Using social media to raise your profile

Conference or Workshop Item

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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

OD Sport & Fitness Team Blog

Commentary from the Open University Sports and Fitness team

Home About this blog Study with us Twitter Who are we?

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

Posted on September 30, 2013 by Caroline Heaney

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.

The Conversation

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

September 29, 2013 | 956 views

Twitter

Open Uni Sport
@OU_Sport
We are the OU Sport & Fitness degree team: @caheaney @SimonRea4 @open_jessica @calexi Dr_hels_bellis1 @GavinWilliams_ @mind4sportpsych. All views are our own.

146 FOLLOWING 520 FOLLOWERS

Or you could send us a video to share your love of part-time sport and fitness study at the OU #LovePartTime

Twitter

The Conversation

Blog
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
Blocking

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

Helen
@Dr_hels_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

Open Uni Sport
@OU_Sport

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

Alex Roberts @AlexR5211
Can highly recommend, started last year, looking forward to year 2. twitter.com/OU_Sport/statu...

10/09/2015 12:06

Send via Direct Message…

Share via…

Mute

Block

Report
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

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

The Conversation
[https://theconversation.com/uk](https://theconversation.com/uk)