

## Set-up

- + Log into Wordpress.
- + Increase the font on the screen.
- + Load these pages in separate tabs.

## 0 - 5 Introduction.

<https://theresearchwhisperer.wordpress.com/>

- + Jonathan O'Donnell
- + RMIT University in Melbourne, Australia
- + My colleague, Tseen Khoo, and I run the Research Whisperer.
- + We've found that social media can help us be more effective research administrators.

## 5 - 10 Who's in the room.

Either around the room (20 people or less) or 1,2,4,all.

- + Who are you and what social media do you like?

[Open tabs for new things.]

- + I do those introductions at all the talks I run, even in my own university.
- + It is sometimes quite difficult to connect with people, even within your own organisation.
- + So if you spotted someone who is using something that you like, say hello. Have a coffee.
- + Make a connection. Build a link. Start a community.
- + Life is hard enough...

## 10 - 20 The blog.

- + That is what we've done with the Research Whisperer.
- + We've built a community (or perhaps two different communities) with Wordpress and Twitter (yymm).
- + This is the Research Whisperer blog.

<https://theresearchwhisperer.wordpress.com/>

- + Once a week, we publish 1000 - 1500 words on doing research in academia.
- + Sometimes they are quite specific, like how to build a Gantt chart, or a budget, or a research methods section...

<https://theresearchwhisperer.wordpress.com/2011/09/13/gantt-chart/>

<https://theresearchwhisperer.wordpress.com/2014/10/07/simple-research-budget/>

<https://theresearchwhisperer.wordpress.com/2015/03/10/writing-research-methods/>

- + Sometimes they are quite general, like why I like working with researchers.

<https://theresearchwhisperer.wordpress.com/2011/08/01/research-rocks/>

<https://theresearchwhisperer.wordpress.com/2016/07/19/when-research-collaborations-go-bad/>

+ Sometimes they are things that we don't really talk about in the office very much.

<https://theresearchwhisperer.wordpress.com/2016/09/27/it-gets-worse/>

+ This is the post that we published this week.

+ It is about the crisis around hourly paid work at universities. I think that you call them 'adjuncts' here.

+ I think that it is an important issue, so I wrote this with two people who know more about it than me.

+ As it turns out, a lot of other people thought that it was important, too.

<https://wordpress.com/stats/day/theresearchwhisperer.wordpress.com>

+ These are our daily page views - guess which day the post went live...

+ This is what going viral looks like for us.

## 20 - 30 Twitter.

+ So that is our community responding, and pushing this idea out to their networks.

+ We have around 5,000 subscribers to the blog (roughly 3,500 via RSS & 1,500 via email), who would have got this post in their mail, or RSS feeds.

<https://wordpress.com/stats/follows/wpcom/theresearchwhisperer.wordpress.com>

+ We used to get a lot of comments on the blog, but not so much any more.

+ We do most of the discussion on Twitter, where we are @ResearchWhisper.

<https://twitter.com/researchwhisper>

+ We push out two tweets a week about our own post.

+ The rest of the time, we are sharing things we like, asking and answering questions and chatting (sort of).

+ We have been doing this for five years and we have almost 15,000 followers on Twitter, which is nice.

<https://twitter.com/followers>

+ They are research administrators, researchers (at all levels), post docs, PhD students, the odd vice chancellor, and some people who work in allied industries, like the funding agencies.

+ This is now my go-to group when I have a question. There is always someone there, and they usually have a reasonable answer, or can point me to someone who knows.

## 30 - 35 Facebook.

+ You would think that most of our traffic comes from Twitter, right?

<https://wordpress.com/stats/day/referrers/theresearchwhisperer.wordpress.com?startDate=2016-09-27>

+ Turns out, most of our traffic for the last two days has been coming from Facebook.

+ We have a Facebook page, but we don't give it much love.

<https://www.facebook.com/ResearchWhisperer/>

+ Neither Tseen and I are on Facebook much. I don't use it at all, practically, and I think Tseen just does the Mum thing on there.

<https://www.facebook.com/ResearchWhisperer/likes>

+ As a result, we have about 500 likes. Pathetic, really.

+ Which means that either those 500 people are incredibly popular on Facebook, or our subscribers and Twitter followers are picking up this post and pushing it out via Facebook.

+ We don't know and (especially in Tseen's case - I'm the numbers-obsessed guy) we don't really care.

## **35 - 40 Anyone can do this.**

+ What I mean is, we aren't comms people. That isn't our core job.

+ When we started, we were both research grant developers - we help people write better applications.

+ Since then, Tseen has moved into research training - training people to write better grant applications, basically.

+ That means we get to do this how we like - which is my core message to you.

+ If you like Pinterest, become the post-award whisperer on Pinterest.

+ If you like SnapChat, become the finance whisperer on SnapChat.

+ Anyone can do this - we had no special training (and not much clue) when we started.

+ We based the Research Whisperer on Inger Mewburn's phenomenally successful Thesis Whisperer.

[xxx Thesis Whisperer

## **40 - 45 Why you should do this.**

+ This recipe works - regular blogging, and being active on Twitter or some other social media outlet.

+ After five years, we now have 262 posts.

+ I send these out to my academics all the time...

+ When people need to write their response to reviews of their grant applications.

<https://theresearchwhisperer.wordpress.com/2012/03/20/referees/>

+ When people need to plan their timeline for creating a complex application.

<https://theresearchwhisperer.wordpress.com/2015/06/23/critical-path/>

+ When people are talking to potential research partners.

<https://theresearchwhisperer.wordpress.com/2013/04/09/budgets-as-project-planning/>

+ It is a soft form of staff development. When I send people my 'how to make a budget' post, I get better budgets.

+ But it is more than that - it is also self-development.

+ By writing out my ideas, I need to think about them.

- + By publishing them to the world, I get feedback that makes them better, stronger, more nuanced.
- + By doing this over time, we've built a resource that is pretty strong, and a community that is phenomenally helpful.

## **45 - 50 How to do it.**

- + So, if you want to do it, how do you do it?
  - + Find a buddy. It is incredibly helpful to have a friend to work with, to share the load.
  - + Choose a topic. Personally, I would love to see a Finance Whisperer out there. I'm pre-pre-award, so I have no idea how finances work. Or Post-award Whisperer. Ethics Whisperer. Contracts Whisperer. There is plenty of space out there.
  - + Set a schedule. Doesn't matter whether you publish once a week, once a fortnight, once a month... as long as you are regular.
  - + Push your posts out through your favourite social media channel, and be active & helpful in that space.
  - + Talk to your boss (optional). I'm a great believer in ask for forgiveness, not permission.
  - + I have 1.5 hours per week built into my schedule to write blog posts (anyone doing Shut Up and Write here?), and I do Twitter when I'm on public transport. It used to take me about three hours to write a blog post - nowadays it takes longer (I'm not sure why).
  - + Tseen does all of her Research Whisperer work out of hours (even though she got her current job partly on the strength of her Research Whisperer cred). She just prefers it that way.
  - + If you are doing this in your own time, then you probably don't need permission... (personal life bleeds into work life and vice versa on social media).
  - + We asked permission when we first started, and we had to jump through hoops.
  - + I can send you our rational, which got us over the line, if you want.
  - + Or, if you just want to get a taste for it without committing yourself, we are always keen on guest posts. You could just write one post, to see if you like it.
  - + You know where to find us.
- [xxx @ResearchWhisper on Twitter.

## **50 - 60 Questions.**