How to rock social media for your academic conference presentations

Dr. Janet Corral
University of Colorado School of Medicine
This presentation will address:

• The concept of PLN & PKM
• Why post to social media
• Specific social media accounts to use, and in which sequence.

Note: This presentation is on Slideshare: http://slidesha.re/1bnqt0X
Housekeeping Tip:

If you don’t have the social media account mentioned, improvise or sign up!
You’re at a conference...

Photo credit: http://www.apn-gcr.org/2012/04/19/Beyond-Carbon-Conference-at-Oxford/
0.35 °C of avoided global CO₂ effects, not due to carbon sinks or deforestation.

Photo credit: http://www.apn-gcr.org/2012/04/19/Beyond-Carbon-Conference-at-Oxford/
http://www.voacambodia.com/content/expert-touts-rise-of-citizen-journalists/1809765.html
Why do this?

What are you going to do with those pictures?

How will you communicate the content & context?

Will I get credit? (...and will I want to?)
Why Post Socially?

• Protect your intellectual property
• Easier workflow for sharing content
• Build your professional digital footprint
• Build your personal learning network
• Metrics for promotion & tenure?
About your digital footprint…

PERSONAL LEARNING NETWORKS
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<th>Synchronous</th>
<th>Asynchronous</th>
<th>Semisynchronous</th>
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<td>Hallway Conversation</td>
<td>Google Reader (RSS)</td>
<td>Email</td>
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<td>PLC Work</td>
<td>Diigo</td>
<td>Google Docs</td>
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<td>Blog commenting</td>
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Credit: http://home.lps.org/training/2012/11/29/building-a-pln-professional-learning-network/
Personal Knowledge Management

Seek playfully to connect

Make sense & be empowered through learning

Share to inspire through your work
OVERVIEW OF THE PROCESS
1. Post your presentation to a publicly accessible space.
2. Select copyright settings.

If you don’t know, learn more before selecting!
Select copyright settings.

If the tool you are using doesn’t have built-in copyright settings, put © to you, or use the appropriate Creative Commons license.

Also, be compliant with your institutional agreement as to who owns the copyright – you or your institution.
Share appropriate to your faculty agreement, and maintain your professionalism within your community.

Get out there & see what great work your colleagues are doing!
Consider allowing downloads.

Scholarship should aim to improve education and society.¹

Where appropriate, allow others to use, apply, adapt, and build upon your work!

Consider allowing downloads.
4 Share with the conference!

Natalie Lafferty @nlafferty
Finally got round to uploading my #AMEE2012 symposium presentation on our VLE journey at Dundee on slideshare slideshare.net/eLime/moving-b... #meded

E-Learning for the Learner: the challenge of providing learner centred education in the Age of the Internet

Moving Beyond Blackboard: The VLE journey at Dundee

Natalie Lafferty

Moving beyond Blackboard: The VLE journey at Dundee

This presentation was given as part of the E-Learning for the Learner: the challenge of providing learner centred education in the Age of the Internet Symposium

#SlideShare @SlideShare · Follow
4 Share with the conference!

Use the conference hashtag ("#conference") so conference go-ers may follow along.
Share with your broader network!

One convention of the academic community is to disseminate one’s work. So.....

Help others learn and apply your work to their context!
Share with a broader network!

Use other hashtags to reach the broader community.
Watch your work spread!

*Unless you’re the keynote speaker at a big conference, 2000 views is more spread than who attended your presentation!
LET’S TRY IT
REVIEW OF STEPS
Workflow with Prezi

Create Presentation in Prezi → Publish in Prezi → Post to:
- LinkedIn
- Twitter
Workflow with Slideshare

Create Presentation in Software (e.g PPT, Keynote) → Publish in Slideshare → Post to:
• LinkedIn
• Twitter
QUESTIONS?