# ACADEMIA & SOCIAL MEDIA

## Dr Nadine Muller

**ABOUT THIS WORKSHOP**

Across disciplines, research staff and students are encouraged to use social media as a means of disseminating their work, achieving impact, engaging with the public, expanding professional networks, and modernising their teaching. Yet, comparatively little training is being provided on how to use social media professionally within the realm of academia.

This interactive training workshop is designed for doctoral students and early-career researchers who want to explore the possibilities social media can hold for the professional development, from teaching to research, and from networking and job hunting.

The session addresses the following areas, all of which have proven popular and pertinent concerns for PhDs and early-career researchers:

- Developing a professional social media presence and strategy
- The benefits and challenges of disseminating your research online
- Integrating social media into your teaching and assessment
- Improving your professional profile
- Choosing the right social media platforms for you
- How to start your own blog

The workshop employs a variety of methods to address these issues, including group tasks, discussion, practical exercises, and question and answer sessions. This design has proven particularly successful as it allows participants to receive tailored advice specific to their career stage, research area, and professional aims.

This session is currently designed as a four-hour interactive workshop and can be adapted to suit groups of 20 - 40 people.

Costs and programmes for this and other, custom designed and/ or longer sessions are available on request, as are proposals for sessions that can accommodate more participants.

**ABOUT ME**

I hold a first-class BA (Hons) in English Literature with English Language from the University of Salford (2008) and a Ph.D. in English Literature from the University of Hull (2012). I secured my first permanent position as Lecturer in English Literature & Cultural History at Liverpool John Moores University less than six months after having been awarded my doctorate.

I run The New Academic, a blog which now has over 50 contributors, ranging from postgraduates to internationally renowned professors. It offers a platform for advice, experiences, and guidance for those beginning their academic careers. The New Academic was featured in the Times Higher Education on two occasions, is listed in the Guardian's Higher Education Network, and now has 6,000+ visitors a month. Next to my work on my site, I have also written for the Guardian and for the University of Warwick's Research Life blog.

My full CV can be accessed at: http://www.nadinemuller.org.uk/about/cv.

**CONTACT**

Email : n.muller@ljmu.ac.uk
Twitter : @Nadine_Muller
Website : www.nadinemuller.org.uk