

## Social Media Strategies for Academics

### Trainer



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M-Dash Communication & Translation

- Has a BA in English from the University of Copenhagen, and an MA in Translation and Business Communication from Copenhagen Business School
- Has worked in different fields, e.g. as Communications Manager for the Supero Group, an IT company specializing in Enterprise Asset Management Software for the railway and transportation industry
- Freelancing as translator and communications consultant

### Objective

The life of a young academic is one of stresses, deadlines, mounting workloads and a never-ceasing echo of “publish or perish”. The pressure on scholars is incomparable to what has gone on before, and they have to adapt to the changing circumstances in academia, while also making sure that their research is read by others.

Social media can help with that, but many still fear that time spent not writing articles for academic outlets is wasted; and why would visibility outside of academia make any difference, anyhow?

### Description

Even if you are not looking for a job outside of academia (and statistics show that a number of academics have had to do that, and - if the current funding trends continue - that number will increase), there are still good reasons for working on having a visible profile.

Visibility – for the right reasons – attracts attention and recognition. This is good not only for the universities - because visibility can help with sourcing funding – but also for the individual (there are corporate grants for individual scholars or academic teams), in particular when considering the growing trend for the inclusion of “prove impact” in academic job postings.

### Methodology

This one-day workshop will consist of two separate modules.

The first one will cover effective and efficient communication, i.e. developing personal communication strategies, defining goals and target audiences, and choosing your media outlet.

The second half will be a walkthrough of how to engage with traditional media, including a take-home booklet of “do’s” and “don’ts”, as well as an in-depth exploration of Op-Eds as a tool for both visibility and creativity, and how to get your op-eds accepted in a news outlet.

### Organizational Information

Language	English
Target group	Doctoral Candidates at all stages and Postdocs from all faculties
Date	Friday, 8 December 2017, 9:00-17:00
Registration	<a href="#">For registration click here</a>