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Using social media to raise your profile

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How to cite:

Heaney, Caroline and Owton, Helen (2015). Using social media to raise your profile. In: Faculty of Education and Language Studies Learning and Teaching Conference, Open University, Milton Keynes, 7 Oct 2015, Milton Keynes.

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Version: Version of Record

Link(s) to article on publisher's website:
<http://www.open.ac.uk/blogs/OU-Sport/?p=797>

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oro.open.ac.uk

Using social media to raise your profile

Dr Caroline Heaney & Dr Helen Owton
Sport & Fitness

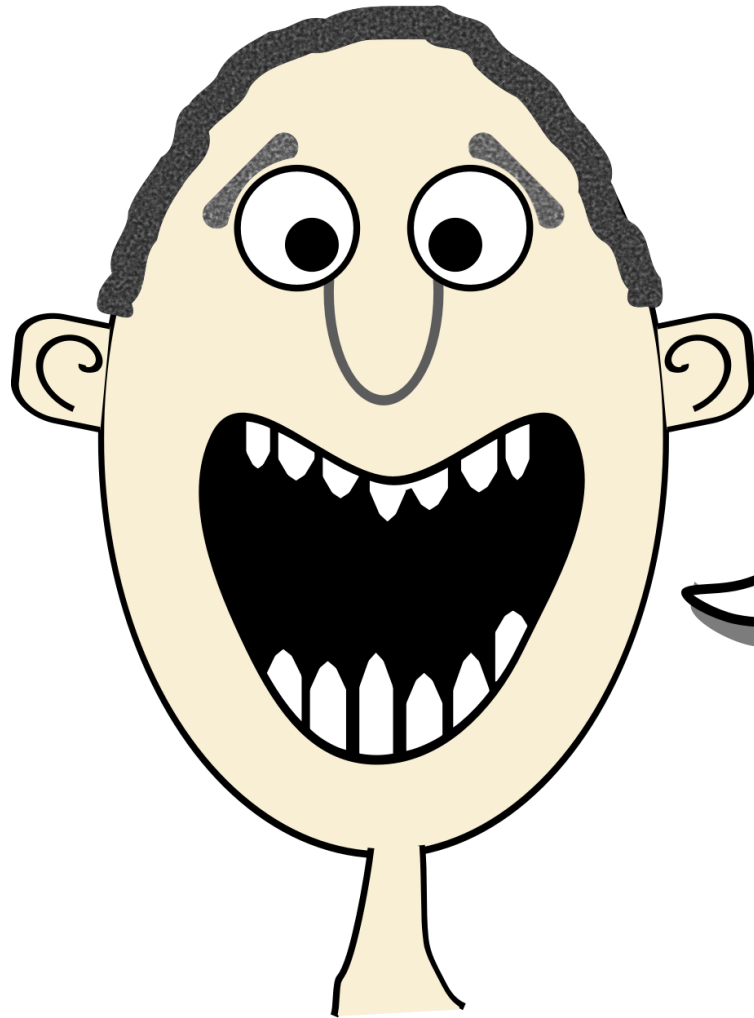


Session overview

- Why do we use social media?
- What do we do?
- Does it work?
- Personal experiences
- Using Twitter, including 'Top Tips'



Why?



I didn't know they
did sport and
fitness at the OU!

What do we do?

No Service 11:31 open.ac.uk 94%

OU Sport & Fitness Team Blog 0 + New Edit Post Howdy, Caroline Heaney

OU Sport & Fitness Team Blog

Commentary from The Open University Sport and Fitness team

Home About this blog Study with us Twitter Who are we?

No Service 11:32 94%

Open Uni Sport
@OU_Sport

We are the OU Sport & Fitness degree team: @caheaney @SimonRea4 @open_jessica @caliwi @Dr_hels_bells01 @_GavinWilliams_ @mind4sportpsych. All views are our own.

Milton Keynes open.ac.uk/blogs/OU-Sport/

146 FOLLOWING 620 FOLLOWERS

Tweets Media Favourites

Open Uni Sport @OU_Sport 47m

Or you could send us a video to share your love of part-time sport and fitness study at the OU #LovePartTime

← Another penalty kick to touch...

#LovePartTime →

Doping in rugby union: a case of papering over the cracks?

Posted on September 30, 2015 by Caroline Heaney

By Gavin Williams

An average of 7.8 million viewers tuned in to watch events at Twickenham on Friday 18th September as the self-proclaimed third largest sporting event in the world, the Rugby World Cup, began.



No Service 11:33 theconversation.com 94%

THE CONVERSATION

Academic rigour, journalistic flair

Arts + Culture Business + Economy Education Environment + Energy Health + Medicine Politics + Society Science + Technology Rugby World Cup

Siblings in the scrum: long history of brothers makes rugby a family affair

September 28, 2015 1.05pm BST



Blog

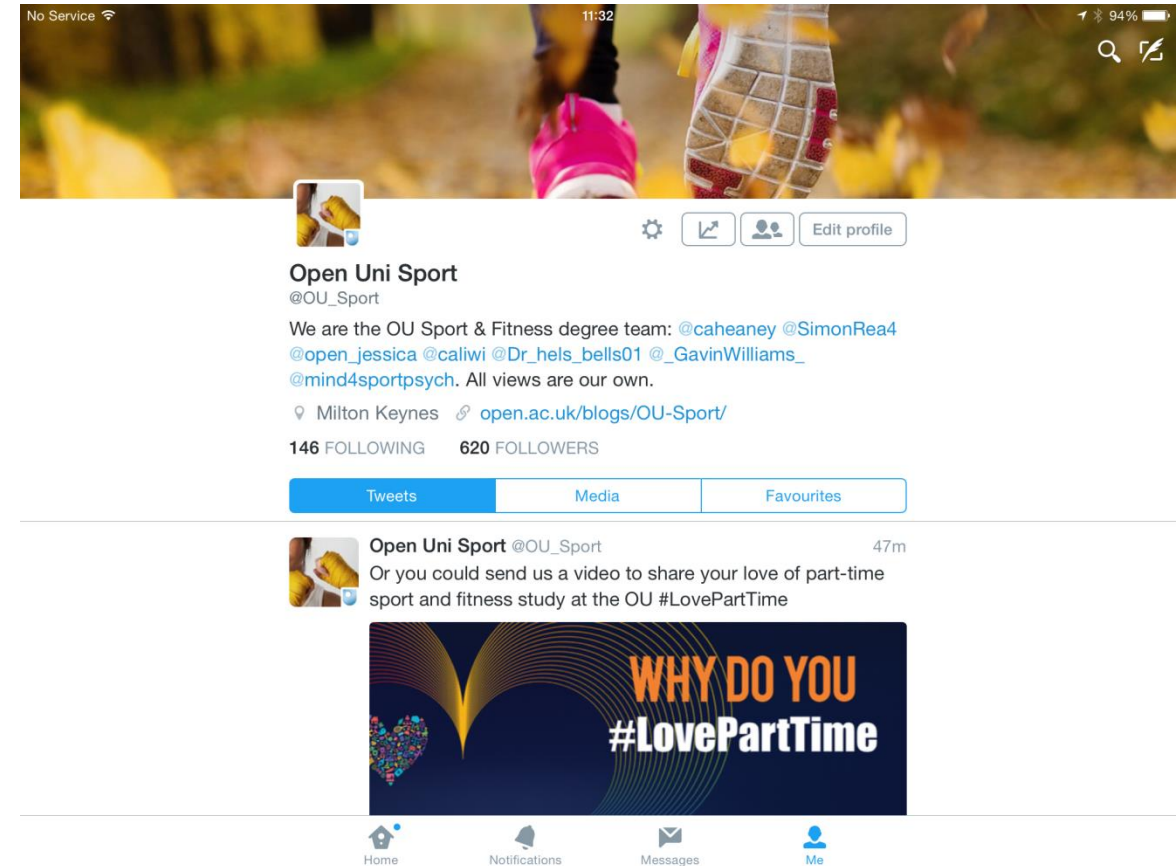
Twitter

The Conversation

Does it work?

TWITTER:

- @OU_Sport account active since October 2012
- 620 followers – students, ALs, OU accounts, others
- Further reach with re-tweets from non-followers
- Mainly used to share interesting articles, engage with students and direct traffic to the blog



Does it work?

BLOG:

- Started in February 2014
- 85 posts to date (mean = 5 posts/month)
- Articles posted on the blog are also posted in other locations e.g. OpenLearn, The Conversation

STATS (since May 2015):

- Mean of 1,173 page views per month (range 707-1,819)
- High percentage of new visitors (mean = 85%)
- Worldwide audience (predominantly UK)



The screenshot shows a mobile browser view of the 'OU Sport & Fitness Team Blog'. The page header includes the site name, navigation links, and the author 'Howdy, Caroline Heaney'. The main content area features a large image of a person's feet in pink and white sneakers on a path covered with yellow autumn leaves. Below the image is a navigation menu with links for 'Home', 'About this blog', 'Study with us', 'Twitter', and 'Who are we?'. The main article is titled 'Doping in rugby union: a case of papering over the cracks?' and is attributed to 'Gavin Williams'. The article text begins with 'An average of 7.8 million viewers tuned in to watch events at Twickenham on Friday 18th September as the self-proclaimed third largest sporting event in the world, the Rugby World Cup, began.' To the right of the article is a sidebar with a search bar and a 'Recent Posts' section listing several articles, including the one currently displayed.

Does it work?

THE CONVERSATION:

- 21 articles published by the team to date
- Wide reach – UK and worldwide
- At 17th September 2015 articles written by the team had received **63,354** views
 - mean 3,017 hits per article (20 articles)
 - range 640-17,239
- Sample article stats
 - [The astonishing comebacks at the Athletics World Championships – HO](#)
 - Views = 17,329
 - Tweets = 43

The screenshot shows a web browser displaying a dashboard for 'The Conversation' website. The user is identified as 'Caroline Heaney', a Senior Lecturer in Sport and Fitness at The Open University. The dashboard is divided into several sections: 'In Progress' (empty), 'Published (3)' (listing three articles with their titles, dates, and view counts), and 'Reach' (showing an overview of all articles with 3 articles, 16,673 readers, and 50 comments). A line graph under 'Readers' shows a sharp increase in readership starting around late 2014. The browser's address bar shows the URL: https://theconversation.com/profiles/caroline-heaney-110767/dashboard.

The screenshot shows a news article on 'The Conversation' website. The article is titled 'The astonishing comebacks at the Athletics World Championships' and is dated August 24, 2015, 2:54pm BST. The article features a photograph of three male sprinters in action on a track: Justin Gatlin (USA) in a red singlet, Usain Bolt (Jamaica) in a yellow and black singlet, and Derrick Rodgers (USA) in a red singlet. The article is categorized under 'Politics + Society'.

Personal Experiences

- Academic writing and blogging
- Writing for The Sport & Fitness Blog
- Writing for The Conversation
- The Huffington Post
- Twitter
- Facebook (limited)
- [You Tube Research Video](#)



Using Twitter

iPad 16:12 36%

Open Uni Sport
@OU_Sport **FOLLOWS YOU**

We are the OU Sport & Fitness degree team: @caheaney @SimonRea4 @open_jessica @caliwi @Dr_hels_bells01 @_GavinWilliams_ @mind4sportpsych. All views are our own.

📍 Milton Keynes open.ac.uk/blogs/OU-Sport/

142 FOLLOWING 580 FOLLOWERS

Tweets Media Favorites

← in reply to @luboxon

Open Uni Sport @OU_Sport 1d
@luboxon @ConversationEDU I hate to break it to you Wojtek but 48hrs after is always the worst pain! 😞

Home Notifications Messages Me

iPad 16:12 36%

Helen
@Dr_hels_bells01

@OU_Sport: qualitative, asthma, senses, abuse, gender, equality @jogsndialogs

📍 PhD * Psychologist open.academia.edu/HelenOwton

145 FOLLOWING 428 FOLLOWERS

Tweets Media Favorites

★ Pinned Tweet

Helen @Dr_hels_bells01 12/08/2015
"Learning from Bella's story": youtu.be/f_R6EQXEKV8
@IanMcFadyen1966 @TheCPSU @womensaid Pls RT
#sexualabuse #sport

Home Notifications Messages Me

Blocking

- Occasionally, there are times when you might get an unwanted response



Helen
@Dr_hels_bells01

Still makes my blood boil! Richard Keys & Andy Gray mock lineswoman Sian Massey during Liverpool victory
telegraph.co.uk/sport/sportvid...

28/07/2015 11:15

 VIEW TWEET ACTIVITY


- Response: “It’s just banter, get over it” **BLOCK**
- Reporting comments on The Conversation



Twitter blocking

iPad 15:37 38%

< Tweet 🔍 ✎

 **Open Uni Sport**
@OU_Sport

This is what one of our current OU Sport & Fitness students has to say about studying with us...

Alex Roberts @AlexR5211
Can highly recommend, started last year, looking forward to year 2.
[twitter.com/OU_Sport/statu...](#)

10/09/2015 12:06 [Send via Direct Message...](#)

3 RETWEETS 3 FAVCS [Share via...](#)

↩ [Mute](#) ⋮

[Block](#)

[Report](#)

Reply to Open Uni Sport, Alex Roberts

Home Notifications Messages Me

Twitter Top Tips #TTT

- Get over feeling conscious: 1 billion registered users, 100 million daily active twitter users
- **Blog**
 - RT your blog at relevant times (e.g. topical)
- **Remember to tweet (regularly)**
 - Repeat tweets (different times/days/tags)
 - Fast paced so figure out when are good times to tweet (e.g. early evenings)
- **Engage with other users:**
 - Follow, RT & Favourite others (and they might follow you back)
 - Ask others to RT: 'Pls RT'
 - Tag others in your post to RT your tweet e.g. @OU_Sport
- **Attractiveness**
 - Be creative/interesting
 - Tweet with a photo
 - Write same tweet differently
- **Hashtag**
 - #FF Users created this as shorthand for "Follow Friday," a weekly tradition where users recommend people that others should follow on Twitter.
 - Start a new hashtag: #LoveOU
 - On FB too many hashtags lowers engagement (use 1 or 2 only)
- **Thank people!**
- **Email signature**
 - Add your twitter / blog / research links to your email signature



B-R-E-A-T-H-E LIFE INTO YOUR TWITTER ACCOUNT!

Any questions?



LINKS:

Sport & Fitness Team Blog

<http://www.open.ac.uk/blogs/OU-Sport/>

Sport & Fitness Team – Twitter
(@OU_Sport)

https://twitter.com/OU_Sport

The Conversation

<https://theconversation.com/uk>