

# 10 Days of Twitter

## Day 3 - Following People



@YSJTEL

*The best way to gain friends and fans on Twitter is to engage with people, follow others whose Tweets are interesting or meaningful to you, and be an active part of the Twitter community by reading and posting high-quality information.*

You've sent your first tweets, creating interesting and engaging content for your potential followers. The other side to Twitter is the stream of information brought to you by the people that you follow. And if you follow people, chances are that they will take a look at your profile and decide to follow you in return (which is why setting up a profile with some engaging tweets first was important!).

## BALANCE

**As an individual professional, you're probably going to get the most benefit in the first instance by having roughly the same number of followers and following.**



One of the key features of Twitter is that, unlike other platforms such as Facebook or LinkedIn, following is not necessarily reciprocal – the people you follow may not be the people who follow you. Some people have a more-or-less even match of followers and following; others follow lots of people but don't tweet much themselves and therefore don't have many followers; and some Tweeters, usually very well-known people or institutions, may have a large number of followers as they tweet a lot but don't actually follow many people; using Twitter more as a broadcast medium to get their message out there.

## DIALOGUE

Twitter works best as a **dialogue**, and this won't happen if you're doing all the talking, or have nobody to talk to!



Twitter works best as a dialogue, this is true even for those tweeting in an official capacity on behalf of their service. Although they may have more followers than people they follow, it's still useful to follow some people, services or institutions so you have other useful information to pass on as well as just promoting yourself or your service. And following people will give you a sense of how it's done when you send your own tweets.

# WHO TO FOLLOW?



So how do you find people to follow? When you first sign up to Twitter, they will suggest people for you to follow, or invite you to search for names or keywords, but this can be a bit hit and miss. Some people give up at this point, thinking it's all pop stars and people tweeting about their breakfast!

Here are eight suggestions, although not exhaustive, for building a useful feed of information that might work well for you.

# 1.

## **'CELEBRITY' ACADEMICS** and Media Dons

Following well-known people and commentators in academia, particularly in the field of Education, will give you some ideas of how to build your profile and impact, as well as offering commentary on education policy, news on developments in Higher Education, access to their own network of followers and interesting material to retweet to your followers.

## ACADEMICS

- » David Carless (@CarlessDavid)
- » Gilly Salmon (@gillysalmon)
- » Howard Rheingold (@hrheingold)
- » Eric Stoller (@EricStoller)
- » Sally Brown (@ProfSallyBrown)
- » Phil Race (@RacePhil)
- » Dilly Fung (@DevonDilly)
- » Mary Beard (@wmarybeard)

You could follow Education researchers and academics such as...

# 2.

## PROFESSIONAL BODIES

For updates about events, news, policy, or funding opportunities, your professional body will be very useful.

## PROFESSIONAL BODIES

- » Advance HE (@AdvanceHE)
- » NTF Tweet (@NTF\_Tweet)
- » Vitae (@Vitae\_news)
- » SEDA (@Seda\_UK\_)
- » Jisc (@Jisc)
- » GuildHE (@GuildHE)
- » The AUA (@The\_AUA)
- » UKRSA (@UKRSAvitae)
- » ACCA UK (@ACCA\_UK)
- » RCOT (@theRCOT)
- » BPS (@BPSOfficial)
- » CSP (@thecsp)

Try some educational bodies, for example Advance HE (formed from the merger of Leadership Foundation, Equality Challenge Unit and HEA), Association of National Teaching Fellows, Vitae, [Staff and Educational Developers Association](#), Jisc, GuildHE, Association University Administrators, UK Research Staff Association.

Or search for your occupation's professional body, for example, Association of Chartered Certified Accountants, Royal College of Occupational Therapists, British Psychological Society, Chartered Society of Physiotherapy

**3.**

**FUNDING BODIES**

For calls for funding and other news

## FUNDING BODIES

- » UKRI (@UKRI\_News)
- » ESRC (@ESRC)
- » EPSRC (@EPSRC)
- » AHRC (@ahrcpress)
- » BBSRC (@BBSRC)
- » Research England (@ResEngland)

For calls for funding and other news, follow bodies such as UK Research and Innovation, Economic & Social Research Council, The Engineering and Physical Sciences Research Council, Arts and Humanities Research Council, Biotechnology and Biological Sciences Research Council, or Research England.

4.

## ACADEMIC & PROFESSIONAL PRESS

Education press will give you access to news stories which may interest you or your followers.

## ACADEMIC PRESS

- » The Conversation (@ConversationUK)
- » The Conversation (@ConversationEDU)
- » Times Higher Education (@timeshighered)
  - » Sara Custer (@sarakcuster)
- » Guardian Higher Education (@GdnHigherEd)
- » Research Information (@researchinfo)
- » YSJU News (@YSJUNews)

Education press such as The Conversation, [@TimesHigherEd](#), [@gdnHigherEd](#) or [Research Information](#) will give you access to news stories which may interest you or your followers. Following their journalists too, such as Sara Custer (new Digital Editor [@timeshighered](#)), might be a way to hear about interesting stories or even raise your own profile in the press.

You could also try YSJU News, for the latest news, events and academic opinion.

Many academic journals or publishers also have their own Twitter accounts which are useful for updates on calls for contributions or new contents. Search for the ones relevant to you!

# 5.

## OTHER ACADEMICS

Building up a network of other academics on Twitter is a fantastic way to support your work – whether it's sharing every-day practice, building a Personal Learning Network or debating approaches around a particular subject area.

## ACADEMICS

- » **YSJ Tweeps**
  - » <https://twitter.com/YSJTEL/lists/ysj-tweeps>
- » **VCs Who Tweet (via @SueBecks)**
  - » <https://twitter.com/suebecks/lists/vcs-who-tweet>
- » **Academics Who Tweet (via @laurapasquini)**
  - » <https://twitter.com/laurapasquini/lists/academics-who-tweet>

Search for people you know to see if they have a Twitter account. Search by name or by keyword, or import contacts from your LinkedIn account or email. You can use our [YSJ Tweeps](#) list to find out who else is using Twitter at YSJ, or try these other two lists – VCs Who Tweet from Sue Becks, and Academics Who Tweet from Laura Pasquini.

We'll cover how to create your own Twitter Lists on Day 8!

# 6.

## ACADEMIC MENTORS

There are several bloggers and tweeters who create a supportive community for other academic professionals and students, who have really useful advice and experiences to share on the various aspects of being or becoming an academic, from writing and publication to managing your career.

## ACADEMIC MENTORS

- » Dr Inger Mewburn (@thesiswhisperer)
- » Research Whisperer (@researchwhisper)
- » PhD Forum (@PhDForum)
- » #ECRchat (@ECRchat)
- » #Acwri (@Acwri)
- » PHD Comics (@PHDcomics)
- » Academia Obscura (@AcademiaObscura)
- » Sh\*t Academics Say (@AcademicsSay)

These people and communities provide useful advice to pass on to your students, and possibly useful for you too!

# 7.

## **ASSOCIATED SERVICES** and Professionals

Following your institution's official account, as well as professional services departments or individuals, can be a great way to find out what's happening across the university, what support and opportunities are available to staff and students, and even ways get involved in projects happening across the institution.

## PROFESSIONAL SERVICES

- » York St John Events (@YSJEvents)
- » YSJ Accommodation (@YSJHalls)
- » YSJ Study Development (@YSJStudyDev)
- » York St John Assistive Technology (@YSJ\_AT)
- » York St John Funding (@ysjfundng)
- » YSJ ILE (@YSJ\_ILS)
- » YSJ HR & Staff Dev (@YSJHRStaffDev)
- » YSJActive (@YSJActive)
- » YSJ Jobs and Careers (@YSJJobsCareers)
- » YSJ Equality (@ysjequality)
- » York St John SU (@YSJSU)
  - » George (@YSJSU\_Pres)
  - » Steph (@YSJSU\_PresEd)
  - » Annie (@YSJSU\_PWD)

There are lots of people on Twitter who can feed you useful information, but aren't academics. Follow librarians, disability advisers, careers advisers, learning technologists, researchers and staff developers, SU sabbaticals...all useful people to learn from and collaborate with!

There are many more who aren't on this slide, including Schools, Departments, Programmes and individuals, you can use our [YSJ Tweeps](#) list to find out who else is using Twitter at YSJ.

8.

## POLICY MAKERS

Finally, what about the HE policy makers?

## POLICYMAKERS

- » Education Committee (@CommonsEd)
- » The Office for Students (OfS) (@officestudents)
- » QAA (@QAAtweets)
- » Universities UK (@UniversitiesUK)
  - » UUK Events (@UUKevents)
- » HEPI (@HEPI\_news)
- » Wonkhe (@Wonkhe)

If you're interested in government education policy, you could always follow politicians, the select committees for [Education](#), The Office for Students, Quality Assurance Agency, Universities UK, or The Higher Education Policy Institute, although we like to get our HE policy fix from [@WonkHE](#).



**#YSJ10DoT**

- Last slide!