right people, and your information being found easily when needed. This blog describes the Overseas Development Institute's award-winning 'being there' communications strategy.

<https://onthinktanks.org/articles/responding-to-digital-disruption-of-traditional-communications-being-there-communications/>

### 3. How to increase your impact with academic social media

TheLitCritGuy, 2016

Want to get your ideas out to a wider audience? Get involved in the busy, brilliant world of anonymous academics on Twitter

<https://www.theguardian.com/higher-education-network/2016/feb/24/how-to-become-an-academic-social-media-star>

### 4. How academics and researchers can get more out of social media

Harvard Business Review, 2016

Social media competence is a critical communication tool for academics. Whether you're looking to engage students, increase awareness of your research, or garner media coverage for your department, engaging in social media will give you a competitive edge.

<https://hbr.org/2016/06/how-academics-and-researchers-can-get-more-out-of-social-media>

### 5. The world's most popular social networks, mapped

Rosamond Hutt, World Economic Forum, 2017

If the Facebook were a country, it would be much bigger than China. But although it's in several major markets and a few medium-sized and smaller ones too, Facebook doesn't dominate the social landscape.

<https://www.weforum.org/agenda/2017/03/most-popular-social-networks-mapped/>

### 6. The A to Z of social media for academia

Andie Miah, Times Higher Education, 2017

Why should academics be using social media? And which social media should they be using?

<https://www.timeshighereducation.com/a-z-social-media>

**7. Innovation Report (worth reading the whole thing!)**

The New York Times, 2014

A great long read on The New York Times' journey into the digital space.

<https://www.scribd.com/doc/224332847/NYT-Innovation-Report-2014>

**8. Conversions and conversations: the goals of think tank social media**

Joseph Barnsley, Wonkcomms, 2019

A social media post may link to a blog, report, or event. However, we shouldn't just be focused on pushing the link but also on communicating the idea directly. That makes the focus less on action words – read, click, register, download – and more on getting as much of the content *out* of the link and *into* the post.

<https://wonkcomms.net/2019/04/01/conversions-conversations/>

**9. Taking think tank communications to the next level**

Jeff Knezovich and Melissa Julian, On Think Tanks, 2013

A blog series on think tank communications with a specific focus on digital.

<https://onthinktanks.org/articles/taking-think-tank-communications-to-the-next-level-a-preface-to-a-new-series/>