



# Building a social media profile

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**Dr Victoria Clout**

**UNSW Sydney**

*How can  
social  
media  
useful for  
academics?*

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# Top Tips for academics on social media

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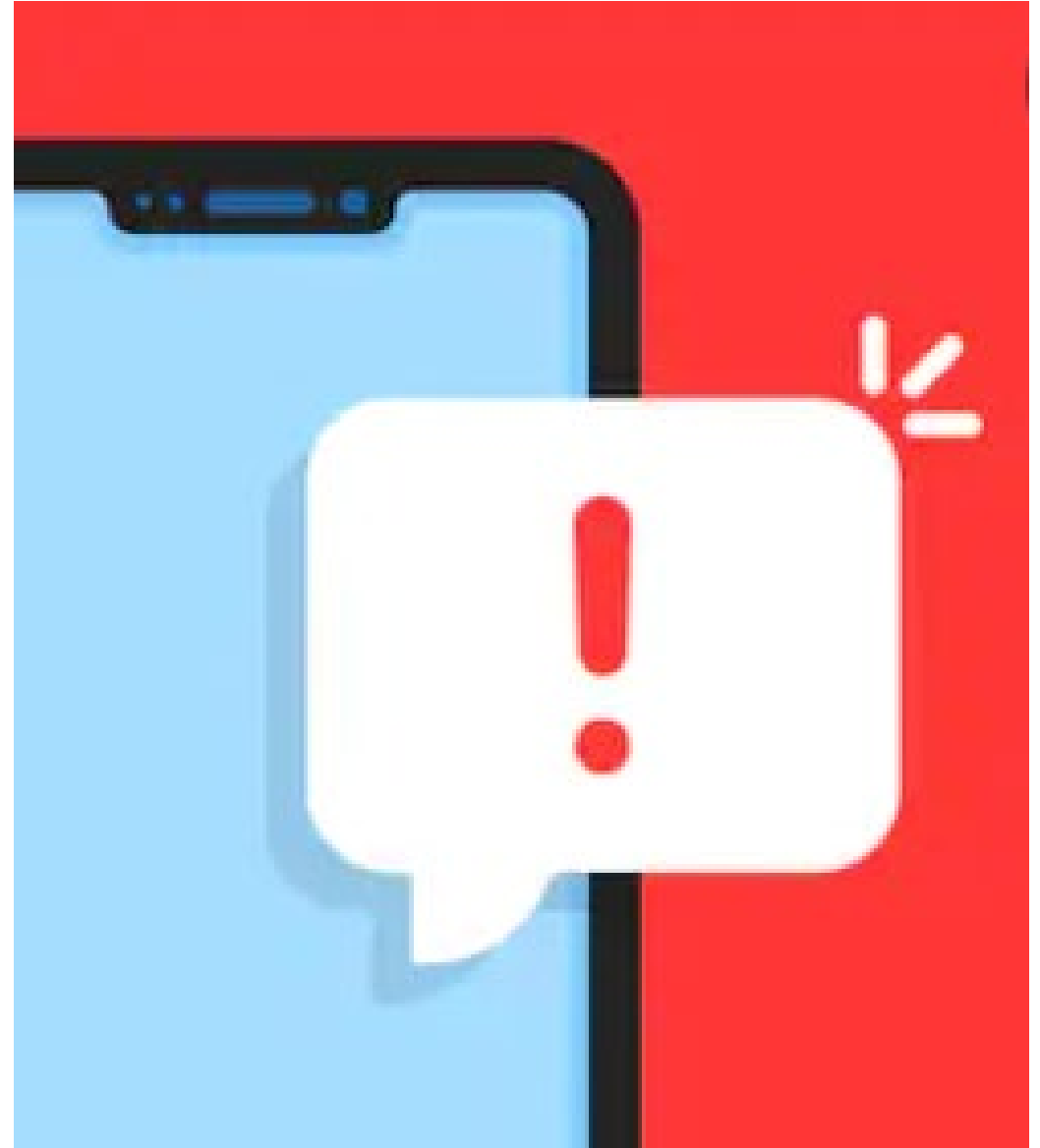
- Be authentic to who you are
- Share about you
- Share content of others



# How do I get noticed on social media?

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- Tags
  - Your university, e.g. for Twitter I tag: @UNSWBusiness;
  - A journal, e.g. @AF\_AFAANZ
- Use Hashtags to make your social media content to be searched & found.



# Top 3 Social Media Platforms for academics

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- Like a Business Card
- The new Rolodex for Business
- Industry, Regulators, Journalists
- Research Journals



- Academic community
  - #AcademicTwitter
- Regulators, Media
- Research Journals

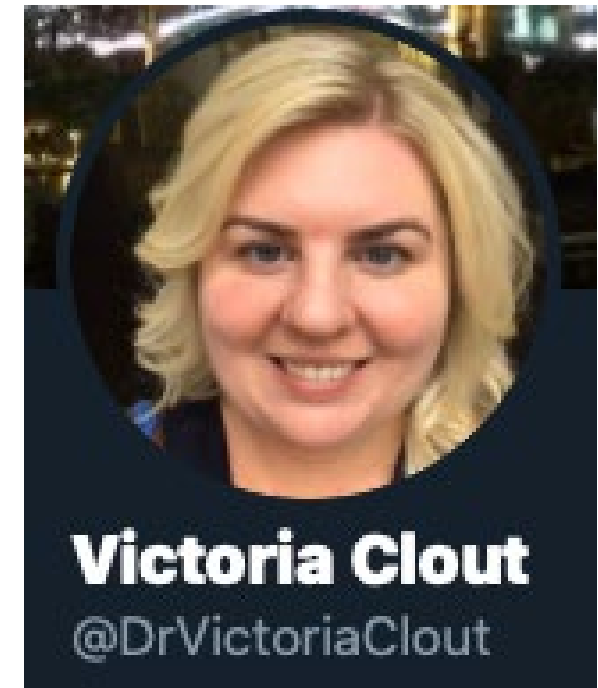


- Facebook Groups
  - Research Areas
  - Career Level
  - Higher Ed Teaching
  - Start your own!

# Where to get started?



- Choose a photo & a username. For example @DrVictoriaClout.
- Follow:
  - Social media accounts of academics in your research area
  - Research journals of interest - e.g. AJM, Accounting & Finance
  - Regulators/industry accounts
- See what other people post and learn from their postings
- Engage on a weekly basis



# How do I post on Social Media?

 **Victoria Clout**  
@DrVictoriaClout

An early view of a research paper I co-authored. Read my paper to learn more about the research productivity of Australian academics:

 **Accounting & Finance** @AF\_AFAANZ · May 14

#EarlyView "Research productivity of Australian accounting academics" by David Bond @drdavebond @UTS\_Business, Victoria Clout @DrVictoriaClout @UNSWbusiness, Robert Czernkowski @DrRobCz @UTS\_Business, Anna Wright @annaw\_bindimaps @UTS\_Business doi.org/10.1111/acfi.1... #Academics



 **Victoria Clout**  
@DrVictoriaClout

Read about one of my latest published co-authored papers featured in a @UNSWbusiness BusinessThink news article: "How CEO and director age affects boardroom decisions (and what boards can do about it)", read here: [businessthink.unsw.edu.au/articles/ceo-d...](https://businessthink.unsw.edu.au/articles/ceo-d...)  
In @AF\_AFAANZ : [doi.org/10.1111/acfi.1...](https://doi.org/10.1111/acfi.1...)



# How do I reply to comment?... It's just like in research seminar


 Tweet your reply


 **Mitch Lawton** @mwltash · Jul 22  
🤔 I wonder how age drives in action, cyber circles talk about inaction due to key stakeholders holding out for retirement.

 **Victoria Clout** @DrVictoriaClout · Jul 22  
Good idea Mitch. Yes a reluctance to invest in new technology or adopt new ideas could be linked to approaching retirement age.

 **Mitch Lawton** @mwltash · Jul 26  
Think I need to read your journal article, interesting to cross reference with reported hacked business cases and if possible the cost there after. I wonder how many on boards have their age on display publicly online 🤔.

 **Victoria Clout** @DrVictoriaClout · Jul 26  
In the past Companies often displayed the ages of the board in the annual reports. I haven't checked the annual reports themselves in awhile but it might be that companies still do. Newspaper articles used to report ages of CEOs & directors in articles when interviewing them.

 **Charles Cho** @charlescho7705 · May 14  
Do you get into what "kind" of accounting research is getting published in these A/A\* journals and/or what it means or implies to do so?

 **Victoria Clout** @DrVictoriaClout · May 14  
In this study we didn't analyse the content of the papers. That's a good suggestion - we may do that in a future paper.



Like, Follow & Subscribe:

I am Engagement & Social Media manager for these two journals:



Dr Victoria Clout – UNSW Sydney



AJM Social Channels:  
[https://linktr.ee/AJM\\_SAGE](https://linktr.ee/AJM_SAGE)



Accounting & Finance Social Channels:  
[https://linktr.ee/AF\\_AFAANZ](https://linktr.ee/AF_AFAANZ)



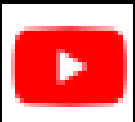
Twitter <https://twitter.com/DrVictoriaClout>



LinkedIn <https://www.linkedin.com/in/victoria-clout-2b97031a/>



Blog <https://drvclout.blogspot.com>



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