Social Media for History Graduate Students
(A Crash Course)

grad.uchicago.edu
Agenda:
- The Landscape
- “Do I have to tweet?”
- Tumblr is not (all) cats
- Five more things
- Questions
I: The Landscape
Myth 1: “Academics don’t use LinkedIn”
“Social Media for Teaching & Learning” (Pearson/Babson Survey Research Group)
Faculty Personal Use of Social Media by Discipline 2013

By Discipline (Broadly) II

“Social Media for Teaching & Learning” (Pearson/Babson Survey Research Group)
Outside the Classroom

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)
In “The Class Blog”

Use of Social Media for Group Assignments by Site 2013

“Social Media for Teaching & Learning” (Pearson/Babson Survey Research Group)
In Research

- Global Literary Networks Project
- Analyzing literary influence with data
- “new media platforms for processing, displaying, and disseminating digitally inflected work”
Taking advantage of a Linked(in) world...
Some Basic Best Practices

**PICTURE**

**CREDENTIALS**

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

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

---

Some Basic Best Practices

**PICTURE**

**CREDENTIALS**

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

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

---

grad.uchicago.edu
Link Smartly

Top Skills

- Community Outreach (38)
- Teaching (17)
- Event Planning (16)
- Research (16)
- Editing (13)
- Copy Editing (10)
- Blogging (7)
- Advertising (6)
- Higher Education (5)
- Marketing (4)

A-J also knows about:

- Community Development (3)
- Proofreading (3)
- Social Media (2)
- Program Management (1)
- Publishing (1)
- Strategic Communications (1)

Publications

- **Tin House (Sometimes Contributor)**
  Tin House is the Pacific-Northwest's finest. I write about the Midwest for them, also memory, also nostalgia.

- **The Paris Review (Sometimes Contributor)**
  The Paris Review
  I write for the Paris Review's blog when they let me.

- **Daniel Clowes's Big Fat Critical Year**
  Los Angeles Review of Books
  November 17, 2013
  Dan Clowes is the man! He's a Chicagoan. And a comics guy. I wrote about him.
Link Smartly

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

- 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

[Image -0x0 to 720x38]

- 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
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 now. 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 coming soon.
- Others: Instagram, Academia.edu, Pinterest, Google Scholar, Google+.
- Facility with Social Media is now a professional skill.
And seriously: lock up your Facebook.
Questions?
aj@uchicago.edu