

## **OpenLearn animation**

*Using digital tools in teaching - Social Media*

### **Narrator:**

Social media is a huge part of academic life. But how can you make it work for you? Well, one way is to focus on the three C's: connection, collaboration, and communication. Connection. Social media helps academics connect with their communities. It's a way to raise your profile, build your network, share your research, and discover that of others.

It's also a great way to discover new funding opportunities. If you're just getting started, there are platforms where you can create a profile to add to when you need to. These include Google Scholar, ResearchGate, and LinkedIn. But the most popular platform with academics is most probably Twitter.

Twitter is a dynamic platform where you can be as active or passive as you like, from following and reading the outputs of your peers, to sharing your own publications and news stories, to, of course, engaging in discussion and debate. It's particularly effective for increasing the visibility of your research, sharing your achievements, and building connections with those in your field.

Collaboration. Social media provides an opportunity for your students to collaborate across modules and programs. This collaboration can lead to the creation of personal learning networks, which helps consolidate learning while building a greater sense of community. As an academic, social media is also a fantastic means of finding co-researchers.

There's so much research available on social media that it's increasingly easy to find academics with similar research interests.

Finally, communication. Communication is the heart of social media. Give some thought to who you are trying to communicate with. Is that students, colleagues, or the wider community? Used right, social media will help you connect with your audience in a way that feels relevant and personal. All you have to do is remember the three C's.