

TOP 5

WAYS GRAD STUDENTS CAN GET THE MOST OUT OF SOCIAL MEDIA

Social media can be useful for a number of goals including self-branding, professional and promotional opportunities to highlight graduate students and the great things they accomplish, and for students to establish themselves in their fields - Journalism and Media Studies graduate, Nicole Santero, M.A.

1. Find the social media platform that is most beneficial to your specific goals as a graduate student.

Whether your goal is to find a job after earning your degree or promoting your research, different platforms achieve different goals.

5. Don't be afraid to celebrate your accomplishments and achievements through social media.

Graduate students should be recognized for the work they are doing at UNLV, and they should be encouraged to promote themselves through social media. Don't forget to tag @UNLV or your department's account, and to use relevant hashtags.



2. Use social media to make connections and expose yourself to those in your field.

LinkedIn is great for making professional connections, but did you know that Twitter can be used for the same purpose as well? Let experts in your field know about relevant work by interacting with them and engaging in conversation (i.e., tagging them in posts, following them, tweeting messages or questions, etc.). They may end up promoting your work in return!

4. Utilize media (e.g., pictures, videos, GIFs) in your posts.

Get creative with how you can promote yourself and your work. Using these attachments in your posts is more exciting, will engage your audience, and is proven to receive higher interactions than posts with simple text and links.

3. Communicate your work in real-time, even if it is still in progress.

The great thing about social media is that you can publish your work now, as opposed to perhaps waiting months to publish your research. Make information accessible instantly to keep others up-to-date on your completed projects or works in progress.

Helpful Links

- <http://mashable.com/2012/02/10/students-job-search-social-media/#DxqzpkJzmqq3>
- <http://www.apadivisions.org/division-54/publications/newsletters/progress-notes/2012/01/using-social-media.aspx>
- <http://www.universityaffairs.ca/career-advice/from-phd-to-life/guest-post-grad-students-need-social-media/>