

Workshop Title

Social media tools and platforms for research management

Workshop Overview.

This workshop develops skills in social media and explores how social media can be embedded in organisational strategy to support research and research organisation success. The social media platforms to be discussed cover several categories such as crowdsourcing, crowdfunding, data repositories, post-review paper repositories and publishing sites, presentation platforms, collaboration platforms, automation tools, and social media measurement tools. We will select the final platforms closer to the date of the workshop as new channels are constantly emerging, which will ensure that the session focuses on new and exciting innovations.

Knowledge and awareness of available social media tools by research managers can assist in raising the profile of the research teams, centres and individuals they support. Knowing what tools are available and how to use them provides an opportunity for research managers to facilitate the use and uptake of social channels within their work. Awareness of the platforms is only part of the equation; the goal of this workshop is for the participants to understand how to use social media platforms effectively and with confidence.

Workshop structure

An overview of a variety of different academic specific and non-academic social media platforms and tools including new developments and useful online resources and real examples will be provided. Organisational social media strategy, policy and case examples from CSIRO, Australia's national science organisation, will be shared by Carol Saab. Carol will talk about the benefits of using a diverse array of channels in a strategic and creative way, to both enhance an organisation's brand and amplify the work of its people. Two examples of this are: CSIRO's collaborative blogging platform for research teams, and The 'Real Scientists of Instagram' campaign - giving their scientists direct, unfettered access to the CSIRO Instagram account (CSIROgram) to showcase its research and people. Tseen Khoo will share her experiences of running 'institution face' social media and how a community identity has been built using social media/ blogs. The second part of the session will provide hands-on training in the effective use of Twitter and LinkedIn as research management tools that can facilitate the profile of the research centre and increase collaboration and translation of research efforts. Time will be allocated throughout the session for facilitated discussion amongst the participants.

Experience level/ target audience

This workshop is suitable for people managing research programmes, centres and researchers and for all levels of current social media understanding.

Learning objectives:

After the workshop attendees will have gained:

1. Awareness of the variety and use of different social media tools and platforms
2. Understanding of strategic capabilities and possibilities using social media
3. Confidence and skills for effective implementation of social media

Workshop presenters

Tamika Heiden: Tamika currently serves as Principal with Knowledge Translation Australia, which trains and supports researchers and research users in Knowledge Translation methods, tools and practices. Tamika is highly sought after for her cutting edge training in the use of social media for researchers and research support with a focus on ensuring effective translation, and raising the profile of researchers and their organisations.

Nicholas Kachel: With a background in journalism and writing and a strong interest in science communication, the internet and bad puns, Nick has found the perfect home in CSIRO's social media team. He oversees CSIRO's organisational engagement with social media across a variety of channels, from dealing with day to day editorial decisions to long-term digital strategy and planning.

Dr Tseen Khoo: Tseen is a Lecturer in Research Education and Development at La Trobe University, Melbourne. She has previously been a grant developer at RMIT University, and research fellow at the University of Queensland (2001-2004) and Monash University (2004-2010). Tseen co-created and co-manages [The Research Whisperer](#), an initiative focused on research funding, academic cultures, and the doing of research (with Jonathan O'Donnell [RMIT]).