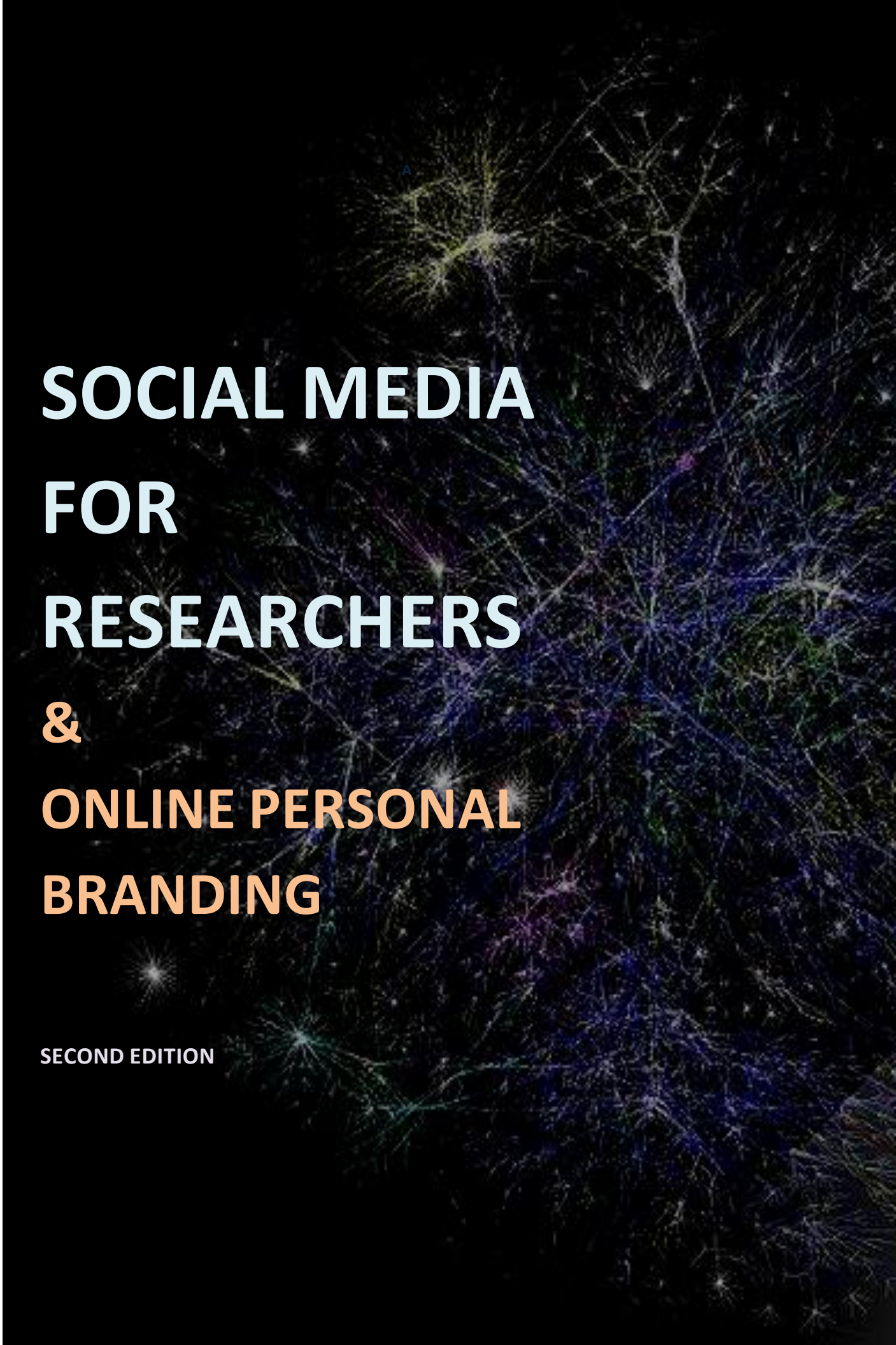
DILIP S. MUTUM

SOCIAL MEDIA FOR RESEARCHERS & ONLINE PERSONAL BRANDING



SECOND EDITION

About the author

Dilip S. Mutum is a Lecturer in Marketing and Advertising at Coventry University Business School, Coventry University. He obtained his PhD in Marketing from the Warwick Business School, University of Warwick in 2011.

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And on the following social media:

Twitter: http://www.twitter.com/admutum

LinkedIn: http://uk.linkedin.com/in/dilipmutum

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About the eBook

This ebook is a compilation of a few articles/ tutorials which I wrote for the Wolfson Research Exchange website, University of Warwick Library, targeted specifically at academics and researchers. The first edition of the ebook was quite well received and this second edition makes a few changes and updates based on comments and suggestions I received.

Please visit the Wolfson Research Exchange website (http://www2.warwick.ac.uk/services/library/researchexchange/) for more interesting and useful articles/ tutorials.

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Please email me directly (dsmutum@gmail.com) for any comments or suggestions for further improvement.

Dilip S. Mutum, PhD
Coventry University

Image on Cover:
Partial map of the Internet based on the January 15, 2005 data found on opte.org. Each line is drawn between two nodes, representing two IP addresses. It has been licensed under the Creative Commons Attribution 2.5 Generic license.

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1: Personal branding for researchers

In this chapter

- Personal branding: why you should do it
- Academic reputation is important
- Developing an online profile page
- Promote your book online
- Working papers
- Blogs
- Social networks
- Google yourself
- Don't be afraid of the internet

Personal branding: why you should do it

Personal branding is not just for celebrities or those in the corporate sector. As a researcher, adopting the techniques and practices developed in business schools to create your own personal brand can be a powerful tool for marketing yourself.

Many researchers are uncomfortable with the idea of promoting themselves or their work. The general opinion seems to be "let your work do the talking". However, no one will know about your work unless you tell them about it. As an early career researcher, it is absolutely essential to promote yourself.

After your PhD you may take time and effort to write a book, but how will it be doing a couple of years after publication? There are steps you can take to avoid it becoming one of those books left in some lonely corner of the library.

Academic reputation is important

Recognition by your peers is likely to be taken into account in the Research Excellence Framework as well as university appointments and promotions. Universities are increasingly looking at the contribution of academics in terms of their public profile and the impact of their research beyond academia.

Traditional methods of marketing your work include attending conferences and publishing in journals and books. These are still very important, but personal branding increasingly takes place on the internet. Here are some useful online tools for personal branding.

Developing an online profile page

Today it is essential for all early career researchers to have an online profile. It is common for employers to Google applicants' names before they even create a shortlist.

Most universities will provide you with a profile page where you can list your contact details, research interests and publications. This can be very useful in ensuring that your

work will appear high in Google results because university domains are favoured by Google ranking algorithms.

Make the most of online repositories like Warwick Research Archive Portal (WRAP)[1] which will promote your work beyond your time at the institution.

When it comes to maintaining lists of your publications on such sites, it is wise to keep these in an easily exportable format.

You might want to invest in a personalised domain name (preferably yourname.com) and hosted website as a place to build your profile online. Take a look at my own website (http://www.dilipmutum.com). You might change universities or move into the corporate or public sectors during the course of your career; having a personal website will ensure that you have an online profile which is not tied down to a single organisation.

Promote your book online

Even if you are not keen on building a site to promote yourself personally, consider creating a website to support your book or to share your research with a wider audience.

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