

# Building an Academic Profile with Social Media



**ANZAM**

AUSTRALIAN & NEW ZEALAND  
ACADEMY OF MANAGEMENT

**YOU ARE A BRAND.**

**YOUR NAME IS THE SINGLE MOST IMPORTANT  
CAREER-BUILDING ASSET.**

**LEARN HOW BEST TO OPTIMISE SOCIAL MEDIA IN YOUR  
ACADEMIC ROLE.**

**© DR VIOLETTA WILK, EDITH COWAN UNIVERSITY 2023**

# Agenda

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- Overview of academic social media platforms
- **Activity:** Digital SWOT of your social media profile
- Examples of effective social media use
- **Discussion:** Components of effective social media content
- Tips for Personal Branding on Social Media
- **Workshop:** LinkedIn
- **Activity:** Publish a LinkedIn post



# Social Media for Academics – Examples

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Google Scholar

ACADEMIA



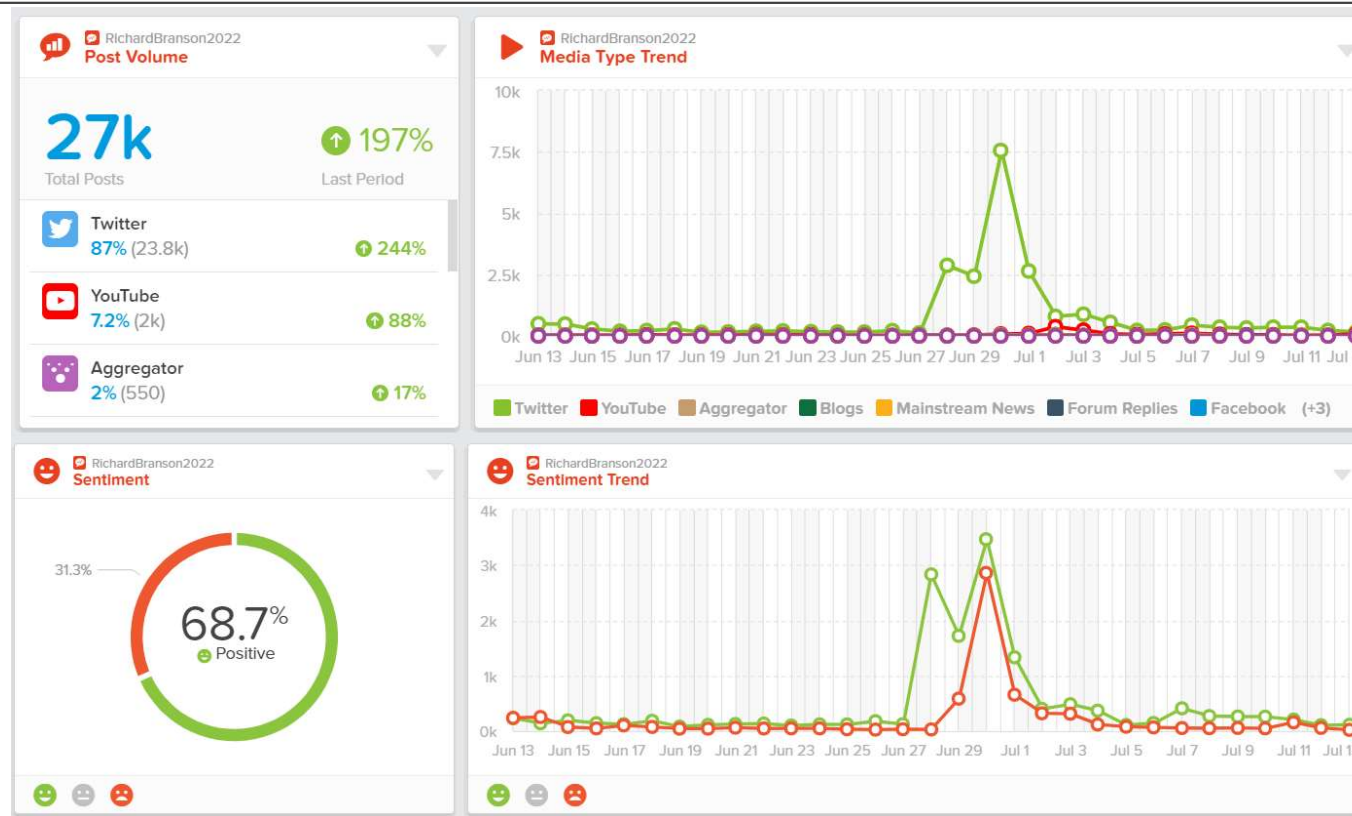
# Activity: Do a SWOT of your personal brand on social media

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- What are your personal brand's strengths, weaknesses, opportunities and threats on social media?
  - Which social media platforms do you have a professional profile on?
  - Who is your target audience?
  - Is my **brand story** clear? What is my **vision/strategy**?
  - Analyse: **Reach** (network size), **Engagement** (reactions, comments, shares), **Response time**, **Sentiment**, **Frequency** of your posts.
  - Which **type of your content** has resulted in high engagement rates (reactions, comments, shares) and which has not performed well? Any insights why this might be the case?
  - How do **other academics** in your field conduct their social media presence? Who do you look up to? Who is prominent on social media and why?

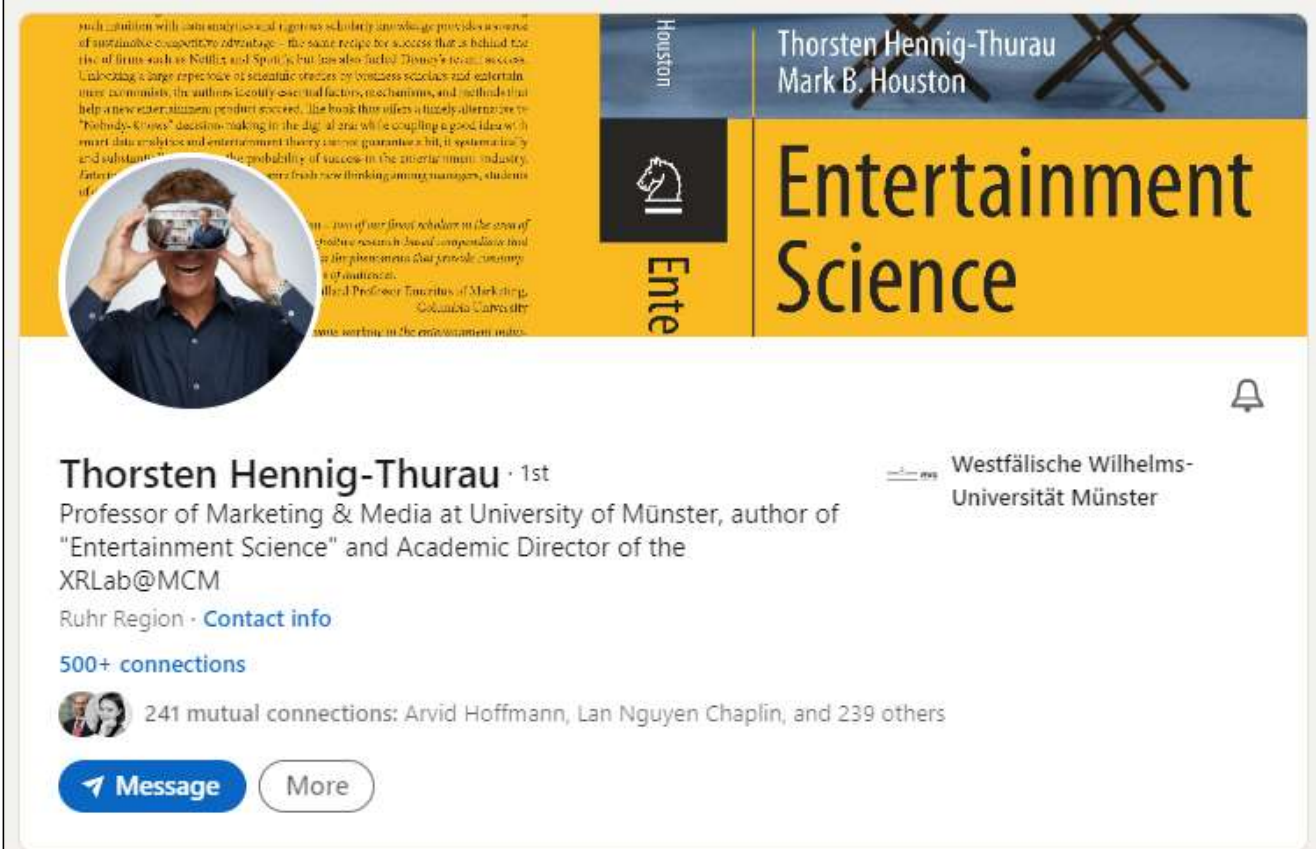


# Social Media Monitoring of your name and relevant hashtags



# Example: Prof Thorsten Hennig-Thurau

Types of content: posts,  
articles, videos, infographics,  
images, blog.



The image shows a LinkedIn profile for Thorsten Hennig-Thurau. The header features a yellow background with the text "Entertainment Science" in large black letters. Above this, the names "Thorsten Hennig-Thurau" and "Mark B. Houston" are listed. To the left of the header is a circular profile picture of Thorsten Hennig-Thurau wearing VR goggles. Below the header, the profile name "Thorsten Hennig-Thurau" is followed by "1st" and a location pin icon, with "Westfälische Wilhelms-Universität Münster" listed below. The bio states: "Professor of Marketing & Media at University of Münster, author of 'Entertainment Science' and Academic Director of the XRLab@MCM". It also includes "Ruhr Region" and a link to "Contact info". The profile shows "500+ connections" and "241 mutual connections: Arvid Hoffmann, Lan Nguyen Chaplin, and 239 others". At the bottom are buttons for "Message" and "More".


much attention with data analysis and rigorous scholarly knowledge provides a source of sustainable competitive advantage – the same recipe for success that is behind the rise of firms such as Netflix and Spotify, but has also fueled Disney's recent success. Unlocking a larger repertoire of scientific theories, business practices and entertainment industry paradigms, the authors identify essential factors, mechanisms, and methods that help a new entertainment product succeed. The book thus offers a timely alternative to "hunches & guess" decision-making in the digital era while coupling a good idea with smart data analysis and entertainment theory to give you a better idea of the probability of success in the entertainment industry. Entertainment Science is a fresh new thinking among managers, students of business, and researchers in the area of creative research based on empirical and theoretical phenomena that provide cutting-edge insights.

Thorsten Hennig-Thurau, Professor of Marketing, Columbia University

Thorsten Hennig-Thurau · 1st  
Professor of Marketing & Media at University of Münster, author of "Entertainment Science" and Academic Director of the XRLab@MCM  
Ruhr Region · [Contact info](#)  
500+ connections  
241 mutual connections: Arvid Hoffmann, Lan Nguyen Chaplin, and 239 others  
[Message](#) [More](#)



# Example of an Article on LinkedIn



**Thorsten Hennig-Thurau**  
Professor of Marketing & Media at University of Münster, author of "Entertainment Science" and Academic Director of the XRLab@MCM


Followers 3,442

[Message](#)


**Thorsten's Activity**


All activity **Articles** Posts Documents


Thorsten Hennig-Thurau posted this



**Coming Tomorrow to a University Near Me: Business Administration the Münster Way!**  
Published on October 11, 2022



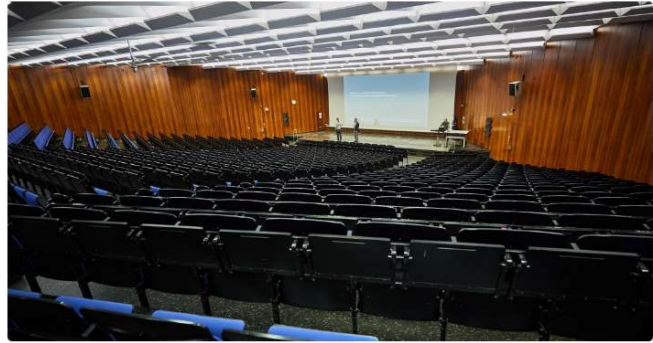
Coming Tomorrow to a University Near Me: Business Administration the Münster Way!  
Thorsten Hennig-Thurau on LinkedIn  
October 11, 2022  




**Thorsten Hennig-Thurau**  
Professor of Marketing & Media at University of Münster, author of "Entertainment Science" and Academic Director of the XRLab@MCM

3 articles [Following](#)

**Coming Tomorrow to a University Near Me: Business Administration the Münster Way!**  
Published on October 11, 2022



After several months of preparation, tomorrow will be the day. My school will launch its new, completely overhauled Bachelor of Business Administration "Made in Münster", featuring a pretty unprecedented onboarding experience.

For a full 12 credit points (40 percent of the entire first semester!), we want to show what business administration is all about in 2022. We combine science with top-class practice, theories with best practices - and let the first-year students make their first business experiences as part of an extensive simulation, in which the future managers can try themselves out. As decision makers, but also as team players.

# Discussion:

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What elements of a social media post are important and why?



# Discussion:

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What elements of a social media post are important and why?

Tone of voice – to resonate with audience and engage.

The image – to grab attention, support the message.

The headline – to grab attention, support the message.

Tagging – for exposure to other networks.

Hashtag – hyperlinks to broader discussion, exposure to new networks.

Link to blog page – to drive traffic off social to website, exposure to blog content.

The length of post – to engage.

Choice of words – to engage, inclusivity.

# Tips for Personal Branding on Social Media

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- Tell a story, professionally
- Ensure alignment with your current role
- Use visual cues that support your professional brand content
- Be social on SM
- Link into relevant online discussion through hashtags
- Don't over post but have regular presence
- Develop content with audience in mind
- Draft your post outside of SM, review it, re-read it, then post it
- SM is time sensitive, post when content is relevant
- Personal brand building on SM is a long term, continuous process
- If it's not on SM it didn't happen; validate with SM





Workshop

A solid dark grey horizontal bar spanning the width of the slide at the bottom.

# What are some basic mistakes we make on LinkedIn?

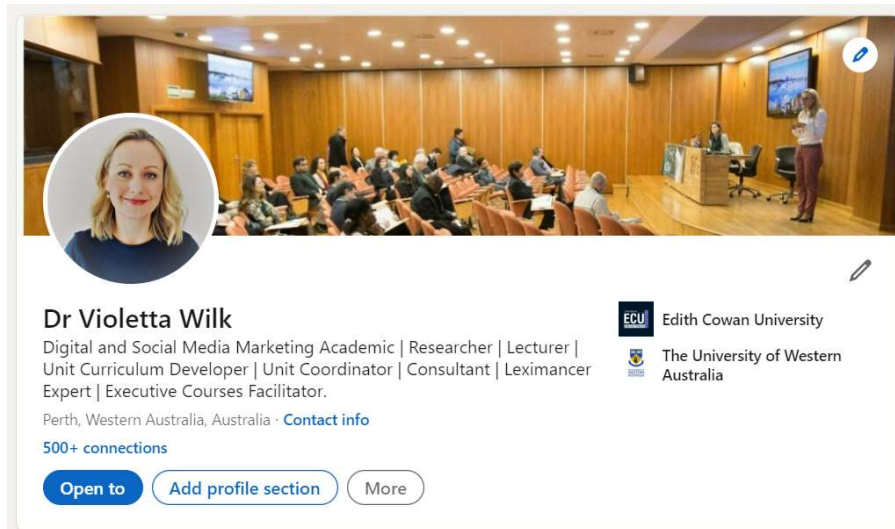
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- Ignoring it
- Incomplete personal profile
- Posting bland content
- Writing in the 3<sup>rd</sup> person
- Not engaging with your network
- Not linking into the discussion
- Not using LinkedIn features



# Customise Your LinkedIn Profile

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## Profile photo and tagline

- Choose a profile photo and background picture that align with your brand/ role.
- Balance between personal and professional.
- Profiles with a photo are over 20 times more likely to be viewed.
- The headline, ie: wording directly underneath your name, is very important.
  - One of the first things people will see.
  - Helps you to show up in search results.
  - Should align with what you are using LinkedIn for.
  - Could use relevant keywords that people will search for.
- LinkedIn will automatically use your current position OR you can customise it.

# Customise Your LinkedIn Profile

## About

I am a Digital and Social Media Marketing Academic at Edith Cowan University in Perth, Western Australia. In my role, I am also a Researcher, Lecturer, Curriculum Developer, Unit Coordinator, Executive Education Facilitator and Consultant.

My areas of expertise include online brand advocacy (OBA), online communities, digital consumer behaviour, big data analytics, data visualisation, user-generated content (UGC) analysis, and the influential online communication. I have developed, contextualised and validated the OBA construct and a scale to measure it. To date, I have secured over \$370,000 in external research grants for projects that result in impactful outcomes for the industry and the government.

I have also developed the curriculum for the units which I coordinate and teach, namely, Social Media Marketing (Undergraduate), Applied Digital Marketing (Postgraduate), Consumer Behaviour (Undergraduate), along with and Executive Education courses. I have consistently achieved 90-100% student satisfaction and exceptional feedback on my teaching.

I am an Accredited Leximancer Trainer and my research projects involve data visualisation of large qualitative datasets using Leximancer. I have used Leximancer in over 20 research studies and I have presented about the use of Leximancer to audiences in the US, Spain, Romania, Malaysia and Australia.

I maintain strong industry engagement and I have recently been appointed to the Australian Marketing Institute (AMI) National Professional Advancement Committee and its Western Australian Committee. I am also an AMI Fellow, Mentor and Certified Practising Marketer.

My teaching involves industry partners, such as: The Perth Mint, St John WA, Telethon7, Foodbank WA, Campus Perth, West Coast Eagles, Quest, Swan Valley Winemakers Association, AOD Media Watch and City of Joondalup.

I am also a marketing and brand professional with over 15 years experience in marketing, brand advisory, project management and business development. I had created successful digital and offline, branding, marketing and business development strategies for corporate and tertiary organisations.

Some of my career highlights include:

\* 2021 Winner of the Edith Cowan University Vice Chancellor's Staff Award: Citation for Outstanding Contribution to Student Learning

\* 2020 Highly Commended Paper Emerald Publishing Literati Award

\* 2019 Industry Engagement and Impact Award: Edith Cowan University School of Business and Law

- Must resonate with your network; attention grabbing to make them want to read more.
- Include your accomplishments, experience, expertise and interests.
- Share your mission statement: ie: why is it that you do what you do?
- An opportunity to share your aspirations.
- Explain how you can create value.
- Show some personality in a professional tone.
- Include keywords (to ensure profile shows up in search results), links and hashtags.
- Avoid jargon and false claims.
- Best written in first person point of view (more personal and conversational); third person view is OK too.
- *TIP: Look at other contacts' profiles to get an idea of what is the standard in your industry/ field.*




# Recommendations strengthen your profile

Recommendations

Ask for a recommendation

Received (3) Given (0)




Marilyn Connell

Principal Lecturer at South Regional TAFE

March 19, 2018, Marilyn reported directly to Dr Violetta

Violetta immersed and engaged our MBA online class into the marketing environment using innovative techniques (Marketing Principles UWA). Her enthusiasm for the subject and content knowledge is excellent and very motivational from a student perspective. Violetta was is thorough and immediately r... [See more](#)



Sanjit K. Roy

Associate Professor of Marketing @ UWA Business School

June 3, 2016, Sanjit K. was senior to Dr Violetta but didn't manage directly

I know Violetta for the last year. My interactions with Violetta have always been refreshing from the academic perspective. She has an inquisitive mind and a penchant for addressing research problems with panache. Violetta is an expert in the filed of Netnography and a very dedicated researcher. Great presentation skills. I ... [See more](#)

Show more

Ask Mark to recommend you

Help us personalize your request

How do you know Mark?

Relationship

You worked with Mark in the same group

Position at the time

Lecturer & Researcher in Digital Marketing at Edith Cowan University

Next

# Don't underestimate hashtags (#)

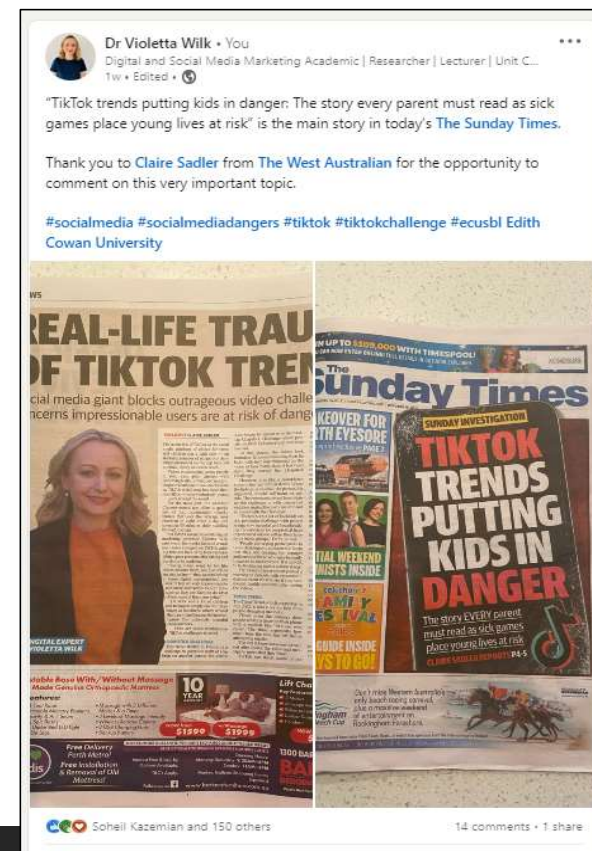
- Help you to increase your reach outside your network.
- Use hashtags in your summary and posts.
- Use hashtags when you comment on other people's posts.
- If you attend a conference or event, find out what the chosen hashtag is (don't assume the wording).
- Don't go 'hashtag crazy' (max of 3-4 in a post).
- Spell it right!
- *TIP: Look at which #s are used by your industry and use those to be noticed and part of relevant discussion.*



#digitalmarketing #onlinebrandadvocacy  
#blueboathouse #oba

# Tagging or mention “@”

- You can tag a person or group with @ **symbol** immediately followed by their name; known as a “mention”.
- The @ symbol won't show up on your post, however the name will appear in bold. This lets you know you've tagged correctly.
- If you've tagged correctly, the person you tagged will be notified.
- Encourages engagement with your posts and draws your connections' attention to your update.



# The 4E Framework

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# Effective content

 **Dr Violetta Wilk** • You  
Digital and Social Media Marketing Academic | Researcher | Lecturer | Unit C...  
3w • Edited • 🔄

Thank you to my students, [Sofia Tornesel](#), [Shabnum Samnakay](#) and Garang Jok, for their involvement in the [Australian Marketing Institute WA](#) Summit today 🍷

These emerging marketers did an incredible job at welcoming everyone to the event and helping support the Summit throughout the day 😊 Feeling super proud!

[#AMIWASummit](#) [#ecusbl](#) [#marketing](#) [#digitalmarketing](#) Edith Cowan University



 Dr Stephanie Meek and 63 others

13 comments



**Dr Violetta Wilk • You**  
 Digital and Social Media Marketing Academic | Researcher | Lecturer | Unit C...  
 3mo • Edited • 

Semester 2 2022 is off to a great start 😊 Well done to my Social Media Marketing and Applied Digital Marketing students on fantastic effort in our sessions this week. I am very excited for what's ahead as students are working on **Campus Perth** and **Charles Foundation for Research** case studies this semester 😊


Edith Cowan University  
 #digitalmarketing #socialmediamarketing #ecusbl #ECUMKT5325  
 #ECUMKT2805







Karl Klemm and 145 others
 5 comments • 3 shares



**Dr Violetta Wilk** • You

Digital and Social Media Marketing Academic | Researcher | Lecturer | Unit C...  
1yr • Edited • 5

Our paper entitled "Exploring Online Destination Brand Advocacy (ODBA)" has just been published by Tourism Recreation Research and may be of interest to those of you working in tourism or researching this context. This is a continuation of my research into Online Brand Advocacy (OBA) and this time we show what OBA looks like in a tourism destination context.

By exploring how residents and overseas tourists discussed Australia as a destination brand on social media, ODBA was found to have five dimensions:

- \* Destination Acknowledgement
- \* Destination Insights
- \* Destination Positivity and Experience Sharing
- \* Destination Brand Defence
- \* Positive Virtual Visual Cues

Our research has implications for the ways in which destination management organisations (DMOs) use social media and, in particular, how they recover post COVID-19; some suggestions are provided within our paper.

We also outline some theoretical implications, specifically the need to further investigate ODBA.

Thank you to my co-authors: [Saalem Sadeque](#) and [Geoff Soutar](#), to the Tourism Recreation Research Journal, the Editor and Reviewers, and also to [Taylor & Francis Group](#), for publishing our paper.

For free access to our paper, please view via this link:  
<https://lnkd.in/gYJ6zrUn>


[#onlinebrandadvocacy](#) [#oba](#) [#odba](#) [#onlinedestinationbrandadvocacy](#) [#destinationmarketing](#) [#tourismmarketing](#) [#tourismrecovery](#) [#tourism](#) [#ecusbl](#)

# Recreation Research

Volume 47  
Number 4  
August 2022  
ISSN 1080-3549

Exploring online destination brand advocacy

[tandfonline.com](#) • 1 min read

 Jason Bromell and 36 others

9 comments



# Effective content

**Dr Violetta Wilk** • You  
Digital and Social Media Marketing Academic | Researcher | Lecturer | Unit C...  
1yr • Edited •

Channel 7 Telethon Trust 2021 Weekend is off to a great start with the Western Australia Premier, Mark McGowan and City of Perth Lord Mayor, Basil Zempilas opening the event 🥳 If you can, please support Telethon by donating today! #telethon7 #westernaustralia



Keval Panchotiya and 89 others  
5 comments

**Dr Violetta Wilk** • You  
Digital and Social Media Marketing Academic | Researcher | Lecturer | Unit C...  
1yr •

If you are still playing catch up on Facebook's rebranding announcement, you may be interested in reading this short article I wrote about why Facebook is rebranding. Happy reading! #facebook #rebranding #metafacebook



Why is Facebook rebranding?  
Dr Violetta Wilk on LinkedIn • 3 min read  
Facebook is a business. A thriving business. With about 2.91 billion monthly active users, Facebook...

Gabe Mach and 36 others  
19 comments • 1 share

**Dr Violetta Wilk** • You  
Digital and Social Media Marketing Academic | Researcher | Lecturer | Unit C...  
1yr • Edited •

It is such a privilege to have won the **Edith Cowan University Vice-Chancellor's Staff Award 2021** in Citations for Outstanding Contributions to Student Learning: Team Category. Well done to my colleagues and team members: **Justin Arnold** and **Mona Shah, MProjMgt**, for being absolute digital and project superstars, and for providing exceptional support in my teaching of social media and digital marketing units 🥳

Well done also to my Business Services Discipline colleagues on their achievements and awards: **Dr. Edmund Goh, Ashlee Morgan** and **Melissa Fong-Emmerson** 🥳

A big 'Thank You' to **Professor Maryam Omari** and Associate Professor **Marie Ryan** for embracing innovative teaching and research practices at our School of Business and Law 🥳

A special 'Thank You' to all of my absolutely amazing students and to my generous industry colleagues and industry partners (**Channel 7 Telethon Trust, Foodbank WA, St John WA, City of Joondalup, West Coast Eagles, Quest Joondalup**), without whom this achievement would not have been possible. In your honour, my team and I have allocated the prize money from our team award to a new social media marketing project which we will be implementing in the 2022 curriculum. Watch this space for more information 🥳

#teaching #ecusbl #worldready #ECUMKT2805 #ECUMKT5325  
#socialmediamarketing #digitalmarketing



Dr Stephanie Meek and 162 others  
76 comments




# Visibility of post

Who can see your post?


×

Your post will be visible on feed, on your profile and in search results

 **Anyone**


Anyone on or off LinkedIn

☒

 **Anyone + Twitter**


Anyone on or off LinkedIn; post to Twitter

☐

 **Connections only**


Connections on LinkedIn

☐

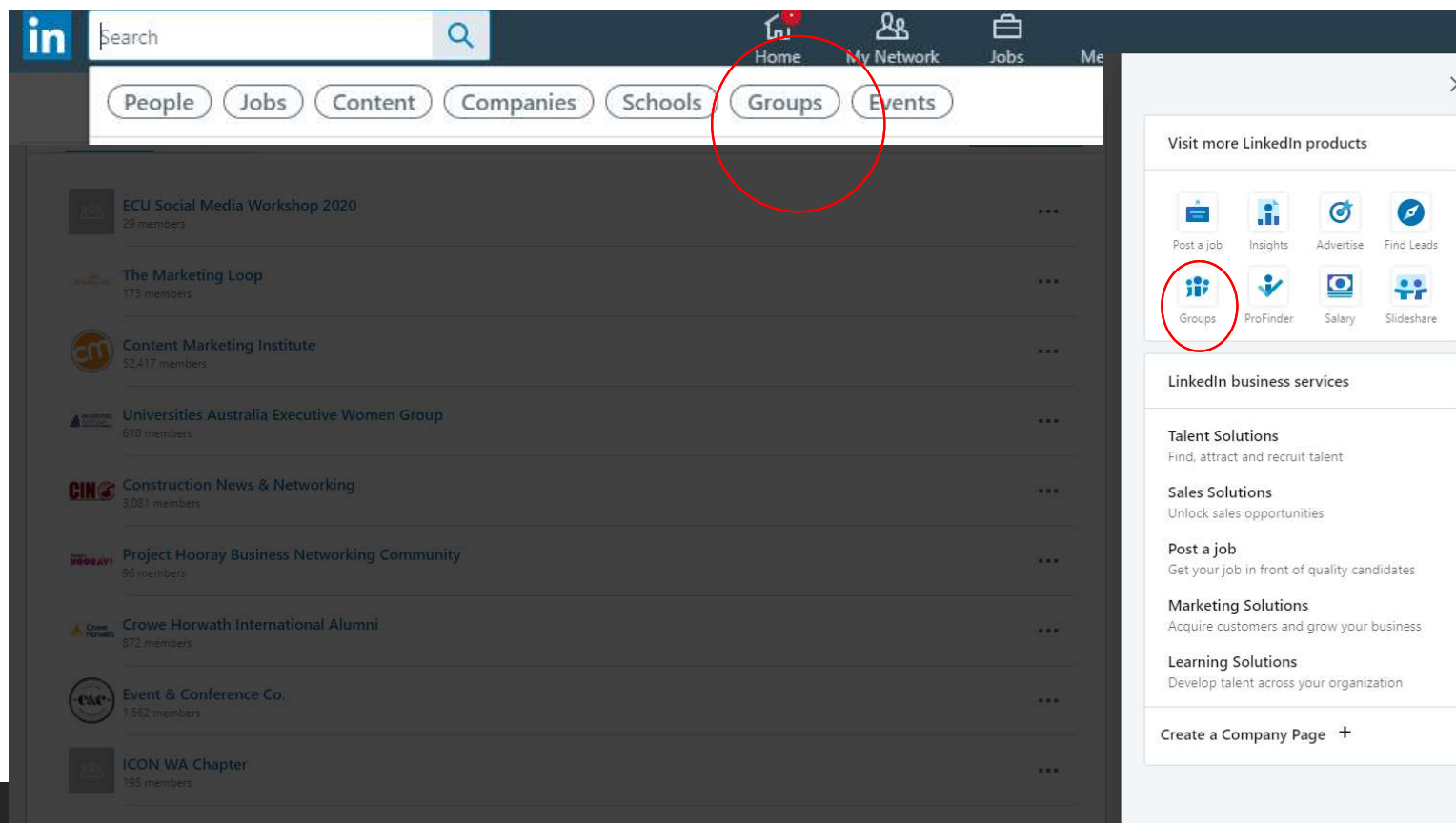
 **Group members** >

Select a group you're in

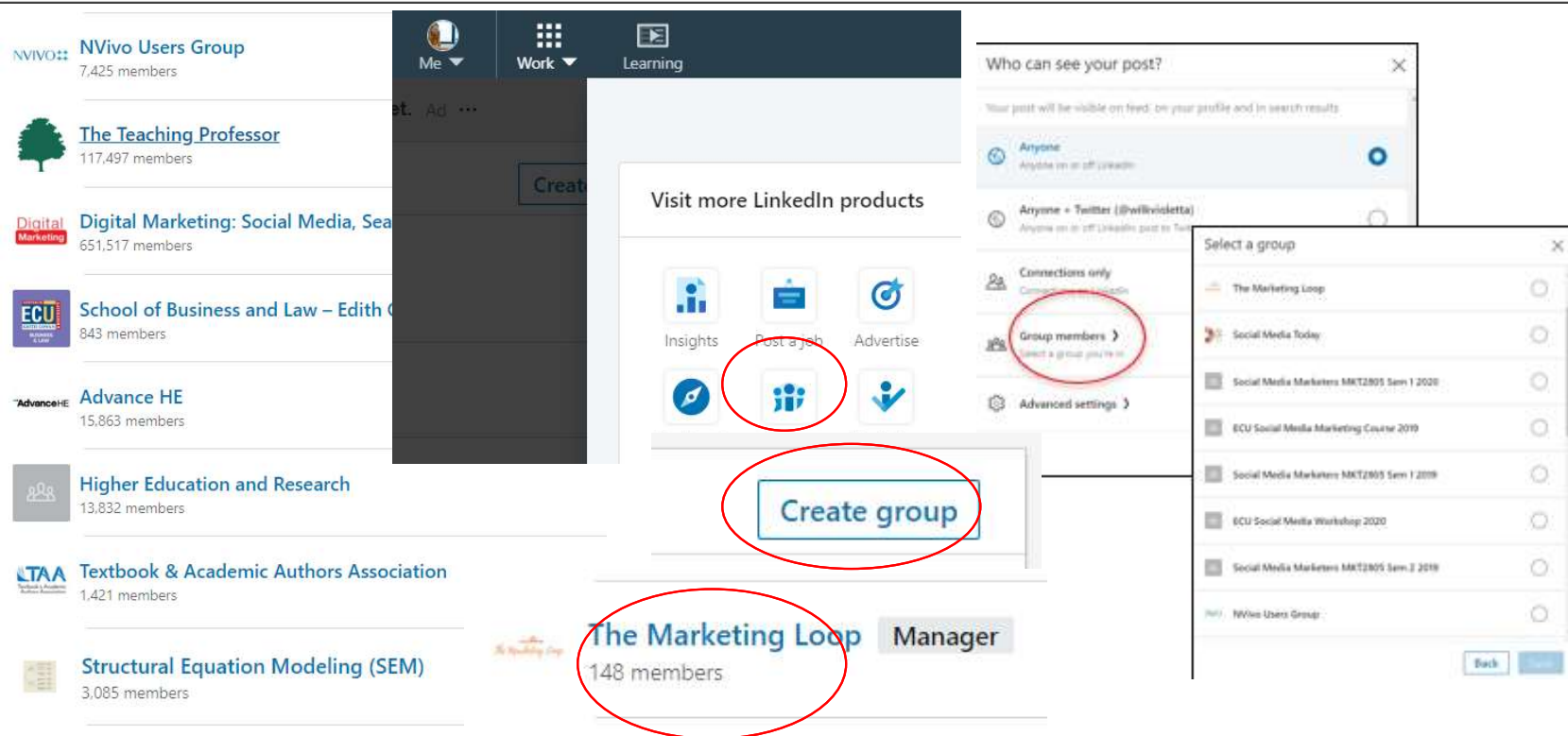
☐

 **Advanced settings** >

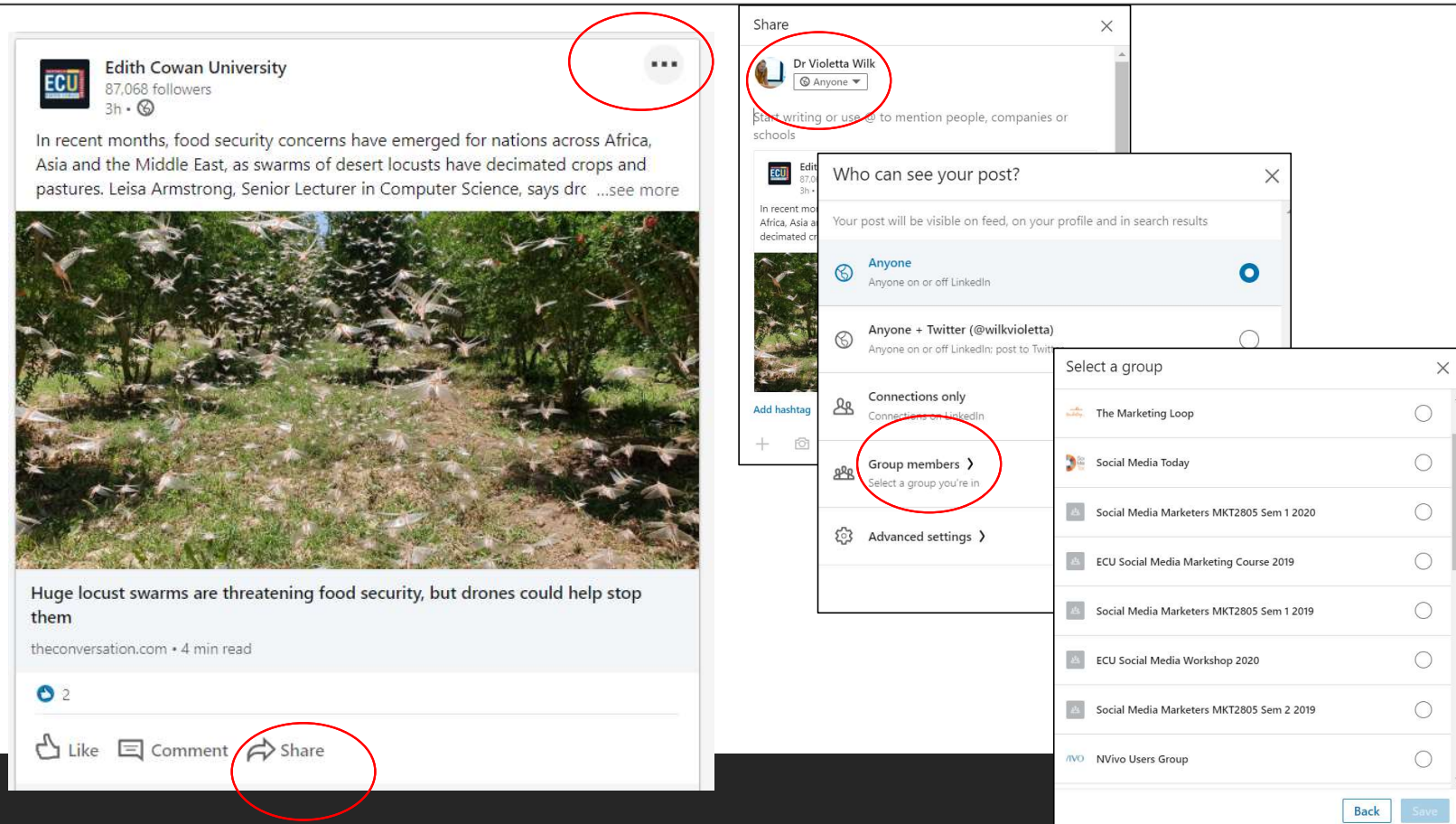
# Groups



# Join and establish groups



Consider sharing interesting content with a specific group or as personal message, rather than reposting to your whole network...



The image shows a LinkedIn post from Edith Cowan University (ECU) about locust swarms threatening food security. The post includes a photo of a large swarm of locusts. The user, Dr. Violetta Wilk, is shown in the top right corner of the post, with a red circle around their profile picture. Below the post, the 'Share' button is circled in red. To the right, the 'Share' dialog box is open, showing the user's profile and the 'Who can see your post?' section. In the 'Who can see your post?' section, the 'Group members' option is circled in red. Below this, a list of groups is shown, including 'The Marketing Loop', 'Social Media Today', 'Social Media Marketers MKT2805 Sem 1 2020', 'ECU Social Media Marketing Course 2019', 'Social Media Marketers MKT2805 Sem 1 2019', 'ECU Social Media Workshop 2020', 'Social Media Marketers MKT2805 Sem 2 2019', and 'NVivo Users Group'. The 'Back' and 'Save' buttons are at the bottom right of the dialog.

Edith Cowan University  
87,068 followers  
3h • 🌐

In recent months, food security concerns have emerged for nations across Africa, Asia and the Middle East, as swarms of desert locusts have decimated crops and pastures. Leisa Armstrong, Senior Lecturer in Computer Science, says drc ...see more

Huge locust swarms are threatening food security, but drones could help stop them  
theconversation.com • 4 min read

2

Like Comment Share

Share

Dr Violetta Wilk  
Anyone

Who can see your post?

Your post will be visible on feed, on your profile and in search results

Anyone  
Anyone on or off LinkedIn

Anyone + Twitter (@wilkvioletta)  
Anyone on or off LinkedIn; post to Twitter

Connections only  
Connections on LinkedIn

Group members >  
Select a group you're in

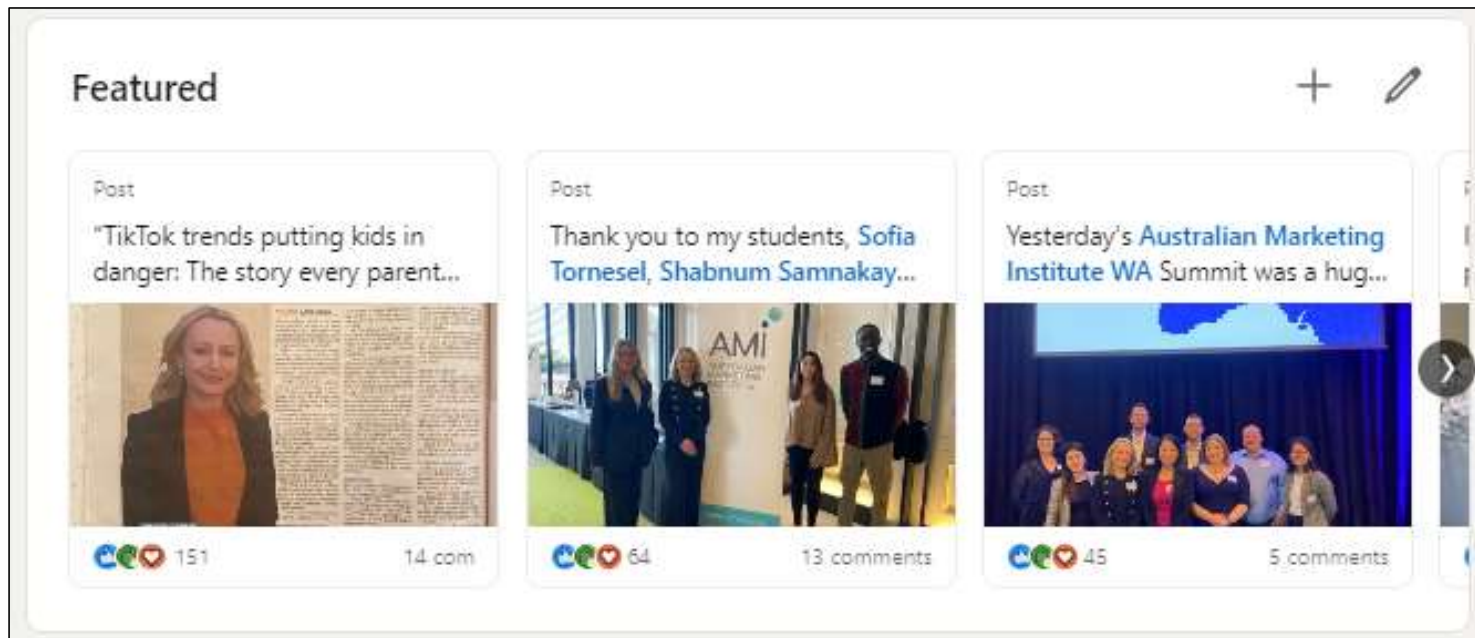
Advanced settings >

Select a group

- The Marketing Loop
- Social Media Today
- Social Media Marketers MKT2805 Sem 1 2020
- ECU Social Media Marketing Course 2019
- Social Media Marketers MKT2805 Sem 1 2019
- ECU Social Media Workshop 2020
- Social Media Marketers MKT2805 Sem 2 2019
- NVivo Users Group

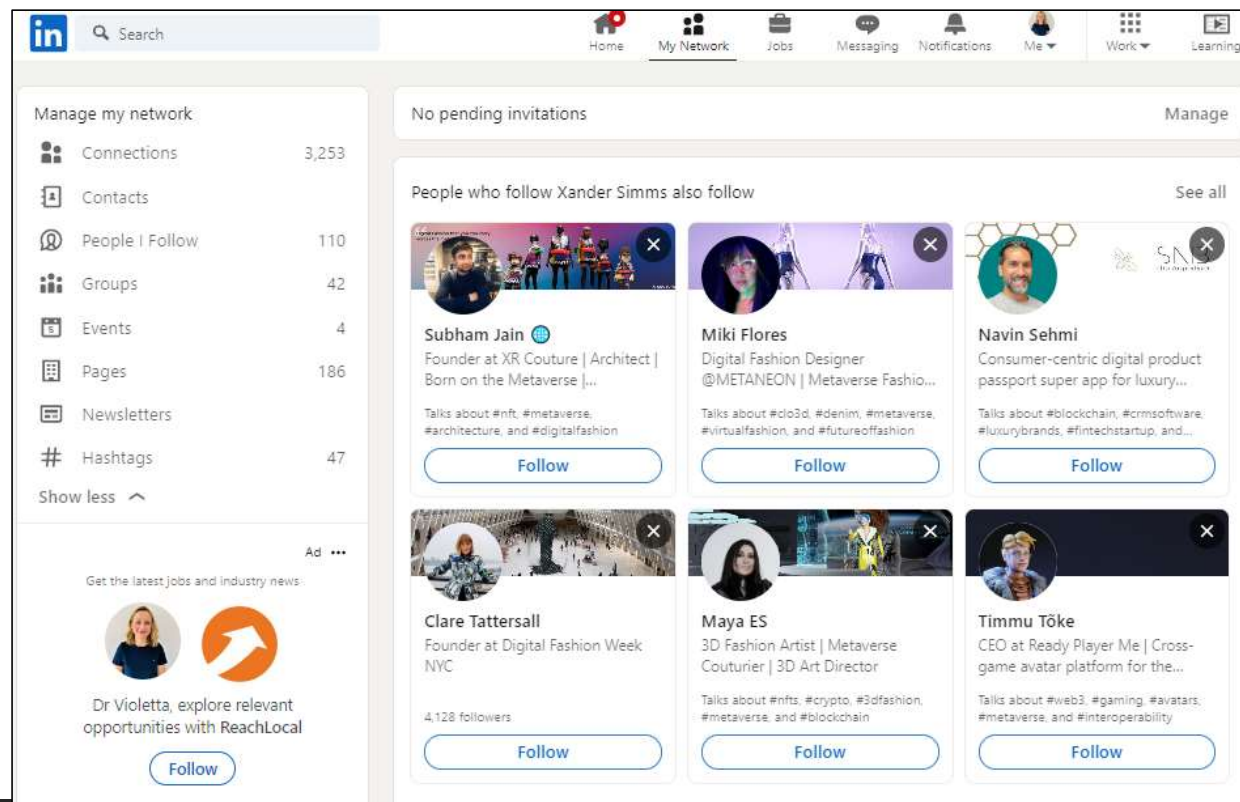
Back Save

# Featured section



<https://www.socialmediaexaminer.com/how-to-use-linkedin-featured-section-on-your-profile/>

# Building network





# Tips for your LinkedIn Profile:

## Be visible and professional!

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- Add quality information to your profile.
- Use keywords and #s relevant to your industry (ie: the words that people will be searching for when they try to find others).
- Keep your profile up to date.
- Create value for your network through the content you create and/or share.
- Be yourself and be honest! Show some personality.
- Remember that it's a *professional* social network.
- Your profile and conduct must be professional but not pompous or arrogant.
- Think in terms of how you would be speaking to your contacts if you met them in a professional setting.
- Share the URL to your LinkedIn profile.

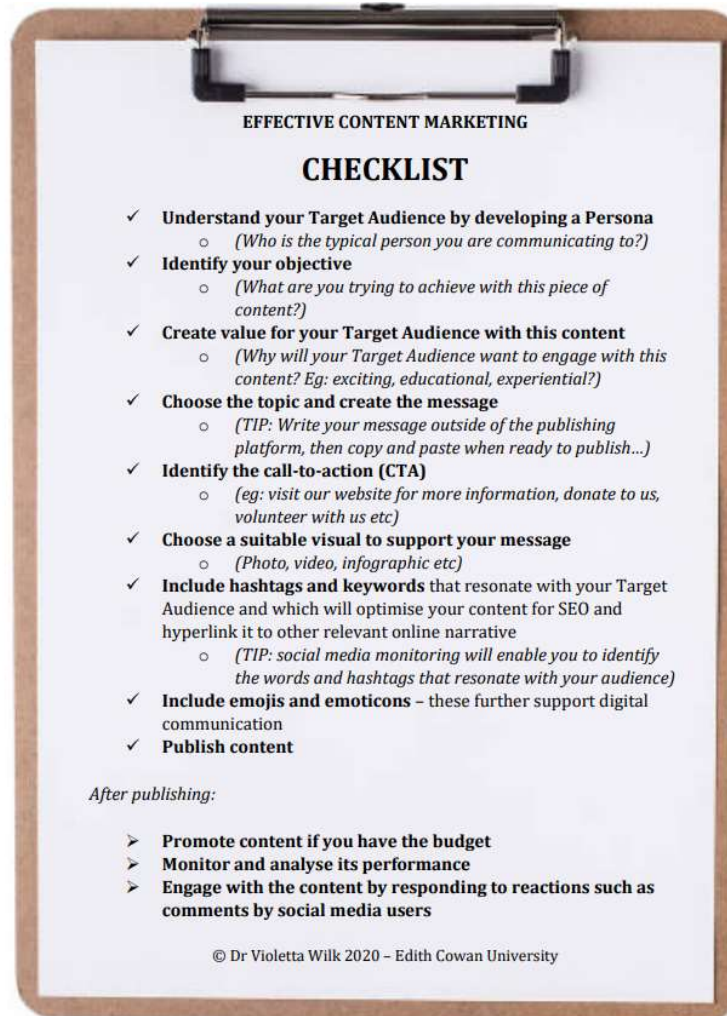
## ...more LinkedIn Tips!

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- It is NOT a one-way street.
- Engagement generates more engagement; it's not just about Likes. Stay active! Keep posting to stay relevant.
- The principle of reciprocity.
- Images and colour draw peoples' attention to your posts.
- The first sentence is important (and the hardest to write).
- Your storytelling is key.
- Use #s and @ mentions but don't overdo it.
- Timing of your posts is important: best time to post is generally mid-week in the morning.
- Connect with relevant 2<sup>nd</sup> and 3<sup>rd</sup> 'layers' of contacts.
- Keep it simple – Text only also works well but make it visually appealing and easy to read.
- Don't be humble and share, but be humble in how you share it.

# Activity

## Developing & publishing your LinkedIn post



Thank you

Dr Violetta Wilk

Lecturer & Researcher in Digital Marketing

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