

Doctoral School's Researcher-Led Initiative Fund

'Using Social Media in Academia' workshop

23rd May 2016, 3hr

Organisers review:

This workshop has been a great occasion for me to gain and reinforce different types of skills. First, organising this event has improved my management skills, through the recruitment of the different invited speakers, the preparation of the venue and the design of the workshop. It also improved my interpersonal skills, via the regular interactions I had with the co-organiser [REDACTED], as well as with the different invited speakers and the workshop participants. I perfected my communication skills through the preparation of the workshop's content and the presentations I gave, as well as my teaching skills. Via the contact I had to make with the different invited speakers from Sussex University, I extended my professional network with new valuable professional connections. Finally, I greatly increased my knowledge of social media during the preparation of this workshop, and also realised some of the key differences that exist between giving a scientific presentation and teaching, which was a very valuable lesson for my future career.

Feedback:

At the end of the course, feedback was obtained from participants, as summary of which is below. For full data analysis please see the attachment.

14 people attended the course, from a range of Schools. The feedback suggests that participants gained an increased understanding of and greater confidence in using Twitter, with more people likely to use Twitter following the workshop. However, it was evident that participants felt there was more to learn about Twitter, showing that this is a good introductory workshop but perhaps there is scope for an advanced workshop. Some felt that the workshop could have been shorter, but that it was well organised and well taught. In the comments section, participants were asked to state the parts of the workshop that were most useful, for which the majority cited the final session, where guest speakers gave their advice/examples of using twitter. It was mentioned that evaluation of impact was a session that would have been useful to include. Overall, the workshop went well and the participants gained from it. Therefore we think there would be scope to include the workshop in the programme of future events, with perhaps the possibility of splitting it into 2 x 1.5h sessions (1x introductory and 1x advanced), with the option of staying for both.

