

Using Social Media as a Media Scholar



Resources

Books

Carrigan, M. (2019). *Social media for academics*. Sage. (Read the author's blog here:

<https://markcarrigan.net>)

Daniels, J., & Thistlethwaite, P. (2016). *Being a Scholar in the digital era: Transforming scholarly practice for the public good*. Policy Press.

<https://doi.org/10.1332/policypress/9781447329251.001.0001>

Sackstein, S. (2015). *Blogging for educators: Writing for professional learning*. Sage.

<http://dx.doi.org/10.4135/9781483393353>

Veletsianos, G. (2016). *Social media in academia: Networked Scholars*. Routledge.

<https://doi.org/10.4324/9781315742298> (Read an interview with the author here:

<https://authorservices.taylorandfrancis.com/scholars-in-social-media/>)

Weller, M. (2011). *The digital scholar: How technology is transforming scholarly practice*.

Bloomsbury. <https://doi.org/10.5040/9781849666275>

Articles

Chugh, R., Grose, R., & Macht, S. A. (2021). Social media usage by higher education

academics: A scoping review of the literature. *Education and Information*

Technologies, 26, 983–999. <https://doi.org/10.1007/s10639-020-10288-z>

- Donelan, H. (2016). Social media for professional development and networking opportunities in academia. *Journal of Further and Higher Education*, 40(5), 706–729. <https://doi.org/10.1080/0309877X.2015.1014321>
- Duffy, B. E., & Pooley, J. D. (2017). “Facebook for academics”: The convergence of self-branding and social media logic on academia. *Social Media + Society*. <https://doi.org/10.1177/2056305117696523>
- Guerin, C., Carter, S., & Aitchison, C. (2015). Blogging as community of practice: Lessons for academic development? *International Journal for Academic Development*, 20(3), 212–223. <https://doi.org/10.1080/1360144X.2015.1042480>
- Manca, S., & Ranieri, M. (2016a). Facebook and the others: Potentials and obstacles of social media for teaching in higher education. *Computers & Education*, 95, 216–230. <https://doi.org/10.1016/j.compedu.2016.01.012>
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- McPherson, M., Budge, K., & Lemon, N. (2015). New practices in doing academic development: Twitter as an informal learning space. *International Journal for Academic Development*, 20(2), 126–136. <https://doi.org/10.1080/1360144X.2015.1029485>
- Meishar-Tal, H., & Pieterse, E. (2017). Why do academics use academic social networking sites? *The International Review of Research in Open and Distributed Learning*, 18(1), 1–22. <https://doi.org/10.19173/irrodl.v18i1.2643>

- O'Keeffe, M. (2019). Academic twitter and professional learning: Myths and realities. *International Journal for Academic Development*, 24(1), 35–46. <https://doi.org/10.1080/1360144X.2018.1520109>
- Ovadia, S. (2013). When social media meets scholarly publishing. *Behavioral & Social Sciences Librarian*, 32(3), 194–198. <https://doi.org/10.1080/01639269.2013.817886>
- Pausé, C., & Russell, D. (2016). Sociable scholarship: The use of social media in the 21st century academy. *Journal of Applied Social Theory*, 1, 5–25. <https://socialtheoryapplied.com/journal/jast/article/view/29>
- Vandeyar, T. (2020). The academic turn: Social media in higher education. *Education and Information Technologies*, 25, 5617–5635. <https://doi.org/10.1007/s10639-020-10240-1>.

Online

“The Social Academic” blog is part of the website, [The Academic Designer: Communications for professors and researchers](#). Here, you can find articles and interviews about creating and managing an online presence for academics. Here are some good examples:

- [“Social Media Platforms for Academics, A Breakdown of the Networks”](#)
- [“Let’s Bust 3 Myths About Social Media for Academics”](#)
- [“Academic YouTubers Talk About Getting Started on YouTube”](#)
- [“A Guide to Instagram for Academics”](#)
- [“A Guide to Twitter for Academics”](#)