Social Media for History Graduate Students
(A Crash Course)
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Agenda:

- Academics and LinkedIn
- “Do I have to tweet?”
- Tumblr is not (all) cats
- Five more things
- Questions
Myth 1: “Academics don’t use LinkedIn”
LinkedIn in the Academy

Faculty Monthly Professional Use of Social Media by site, 2012/2013

LinkedIn
Blogs & Wikis
Facebook
Podcasts
Twitter

“Social Media for Teaching & Learning” (Pearson/Babson Survey Research Group)
LinkedIn in the Academy

José Angel Hernández
Associate Professor of History
The University of Houston

Claudio Lomnitz
Director Center for Mexican Studies at Columbia University

James Evans
Associate professor at University of Chicago

Jo Guldi
Hans Rothfels Assistant Professor, History of Britain and Its Empire, Brown University

Joanna Grisinger
Associate Professor of Instruction at Center for Legal Studies, Northwestern University

Tania Maync
History Faculty at Santa Monica College

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LinkedIn is only effective when tended.
Searching Effectively 1

Filter by People

Search Terms
Apply Filters, search, start over.

Usually current company, geographical filters and school are enough.

Don’t forget that you went to an undergraduate institution somewhere...
Should I have a picture of my cat in my profile?
No.
Profile Best Practices I

**Summary**
- Achievements
- Not your dissertation
- Experience FIRST
- Short

What else to add:
- Publication citations
- Presentation files
- Research summaries
- Experience—a useful place to supplement

**Picture**

**Credentials**

R. Jovita Baber
Researcher, Social Entreprenuer, Educator
Greater Chicago Area | Nonprofit Organization Management
Current: Historic Homes, LLC, IFF (CDFI)
Previous: IFF (CDFI), University of Illinois at Urbana-Champaign, Texas A&M University
Education: University of Chicago

Background

Summary

Strategic executive with a passion for improving people's lives and their communities through social entrepreneurship and rigorous applied research. Strengths in managing teams and conceptualizing and executing projects and programs. A polished presenter and persuasive communicator and writer. Effective working with staff, CEOs, government leaders and nonprofit executives. Adapt at grant writing and budgeting.
Profile Best Practices II

Summary

I'm the Associate Director of UChicagoGRAD in the Office of the Provost at The University of Chicago. I provide academic and professional resources to students and alumni of graduate programs and manage the four-member graduate career development team. Our office serves that 6000+ graduate students and postdocs at UChicago.

Once per academic year, I teach a graduate level class at...

Add Media:  

Add media to your summary (include your email address and openness to connections with other scholars in the field)
Profile Best Practices III

Skills

Top Skills

21. Grants
15. Nonprofits
14. Research
14. Grant Writing
13. Public Policy
12. Qualitative Research
11. Community Development
9. Teaching
6. Public Speaking
5. Proposal Writing

R. Jovita also knows about...

4. History
2. Spanish
1. Latin American Studies
1. Leadership
2. Quantitative Research
1. Education Reform
1. Strategic Leadership
1. Program Management

Publications


Empire, Indians and the Negotiation for Status in the City of Tlaxcala, 1521-1550. in Negotiation within Domination: New Spain’s Indian Pueblos Confront the Spanish State, edited by Ethnele Ruiz Medrano and Susan Kellnog, University Press of Colorado 2010

Categories, Self-Representation and the Construction of Indios. Journal of Spanish Cultural Studies 10, no. 1 2009

But I don’t have any friends!
Don’t worry.
I don’t either.
Profile Best Practices IV

Get started by adding your email address or choosing a service provider

Email

aj@uchicago.edu

Continue

We'll import your address book to suggest connections and help you manage your contacts. Learn more

You can decide how much access LinkedIn has to your existing networks.

You can also select which of your contacts are integrated into your LinkedIn space.

Find more connections like Maren, Lesley and Kerith.
Find active users through groups.
Profile Best Practices VI

Connecting is always OK on LinkedIn. It’s the culture of the network.

But customize your request to link up!
But A-J. The internet can see me.
It can be a good thing to be visible. It can also be a good thing to be a ninja. –Bruce Lee
Profile Ninja Practices 1

A-J Aronstein
Associate Director of Graduate Career Development and Employer Relations at University of Chicago
Chicago, Illinois | Higher Education

Current
University of Chicago

Previous
University of Chicago, National Journal

Education
The University of Chicago

View profile as

500+ connections

https://www.linkedin.com/in/ajaronstein

Customize your shortlink
Profile Ninja Practices II

Click this to see what your profile looks like to the public, connections,

Notify your network?
No, do not publish an update to my network about my profile changes.

Turn off notifications
LinkedIn takes privacy pretty seriously!
Profile Ninja Practices IV

Profile

Privacy Controls
- Turn on/off your news mention broadcasts
- Turn on/off your activity broadcasts
- Select who can see your activity feed
- Select what others see when you've viewed their profile
- Turn on/off How You Rank

Select who can see your connections

Settings
- Manage your Twitter settings
- Manage your WeChat settings

Helpful Links
- Edit your name, location & industry...
- Edit your profile...
- Edit your public profile...
- Manage your recommendations...

Communications

Groups, Companies & Applications

Account

Manage Advertising Preferences

Settings
- Change your profile photo & visibility...
- Show/hide profile photos of other members
- Manage home page content you are hiding
- Select your language
- Manage security settings

Add & change email addresses
- Manage phone numbers
- Change password

Helpful Links
- Upgrade your account...
- Request an archive of your data...
- Close your account...

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Final Thoughts

- Try to avoid InMail (email is better: find an address)
  - UChicagoAlumni.org
  - Or company/university websites

- Don’t overthink a link request or a profile view
  - Looking is tracked...might as well just reach out

- Follow up with specific asks after links are confirmed

- Link after conferences, presentations/talks, or a smart paper that you read
II: But seriously, do I have to tweet?
No.
Myth II: You have to tweet to use Twitter.
...but if you’re so inclined:

- Be useful: **connect** others and provide **resources**

  Lauren Weinberg and 1 other retweeted
  Mary Caton Lingold @MissCaton · Sep 20
  #afampdc Chris Dingwall speaking about creating this exhibit on Race and Design at the U of Chicago lib.uchicago.edu/e/webexhibits/…

- Use **hashtags** (#) and call out Twitter **handles** (@)

- When attending/planning conferences and workshops, use **hashtags** to track engagement and engage audiences outside the venue

- You can feel free to tweet about things that people, you know, tweet about: weather events, dinner snafus, sharknados, your fantasy team, and how lazy literature people are with **#historiography**
...but if you’re so inclined:

Emily Swafford
@elswafford
Programs Manager @AHAhistorians | @UChicago history PhD | Tweeting about AHA Career Diversity and teaching history in K-10 and beyond

In case you couldn’t be there in person or follow along: The Liberal Arts in Action Symposium storify.com/cecilygarber/t ... via @SmartColleges

#AHAPerspectives forum on #dualenrollment attracting some interest!

James Willis @Willie3James
Thanks to @elswafford for sharing @AHAhistorians report. See RWA blog
...but if you’re so inclined:

A reminder that @gracepusey is organizing a Fall Break workshop connecting #BlackatBrynMawr to larger conversations: blackatbrynmawr.blogs.brynmawr.edu/fall-
Tweets to Avoid

- Negativity about programs / colleagues (leave that to pros)
- Job market woes
- “Sinking canoes”
- Trending hashtags
- Multi-part academic arguments in 140 characters
Regardless, stalk smartly

- Use follower lists to find peers
- Follow-back
- Search mentions
Myth III: Tumblr exists to propagate cat videos
The *uses* of a Blog

- Write regularly
- Show diverse interests
- Generate clips for editors
- Keep track of your work
- Everything in one place
Capitalize on Your Name
Five more things.
Five more things

- Lock your Facebook. Full privacy settings.
- Hiring managers will Google you. Faculty members may Google you. It’s better to have a basic presence than to be a “web ghost.”
- Job searches on LinkedIn are getting better, and degree searches are (still) coming soon.
- Others: Instagram, Pinterest, Google Scholar, Google+...how much do you want to work?
- Facility with Social Media is a professional skill.
UChicagoGRAD Provides:

- Programming and web resources
- One-on-One Advising:
  - Careers
  - Fellowships
  - Writing and Communications
  - Sounding board

GRAD.UCHICAGO.EDU for DETAILS
aj@uchicago.edu for QUESTIONS
Questions?
aj@uchicago.edu