Using social media to raise your profile

Conference or Workshop Item

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oro.open.ac.uk
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

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

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 @callini @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
@jogsndialogs
PhD Psychologist open.academia.edu/HelenOxton
145 FOLLOWING 428 FOLLOWERS
Blocking

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

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/status...
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