

**CETIS - PhD TRANSVERSAL TRAINING ACTIVITY**

Overview	
<b>Title</b>	Social Media for Researchers
<b>Professor</b>	Gilda Hernandez-Maskivker, PdD
<b>Character</b>	Transversal
<b>Type of activity</b>	Compulsory
<b>Hours of class time</b>	10hs
<b>PhD student level</b>	1 <sup>st</sup> year students <input type="checkbox"/> 2 <sup>nd</sup> year students <input checked="" type="checkbox"/> 3 <sup>rd</sup> year students <input checked="" type="checkbox"/>
<b>Teaching</b>	Face-to-face <input checked="" type="checkbox"/> Face-to-face and online <input type="checkbox"/>
<b>Semester</b>	2
<b>Goals</b>	The primary goal of this course is to equip PhD students with the knowledge and tools to effectively utilize social media for advancing their careers. This involves developing a strategic approach to social media usage, crafting engaging content, managing online interactions professionally, expanding their professional international network, and building a personal brand that stands out in a competitive environment.
<b>Contents</b>	<ol style="list-style-type: none"> <li>1. Introduction to Social Media for Researchers <ul style="list-style-type: none"> <li>-Overview of major platforms: Academia, ResearchGate, LinkedIn</li> <li>-Benefits of using social media</li> <li>-The importance of understanding how others perceive you to identify strengths and areas for improvement.</li> </ul> </li> <li>2. Defining Objectives for your Social Media Path <ul style="list-style-type: none"> <li>-Setting clear, achievable goals for your own strategy on social media</li> <li>-Understanding the different purposes of various platforms.</li> </ul> </li> <li>3. Creating Significant Content <ul style="list-style-type: none"> <li>-Knowledge transfer: it is not just for scientists</li> </ul> </li> <li>4. Managing Online Presence &amp; expanding your professional network. <ul style="list-style-type: none"> <li>-Building and maintaining a professional profile.</li> <li>-Nurturing your network to expand your opportunities</li> <li>-Valuable &amp; International Connections: Focus on meaningful connections rather than a broad but superficial network.</li> </ul> </li> <li>5. Building Your Personal Brand: Standing Out in a Competitive World <ul style="list-style-type: none"> <li>-Why Personal Branding is Important for researchers</li> <li>-Identifying meaningful work through individual motivations and professional networks.</li> <li>-Strategies for standing out and providing value to your organization, University, Research Group and colleagues</li> </ul> </li> <li>6. Career Direction <ul style="list-style-type: none"> <li>-A personal brand built around goals, achievements, and skills helps identify new growth opportunities.</li> </ul> </li> </ol>

	<p>-Self-Belief &amp; Efficient Effort:: Knowing and showcasing your skills and value enhances your confidence and self-esteem.</p> <p>6- Practical Exercises and Examples</p> <p>-Hands-on exercises for content creation.</p> <p>-Examples of successful social media strategies for researchers</p>
<p><b>Learning outcomes</b></p>	<p>By the end of the course, participants will be able to:</p> <ul style="list-style-type: none"> <li>- Develop a tailored strategy for using social media to further their research, its impact and professional goals.</li> <li>- Identify and select the most suitable social media channels for their objectives.</li> <li>- Craft efficient, appealing, and informative posts that effectively communicate their research.</li> <li>- Expand and effectively utilize their professional network for career advancement.</li> <li>- Understand and enhance their personal brand to stand out in their field.</li> </ul>
<p><b>Language</b></p>	<p>English</p>

<p><b>Assessment</b></p>	
<p>The course will be follow a system of continuous assessment based on class attendance, participation and individual submissions.</p> <p>The lecturer will hand into the Secretariat of the corresponding graduate school or to that of the IQS School of Management the final assessment of each student, who will receive the grade of “Apto” (Pass) or “No Apto” (Fail). If the result is “Apto” (Pass), this course will be recorded on the individual academic transcript of the student in question. If the grade is “No Apto” (Fail), the PhD candidate will have to speak to his or her tutor and agree to take another course if one is available. In order to pass this subject, it is necessary to attend all four sessions.</p> <p>The assessment will be based on the following components:</p> <ol style="list-style-type: none"> <li>1. Active participation in workshops and discussions. (20%)</li> <li>2. Completion of practical exercises during sessions and at home: students should submit a comprehensive social media strategy tailored to the participant's research and professional goals. (40%)</li> <li>3. Oral presentation of the strategy to boost your career (20%)</li> <li>4. Submission of a reflection on the experience and outcomes of posts. (20%)</li> </ol>	