Part 1: Introduction to Social Media for NIU Faculty

Dr. Alicia Schatteman
Paula Meyer
February 5, 2016
University of Illinois fires professor Steven Salaita after Gaza massacre tweets

Ali Abunimah 6 August 2014

KU professor returning after ‘leave’ over controversial tweet

By Don Bolerjack
Published: April 2, 2014, 6:15 pm | Updated: May 31, 2015, 11:47 am

#soc4fac
Morning Mix

University of Illinois censured after professor loses job over tweets critical of Israel

Professor fired after posting homophobic remarks on Facebook

Jul 23rd 2015 5:14AM
Lifestyle

Wheaton College may fire professor following Facebook post in solidarity with Muslims

By Carrie Nelson

Jan 6, 2016, 11:21am CT | Last updated Jan 6, 2016, 3:58pm CT
Overview of Social Media

• Social media has affected the way people think about their friends, acquaintances, and even strangers.

• The new reality: As people create social networks in technology spaces, those networks are often bigger and more diverse than in the past.

• Nearly two-thirds of American adults (65%) use social networking sites, up from 7% in 2005 when Pew Research Center began tracking social media usage.
Social Media Use

Social Networking Use Has Shot Up in Past Decade

% of all American adults and internet-using adults who use at least one social networking site

Social Media Demographics

• 68% of women and 62% of men use social media
• Social media is just for kids - 76% of social media users hold college or graduate degrees
• There are not notable differences by racial or ethnic group: 65% of whites, 65% of Hispanics and 56% of African-Americans use social media today.
# Social Media Demographics by Channel

## Twitter Demographics
*Among internet users, the % who use Twitter*

<table>
<thead>
<tr>
<th>Category</th>
<th>Internet Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>23%</td>
</tr>
<tr>
<td>Men</td>
<td>25</td>
</tr>
<tr>
<td>Women</td>
<td>21</td>
</tr>
<tr>
<td>White, Non-Hispanic</td>
<td>20</td>
</tr>
<tr>
<td>Black, Non-Hispanic (n=85)</td>
<td>28</td>
</tr>
<tr>
<td>Hispanic</td>
<td>28</td>
</tr>
<tr>
<td>18-29</td>
<td>32</td>
</tr>
<tr>
<td>30-49</td>
<td>29</td>
</tr>
<tr>
<td>50-64</td>
<td>13</td>
</tr>
<tr>
<td>65+</td>
<td>6</td>
</tr>
<tr>
<td>High school grad or less</td>
<td>19</td>
</tr>
<tr>
<td>Some college</td>
<td>23</td>
</tr>
<tr>
<td>College+</td>
<td>27</td>
</tr>
<tr>
<td>Less than $30,000/yr</td>
<td>21</td>
</tr>
<tr>
<td>$30,000-$49,999</td>
<td>19</td>
</tr>
<tr>
<td>$50,000-$74,999</td>
<td>25</td>
</tr>
<tr>
<td>$75,000+</td>
<td>26</td>
</tr>
<tr>
<td>Urban</td>
<td>30</td>
</tr>
<tr>
<td>Suburban</td>
<td>21</td>
</tr>
<tr>
<td>Rural</td>
<td>15</td>
</tr>
</tbody>
</table>


## LinkedIn Demographics
*Among internet users, the % who use LinkedIn*

<table>
<thead>
<tr>
<th>Category</th>
<th>Internet Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>25%</td>
</tr>
<tr>
<td>Men</td>
<td>26</td>
</tr>
<tr>
<td>Women</td>
<td>25</td>
</tr>
<tr>
<td>White, Non-Hispanic</td>
<td>26</td>
</tr>
<tr>
<td>Black, Non-Hispanic (n=94)</td>
<td>22</td>
</tr>
<tr>
<td>Hispanic (n=99)</td>
<td>22</td>
</tr>
<tr>
<td>18-29</td>
<td>22</td>
</tr>
<tr>
<td>30-49</td>
<td>32</td>
</tr>
<tr>
<td>50-64</td>
<td>26</td>
</tr>
<tr>
<td>65+</td>
<td>12</td>
</tr>
<tr>
<td>High school grad or less</td>
<td>9</td>
</tr>
<tr>
<td>Some college</td>
<td>25</td>
</tr>
<tr>
<td>College+</td>
<td>46</td>
</tr>
<tr>
<td>Less than $30,000/yr</td>
<td>17</td>
</tr>
<tr>
<td>$30,000-$49,999</td>
<td>21</td>
</tr>
<tr>
<td>$50,000-$74,999</td>
<td>32</td>
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<tr>
<td>$75,000+</td>
<td>41</td>
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<tr>
<td>Employed</td>
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<tr>
<td>Not employed*</td>
<td>14</td>
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<td>Urban</td>
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<tr>
<td>Suburban</td>
<td>26</td>
</tr>
<tr>
<td>Rural</td>
<td>12</td>
</tr>
</tbody>
</table>


*Not employed includes those who are retired, not employed for pay, disabled, or students.*

PEW RESEARCH CENTER
# Facebook Demographics

Among internet users, the % who use Facebook

| Internet users        | Total | Men  | Women | White, Non-Hispanic | Black, Non-Hispanic | Hispanic | 18-29 | 30-49 | 50-64 | 65+ | High school grad or less | Some college | College+ | Less than $30,000/yr | $30,000-$49,999 | $50,000-$74,999 | $75,000+ | Urban | Suburban | Rural |
|-----------------------|-------|------|-------|---------------------|---------------------|----------|-------|-------|-------|-----|------------------------|-------------|----------|---------------|----------------|----------------|------------|--------|-------|-------|--------|
| Total                 | 72%   | 66%  | 77%   | 70%                 | 67%                 | 75%       | 82%   | 79%   | 64%   | 48% | 71%                    | 72%         | 72%      | 73%           | 72%            | 66%            | 78%        | 74%   | 72%   | 67%    |

# Facebook and Instagram Users Highly Engaged on Daily Basis

Among the users of each respective site, the % who use that site with the following frequencies (e.g., 70% of Facebook users use the site on a daily basis)

<table>
<thead>
<tr>
<th>Site</th>
<th>Daily</th>
<th>Weekly</th>
<th>Less often</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Instagram</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pinterest</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LinkedIn</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>


PEW RESEARCH CENTER
Use of Social Media?

• **Personal:** family and friends, networking, keeping in touch with current and former students?

• **Work:** showcase research, build a professional network, Google scholar searches?
According to the Pew Study, social media is causing the traditional boundaries to become blurred:

• private/public
• home/work
• being a consumer of information and producer
Finding balance

• Fear of offending someone or endangering employment
• Not wanting to limit the networking potential

Possible solution? Separate personal and professional online presences
Social Media and the job search

- 35% of social media users have utilized social media to look for jobs
- 21% have applied for a job they first found out about through social media
- 13% of social media users say information that they have posted on social media has helped them get a job.
YOUR LIFE ONLINE
MANAGING YOUR REPUTATION
How your online reputation matters

• Getting a job “70% of recruiters admit to having rejected a candidate based on information that they have found online”
  – Inappropriate comments
  – Inappropriate photos
  – Poor communication skills
  – Question judgment and maturity
• Where do you draw the line with content online?

• “To truly become a conscious creator of content, you must consider not only the personal consequences of your digital decisions, but also their effect on others”
• It matters what you do in person as well as how your life is displayed online
• You can control what you do at all times; you can’t always control what gets posted online so YOU control what YOU can
• How you behave speaks to your own personal values
• Question why you are sharing content: purpose
• Question timing: should it be done now or sometime later, do you need to identify where you are right now
• Question reputation: is this something that could be perceived incorrectly now or in the future because of my position, my role
Public or Private?

• Privacy settings
• But no control over what your friends do with your content
• Sometimes, in the digital age, your only real choice is between sharing your content with everyone and not sharing your content at all
• Think carefully about anything that you post online, or that others post about you
• Networks matter, and online networks are critical today

• Why?
  – Building your professional personal brand
  – Build online reputation and reach
  – Support face to face efforts

• How do you build your online networks?
  – Social media
• Not about avoiding a bad online reputation; it’s about building a positive one
• Manage your personal brand on and off line all the time
When You Publish

1. Update your CV
2. Post interesting findings (different ones) on your social media (Facebook, Twitter, LinkedIn)
3. Post paper to Academia.edu and Google Scholar account
7 steps to manage your online reputation and reduce risk

1. Google yourself (Google gets 66% of all searches, also check Yahoo and Bing)
2. Clean up your own accounts and content
3. Update your privacy settings on all sites
4. Ask for content to be removed (or to be untagged from social media posts and photos)
5. Update and strengthen your passwords: keep a record of passwords but make sure it is kept safe from others
6. Set up a Google alert for your name
7. Claim your name online by securing a web address, correcting any misinformation
THE INSTITUTIONAL VIEW OF SOCIAL MEDIA

Karli Johnson
TOOLS & TACTICS
Personal Website

• Started mine about 3 years ago
• Useful to create my own brand, outside of the University
• Control how it looks and functionality
• Transportable
• Useful for consulting practice
• Minimal costs: $72 per year for the website host and builder function and $15 per year for the Domain registration through GoDaddy
Alicia Schatteman: Nonprofit Scholar
Researcher, Educator, Speaker

Welcome

Alicia Schatteman, Ph.D., is an Assistant Professor in the Center for NGO Leadership and Development and the Department of Public Administration in the new School of Public & Global Affairs at Northern Illinois University.

Resume

She teaches, consults and conducts research in the area of nonprofit effectiveness and efficiency.

News and Events

Jan. 4 DeKalb Area Arts Council Board Meeting, Egyptian Theatre

Jan. 12 Facilitate strategic planning session for the NIU Department of Accountancy

Jan. 14 Facilitate meeting of youth service providers, DeKalb County Community Foundation

Jan. 15 NIU Department of Public Administration welcomes new incoming class of MPA students

Jan. 18 Martin Luther King Jr. Day - Day of Service

Jan. 21 Facilitate strategic planning session for the DeKalb County Convention and Visitor Bureau, DeKalb, IL

Jan. 25 Nonprofit Performance MeetUp, Goodwill, Annie Glidden Road, DeKalb, IL

Feb. 1 DeKalb Area Arts Council Board Meeting, Egyptian Theatre
FREE Resources

- www.weebly.com
- www.wix.com
- www.wordpress.com
- www.squarespace.com
The World According to Google

- Google Chrome browser makes integration easier
- All the Google products you have access to:
- Available on your desktop/laptop or mobile device
- Free
RESEARCH NETWORKS
Google Scholar

- Search academic databases
- BUT use on NIU computer or log in through NIU library to know what you have access to (not to pay)
- Useful to START research
- Use academic databases at NIU for full search
- Public Administration core databases
Google Scholar “My Citations”

• Create your own account, online CV of citations
• Follow others
• Google alerts: setting up
Alicia M. Schatteman

Assistant Professor, Northern Illinois University
nonprofit organizations, volunteering, performance measurement, nonprofit finance
Verified email at niu.edu - Homepage
My profile is public

<table>
<thead>
<tr>
<th>Title</th>
<th>Add</th>
<th>More</th>
<th>1–20</th>
<th>Cited by</th>
<th>Year</th>
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<tr>
<td>Information Technology and Public Performance Management: Examining Municipal E-Reporting</td>
<td></td>
<td></td>
<td></td>
<td>45 *</td>
<td>2010</td>
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eds) Alicia Schatteman (Christopher Shea and G. David Garson
Handbook of public information systems, 431-442
Google Scholar

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<td>63</td>
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<td>h-index</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>i10-index</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

Bar chart showing citation trends from 2007 to 2015.
Academia.edu “The Academic Job Talk”

- Sign in with Google or Facebook
- 30 million academics joined
- Open access to your work
- Recent study found that papers uploaded to Academia.edu receive a 73% boost in citations over 5 years.

Alicia Schatteman
Northern Illinois University, Public Administration, Faculty Member
Phone: 815-753-0942
Address: more

256 Followers | 40 Following | 1 Co-author | 4,975 Total Views | top 2%
• Add presentations, teaching documents, papers, published works
• Use analytics to know how many people you are reaching, views and downloads
• Get date/time, page, referring site, keyword search term, city and country
• Can also export analytics to Excel
ResearchGate

• ResearchGate is built by scientists, for scientists.
• Founded in 2008 by physicians Dr. Ijad Madisch and Dr. Sören Hofmayer, and computer scientist Horst Fickenscher, ResearchGate today has more than 8 million members. We strive to help them make progress happen faster.
• Profile: https://www.researchgate.net/profile/Alicia_Schatteman
Vitae: Chronicle of Higher Education

- **My profile**
- Find and be found by other scholars and professionals in higher ed who have similar interests as you and have expressed an interest in being contacted.
Social Science Research Network

• devoted to the rapid worldwide dissemination of social science research and is composed of a number of specialized research networks in each of the social sciences.

• The SSRN eLibrary consists of two parts: an Abstract Database containing abstracts on over 646,200 scholarly working papers and forthcoming papers and an Electronic Paper Collection currently containing over 540,200 downloadable full text documents in Adobe Acrobat pdf format.

NIU Huskie Commons Profile

• NIU Huskie Commons profile: http://commons.lib.niu.edu/browse?type=author&value=Schattemean%2C+Alicia
PROMOTING YOURSELF AND YOUR WORK
Guidelines

• Before jumping in, do your homework!
• Take time to look at what others are doing in your discipline.
• Invest some time in writing your background description.
• Develop a content calendar/plan – possible topics to post on, when to post them, how often will you post.
• Consider copyright of what you post
Resource to help you get started

Social Media Toolkit: a practical guide to achieving benefits and managing risks

- Helpful information on choosing the right networks, managing your presence, using social media to promote research and establish research collaborations

- Download at [http://www.ucisa.ac.uk/~media/Files/publications/social_media/Social_media_toolkit.pdf](http://www.ucisa.ac.uk/~media/Files/publications/social_media/Social_media_toolkit.pdf)
Practical Social Media Strategies

- Take about an hour a week to keep profiles up to date
- Add new examples of your work
- Share articles relevant to your field
- Participate in online conversations
- Personalize messages to connect with others, remind them of the context in which you met
- Find your online voice, match your in-person voice
- To have an online presence, must have something to say
LinkedIn: “The Professional Cocktail Party”

- Add awards and volunteer experiences
- Proofread for grammar and spelling
- Use key words, not buzz words
- Get recommendations from all levels and types of interactions
- Use a good photo
• [https://www.linkedin.com/in/schatteman123](https://www.linkedin.com/in/schatteman123),
  – 526 connections
• Use to connect with current and former students, professional colleagues, NIU colleagues
• An online CV
• Analytics available
• Post a few times per month
Facebook: “The Office Party”

• Request to join closed MPA student group
  https://www.facebook.com/groups/NIU.MPA.PASA/
  – Share information for current students, job opportunities, questions, department information, events

• MPA program page (external page)
  https://www.facebook.com/NIUMMPA/
  – Share information with broader community interested in public administration, alumni and other stakeholders, broader issues

• Understand your personal privacy settings for comments and photos
Facebook Page

- https://www.facebook.com/nonprofitscholar/
Analytics: Exportable

Showing data from 12/27/2015 - 01/02/2016

Page Likes
- **565** Total Page Likes
  - ▲ 0.2% from last week
- **1** New Page Likes
  - ▼ 50%

Post Reach
- **135** Total Reach
  - ▲ 28.6% from last week
- **127** Post Reach
  - ▲ 44.3%

Engagement
- **9** People Engaged
  - ▼ 18.2% from last week
- **3** Likes
- **0** Comments
- **6** Shares
- **5** Post Clicks

#soc4fac
<table>
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<tr>
<th>Page</th>
<th>Page Name</th>
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<th>From Last Week</th>
<th>Posts This Week</th>
<th>Engagement This Week</th>
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<tr>
<td>1</td>
<td>Girl Scouts of Northern IL</td>
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<td>▲ 0.4%</td>
<td>6</td>
<td>365</td>
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<tr>
<td>2</td>
<td>Kishwaukee Family YMCA</td>
<td>2.1K</td>
<td>▲ 1.5%</td>
<td>18</td>
<td>106</td>
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<tr>
<td>3</td>
<td>WNIJ</td>
<td>2K</td>
<td>▲ 0.1%</td>
<td>11</td>
<td>41</td>
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<td>4</td>
<td>DeKalb County Commun...</td>
<td>1.8K</td>
<td>▼ 0.1%</td>
<td>3</td>
<td>38</td>
</tr>
<tr>
<td>5</td>
<td>Nonprofit News to Use</td>
<td>565</td>
<td></td>
<td>3</td>
<td>3</td>
</tr>
</tbody>
</table>
Twitter: “The Water Cooler”

- Do you need a Twitter account?
- Follow professional organizations and people in your field
- Informal
- Limited to 140 characters
- Useful to link to URLs, photos, videos
- NIU: @NIULive
- Link to department, school and NIU
- News feed
Alicia M. Schatteman
@aschatteman

Nonprofit Consultant and Assistant Professor of Nonprofit Management at Northern Illinois University. Views and opinions are my own.

DeKalb, IL, USA
nonprofitscholar.com
Joined January 2010

https://twitter.com/aschatteman

I’ve just updated my website for 2016, check it out at nonprofitscholar.com @niumpa
Use of social media by scientists

<table>
<thead>
<tr>
<th>Primary discipline</th>
<th>Often talk with citizens</th>
<th>Often/occasionally talk with reporters</th>
<th>Ever use social media</th>
<th>Ever blogs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Biomedical</td>
<td>35</td>
<td>19</td>
<td>48</td>
<td>21</td>
</tr>
<tr>
<td>Chemistry</td>
<td>24</td>
<td>11</td>
<td>45</td>
<td>21</td>
</tr>
<tr>
<td>Earth science</td>
<td>53</td>
<td>31</td>
<td>50</td>
<td>31</td>
</tr>
<tr>
<td>Engineer</td>
<td>34</td>
<td>15</td>
<td>43</td>
<td>24</td>
</tr>
<tr>
<td>Physics and astronomy</td>
<td>40</td>
<td>26</td>
<td>40</td>
<td>24</td>
</tr>
<tr>
<td>Math and computer science</td>
<td>32</td>
<td>11</td>
<td>45</td>
<td>30</td>
</tr>
<tr>
<td>Social, history, policy</td>
<td>50</td>
<td>35</td>
<td>53</td>
<td>38</td>
</tr>
</tbody>
</table>

AAAS scientists survey Sept. 11–Oct. 13, 2014. Q50a-f. Ever use social media based on combined responses to Q50d,e. Ever blog based on combined responses to Q50a,f. Those giving other responses or no answer are not shown. Those with some other primary discipline not shown.

PEW RESEARCH CENTER
Examples of research tweets

70% of brain's information passes through 20% of neurons, @IUBloomington researchers find. bit.ly/1Vurd8S

Pew Research Center @pewresearch · Jan 26
About 6-in-10 parents check websites their teen has visited & their social media profile pewrsr.ch/1Shna0a

Most parents check what their teen does online and on social media...
Among parents of teens ages 13 to 17, the % who have ever ...

- Checked which websites their teen visited: 61%
- Checked teen’s social media profile: 60%
- Looked through teen’s phone calls/messages: 48%
- Used parental controls for teen’s online activities: 39%
- Used parental controls to restrict cellphone use: 16%
- Used monitoring tools to track teen’s location with his/her cellphone: 16%

65% Have taken away teen’s cellphone or internet privileges as punishment
55% Have limited the amount of time or times of day when teen can go online

... and talk with them about acceptable online behavior
Among parents of teens ages 13 to 17, the % who say they frequently, occasionally, rarely or never talk with their teen about what is appropriate or inappropriate behavior in the following areas

Behavior in school, home, social lives

- Frequently: 56%
- Occasionally: 33%
- Rarely: 9%
- Never: 2%

#soc4fac
ClimateCentral @ClimateCentral · 11h
Earth is going through a global warming spurt buff.ly/1QtfcIS

The graph shows the seasonal mean GMST (Global Mean Surface Temperature) and decadal variations in GMST over the years 1920 to 2015. The temperature is measured in degrees Celsius (°C).
WSU Pullman - @WSUPullman - 18 Sep 2009
RT @WSUCAHNRS #WSU has only grizzly bear research in Lower 48. Bear hibernation teaches about human heart health: http://bit.ly/1121yR VIDEO

Harvard Research - @HarvardResearch - Jan 25
A possible cure for type 1 diabetes is now within striking distance of phase 1 clinical trials hvrd.me/Xwx0k

Brookings - @BrookingsInst - 7h
How are America's top 100 metro areas performing? Find out in the new #MetroMonitor: brook.gs/1KHnJu4

Dr. Frank Wilson - @DrFrankWilson - 13 Apr 2015
Hollywood, The Police and Ourselves: A Shared Responsibility for a Better Future huffingtonpost.com/franklin-t-wil... @mixed_race
Shark Research at UM @UMSharkResearch

Water pumps help the shark breathe during a #SharkScience workup.
Tips

• Keep your tweets simple and filled with content to direct the user back to your website or link to your research.

• Use other people’s Twitter handle in your Tweet to highlight what they are doing, they get notice, then may retweet, favorite and/or follow you

• Newsworthiness applies to Twitter (“trending”)
The Importance of Hashtags

• Once you hashtag a word in Twitter, all account users can see it.
• Hashtags are searchable links - Clicking on a hashtag shows you all other Tweets marked with that keyword.
• Use a hashtag to be part of a trending conversation or to tie into events.
• You are only one hashtag away from possibly being seen by thousands, if not millions of people.
Hashtag 101

• Hashtags should be short - 1-3 words.
• Use a maximum of two hashtags per post. Any more than that, could be construed as spam.
• Be thoughtful and deliberate in creating your tag. Don’t use jargon in your tags.
• Hashtags can occur anywhere in the Tweet – at the beginning, middle, or end.
What to Hashtag

- Campaigns
- Events
- Conferences
- Webinars and Presentations
• Attach existing/trending hashtags only if what you have to say is relevant to the conversation.

• Don’t hijack the tag or create a crisis by using a hashtag out of context.
Trending on Twitter

• Use this information to tie into larger conversations
Role of social media in news gathering

• Nearly two-thirds of U.S. adults who use Twitter get news on the platform, according to a survey conducted by Pew Research Center and the John S. and James L. Knight Foundation.

• Clear majorities of Twitter (63%) and Facebook users (63%) now say each platform serves as a source for news about events and issues.
News organizations and bloggers use social media to gather ideas to cover, paying special attention to what’s trending.

Attaching a hashtag to your tweet increases the odds of news organizations and bloggers to find your research. If you attach the Twitter handle of the funding organization (NSF, NIH, NatGeo) that gives you added credibility.
Twitter Accounts to Follow

• Nearly 160,000 followers, started in 2013
• Dr. Nathan Hall is Associate Professor in Education and Psychology at McGill University in Montreal, Quebec, Canada
• Part of research on well being and self-regulation in grad students and faculty
Research-related Twitter Accounts

- @Pewresearch
- @NOAAResearch
- @ClimateCentral
- @EPAResearch
- @OfficialNIHR
- @Poynter
- @HooverInst
- @NSF
- @UrbanInstitute
- @BrookingsInst
- @HudsonInstitute
- @HarvardResearch
- @ResearchatPenn
- @CUNYResearch
- @UMDResearch
- @UMSharkResearch
Shortening NIU URLs

• Go.NIU.edu is a URL shortening service for Northern Illinois University. Use this service when you would like a shorter URL while retaining the niu.edu domain.

• Authentication with an NIU Account ID is required to create short URLs. This service is available only to NIU faculty, staff and students. Redirection via short URLs is available to all users and does not require a login.
Shortening Other URLs

• Google URL shortener: https://goo.gl/
• Bitly https://bitly.com/
• Ow.ly http://ow.ly/url/shorten-url
SumAll

- Summary of interactions on Twitter, publicly posted on your Twitter account weekly
  - RT
  - Favorites
- https://sumall.com/
Final Tips

• Need to engage in two-way conversations, not only about promoting you or your brand
• Share different things on different platforms, based on your followers on that platform and the platform’s strengths
• Pay attention to spelling and grammar, particularly as a faculty member (Grammarly)
• Show your face – use a real and updated photo on your profiles
• Set time boundaries (30 minutes each day etc.)
Additional Resources

• *Your Network is Your Net Worth* by Porter Gale, 2013

• *An Education on Facebook? Higher Education and the World’s Largest Social Network* edited by Mike Kent and Tama Leaver

• *Academe* magazine published by the American Association of University Professors, Jan-Feb 2016 issue, “Media and the Faculty”

• Pew Research Center -
“...examines the day-to-day realities of social media and online networks for scholarship...”
QUESTIONS?