Using social media to raise your profile

Dr Caroline Heaney & Dr Helen Owton
Sport & Fitness
Session overview

• Why do we use social media?
• What do we do?
• Does it work?
• Personal experiences
• Using Twitter, including ‘Top Tips’
Why?

I didn’t know they did sport and fitness at the OU!
What do we do?

Blog

OU Sport & Fitness Team Blog

Doping in rugby union: a case of papering over the cracks?

Posted on September 30, 2013 by Caroline Hearley

By Gavin Williams

An average of 7.8 million viewers tuned in to watch events at Twickenham on Friday 18th September as the self-proclaimed third largest sporting event in the world, the Rugby World Cup, began.

Blog

The Conversation

Siblings in the scrum: long history of brothers makes rugby a family affair

Twitter
Does it work?

**TWITTER:**

- @OU_Sport account active since October 2012
- 620 followers – students, ALs, OU accounts, others
- Further reach with re-tweets from non-followers
- Mainly used to share interesting articles, engage with students and direct traffic to the blog
Does it work?

**BLOG:**
- Started in February 2014
- 85 posts to date (mean = 5 posts/month)
- Articles posted on the blog are also posted in other locations e.g. OpenLearn, The Conversation

**STATS (since May 2015):**
- Mean of 1,173 page views per month (range 707-1,819)
- High percentage of new visitors (mean = 85%)
- Worldwide audience (predominantly UK)
Does it work?

THE CONVERSATION:

• 21 articles published by the team to date

• Wide reach – UK and worldwide

• At 17th September 2015 articles written by the team had received 63,354 views
  • mean 3,017 hits per article (20 articles)
  • range 640–17,239

• Sample article stats
  • The astonishing comebacks at the Athletics World Championships – HO
  • Views = 17,329
  • Tweets = 43
Personal Experiences

• Academic writing and blogging
• Writing for The Sport & Fitness Blog
• Writing for The Conversation
• The Huffington Post
• Twitter
• Facebook (limited)
• You Tube Research Video
Using Twitter

Open Uni Sport

@OU_Sport

We are the OU Sport & Fitness degree team: @caheaney @SimonRea4 @open_jessica @calini @Dr_hels_bells01 @GavinWilliams_ @mind4sportpsych. All views are our own.

Milton Keynes open.ac.uk/blogs/OU-Sport/

142 FOLLOWING 580 FOLLOWERS

Helen

@Dr_hels_bells01

@OU_Sport: qualitative, asthma, senses, abuse, gender, equality

@jogstnialogs

PhD Psychologist open.academia.edu/HelenOwton

145 FOLLOWING 428 FOLLOWERS

Open Uni Sport

@OU_Sport

in reply to @uboxon

@uboxon @ConversationEDU I hate to break it to you Wojtek but 48hrs after is always the worst pain! 😊

Open Uni Sport

@OU_Sport

1d

Helen

@Dr_hels_bells01

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* Learning from Bella’s story: youtu.be/f_REOQXEKV8

@IanMcFadyen1966 @TheCPSU @womensaid Pls RT

#sexualabuse #sport
Blocking

• Occasionally, there are times when you might get an unwanted response

Helen
@Dr_helo_bells01

Still makes my blood boil! Richard Keys & Andy Gray mock lineswoman Sian Massey during Liverpool victory
telegraph.co.uk/sport/sportvid... 28/07/2015 11:15

• Response: “It’s just banter, get over it” BLOCK

• Reporting comments on The Conversation
Twitter blocking

This is what one of our current OU Sport & Fitness students has to say about studying with us...
Twitter Top Tips #TTT

• Get over feeling conscious: 1 billion registered users, 100 million daily active twitter users

• Blog
  • RT your blog at relevant times (e.g. topical)

• Remember to tweet (regularly)
  • Repeat tweets (different times/days/tags)
  • Fast paced so figure out when are good times to tweet (e.g. early evenings)

• Engage with other users:
  • Follow, RT & Favourite others (and they might follow you back)
  • Ask others to RT: ‘Pls RT’
  • Tag others in your post to RT your tweet e.g. @OU_Sport

• Attractiveness
  • Be creative/interesting
  • Tweet with a photo
  • Write same tweet differently

• Hashtag
  • #FF Users created this as shorthand for "Follow Friday," a weekly tradition where users recommend people that others should follow on Twitter.
  • Start a new hashtag: #LoveOU
  • On FB too many hashtags lowers engagement (use 1 or 2 only)

• Thank people!

• Email signature
  • Add your twitter / blog / research links to your email signature

B-R-E-A-T-H-E LIFE INTO YOUR TWITTER ACCOUNT!
Any questions?

LINKS:

Sport & Fitness Team Blog
http://www.open.ac.uk/blogs/OU-Sport/

Sport & Fitness Team – Twitter (@OU_Sport)
https://twitter.com/OU_Sport

The Conversation
https://theconversation.com/uk