

Social Media and Me



Sean Morrissey
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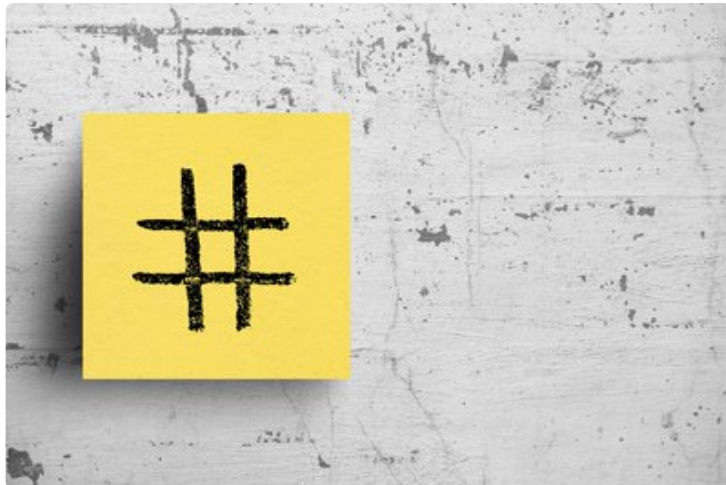
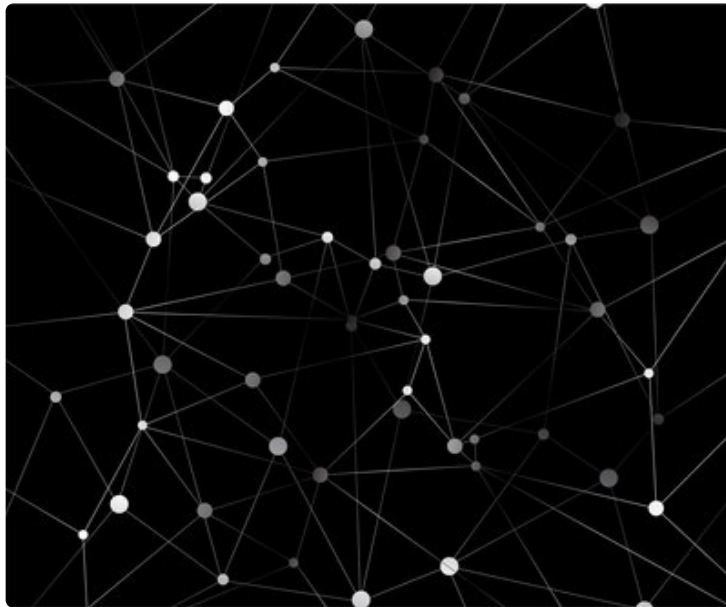
In this week's MicroCPD input, OSDU's Sean Morrissey discusses Social Media for Academics and shares details of an exciting mini-Conference for all staff called ["Social Media and Me"](#)

Why Social Media Matters for You

"Social media has become an inescapable part of academic life. It has the power to transform **scholarly communication** and offers new opportunities to **publish** and **publicise** your work, to **network** in your discipline and beyond and to **engage** the public". So says Mark Carrigan, author of [Social Media for Academics](#), now in its second edition.

For teachers, the appropriate use of technology and social media tools can enhance **communication** and **interaction** with students, support students to develop peer and professional **networks**, and promote a culture of **innovation** in teaching and learning.

And, from the perspective of student engagement, social media can play an important role in student **recruitment**, promoting **access to services**, and **celebrating the achievements** of learners.



Support for Social Media at Strathclyde

Despite the wide-ranging benefits of social media, many of us require additional support to navigate important issues such as privacy, confidentiality, dignity, respect and reputation.

Not to mention additional challenges of building and engaging an audience, identifying appropriate content, and managing your time effectively

[Research by Hussain Alshahrani and Diane Pennington](#) at Strathclyde suggests that our motivation to use social media in academic contexts increases when active strategies are in place to encourage and support the use of social media and share good practice among networks of peers.

"Social Media and Me" - 28th June 2022

A mini-Conference for You!

To support and encourage the use of social media at work, and to offer a forum for colleagues to share experiences, ask questions and learn together, OSDU and Strathclyde's Social Media Champions are organising a mini-conference called "**Social Media and Me**" on the 28th June 2022.

The conference will celebrate social media at Strathclyde and support participants to use, or enhance their use of, platforms like Facebook, Twitter and Instagram for academics and all staff in the University.

Participants will hear inspiring insights from colleagues across the University who are experienced in the use of social media and be introduced to a new suite of resources to support you in your ongoing use of social media. These resources include case studies, helpful documents, relevant Policies, Q&As and further training and development opportunities.