Librarians as Advocates of Social Media for Researchers: A Social Media Project Initiated by Linköping University Library, Sweden

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Four campuses in three cities

- 27 000 students
- 4 000 employees
- 1 300 doctoral students
“Our endeavor is to constantly increase the collaboration with and benefit for researchers, teachers and students.”

www.bibl.liu.se
The study

- Find out the awareness of using social media in a professional context by LiU researchers

- Identify the most preferred social media platforms for researchers

- Create a web-based information package for researchers at Linköping University
Major findings

• Few LiU researchers used social media

• Lack of social media strategy

• ResearchGate/Academia.edu and Twitter
Benefits:

• Build professional networks
• Be where the students are
• Speed of social media activity

Concerns:

• Problems with identity
• Shallow discussions
Social media impact

• Well-formed social media strategy
• Writing for the public
• Funding agencies
Our recommendations

• Cooperate with others at the university

• Check the awareness and knowledge about social media among faculties

Photo: Göran Billeson
Read more:

“Social media and research communication”
Information Today Europe, 31 August 2016

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Thank you!

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