Building a Professional Personal Learning Network

The Why
The What
The When
Previewing The How

Robin DeRosa
@actualham

OPEN CoLab
PLYMOUTH STATE UNIVERSITY

Who Do You Drive For?

@surlyacres

If you want your work to have public impact, we can think about how technology can provide pathways to connect your ideas to wider communities.

Where do your ideas live? Where are your communities? How can we connect them?
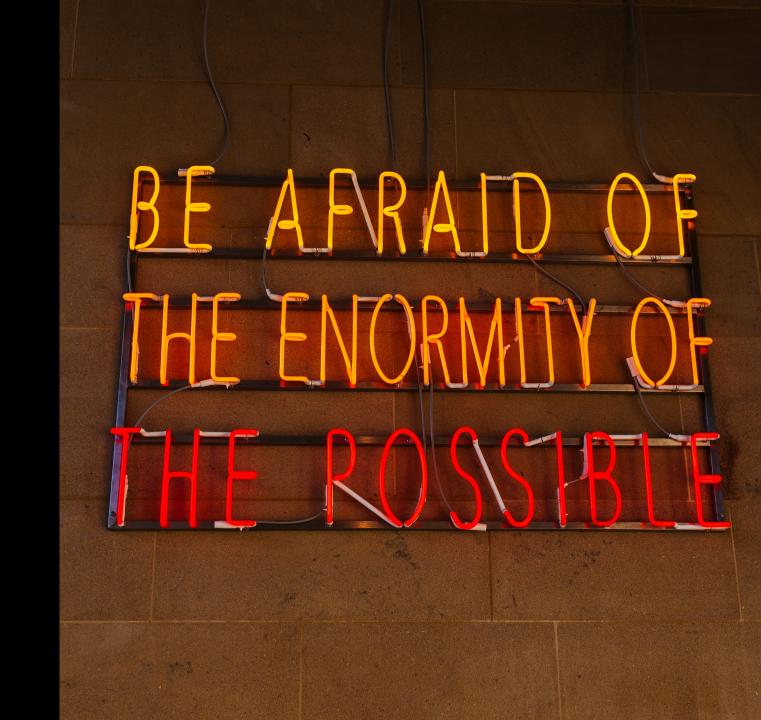
This is not "Twitter."

This is the act of making your scholarly, pedagogical, and community-engaged work more dynamic:

Personal Learning Network

- More and/or more useful flowing to you.
- More and/or more useful flowing from you.
- More current connections, synergies, and adjacent possibilities.

THE ENORMITY OF THE POSSIBLE

- Distraction
- Useless, Low-Quality Inundation
- Professional Reputation
- P&T, Job Security
- Intellectual Property Risk
- Commercial Exploitation
- Privacy Infringement
- Trolling, Abuse, Doxxing, Violence
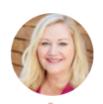- Exacerbation of Digital Divide

It
Ain't
Your
Dissertation
Advisor's
Academic
Journal

You
don't
get
it.

You
grow
it.

Bonni Stachowiak @bonni208 · Feb 6

Replying to @actualham

I used @polarisdotca's advice to follow people who are like me + people who are not like me #onhere. That has helped me work in solidarity with others in better serving students. Also, I have a better understanding of cultures + contexts I knew nothing about before. #grateful

💬 1   ⟲   ♥ 4   ✉

Joe Murphy @joefromkenyon · Feb 6

I want to amplify this. Twitter is a great place to silently follow people who don't seem to be like you, and find out what they care about.

💬   ⟲   ♥ 3   ✉

Jim Luke really needs a new longer name @econproph · Feb 6

Replying to @actualham

I use to connect with friends, colleagues & like-minded open folk & non-orthodox econ folk across distance. I wouldn't be doing what I am now, or recognized for what I do w/o it. Took me from a one-fish pond in my own office to swimming w/friends in a giant intl pool

💬　　⟲　　♥ 5　　✉

Cate Denial @cjdenial · Feb 5 ⌄

Replying to @actualham

Twitter has become the swiftest way for me to know what's new work in my field. It's put me in touch with other educators so that I'm always discovering new pedagogical ideas. It keeps me up to date with contemporary situations that need a historian's lens.

💬 1   ⟲   ♥ 8   ✉

Cate Denial @cjdenial · Feb 5 ⌄

It has put me in touch with a whole world of people I would probably never have crossed paths with otherwise, and allowed me to create opportunities for others.
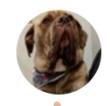
💬 1   ⟲   ♥ 7   ✉

Kevin Gannon @TheTattooedProf · Feb 6

Replying to @actualham

Every professional opportunity I've had in the last few years is because of being on Twitter. That's no exaggeration--from appearing in a documentary, to speaking engagements, to conferences, to writing projects--it all stems from being in these communities and conversations.

💬 8   🔁 5   ❤️ 146   ✉️

Jakob Gowell @gowellja · Feb 5

Replying to @actualham

Twitter hasn't so much changed my work as it has created it. The network I've been listening to put issues and practices on my radar that simply weren't there before. The work in response to that growing awareness is categorically different from what came before. (Including you.)

💬 1   🔁 1   ❤️ 5   ✉️

Helen South ♻️ @helsouth · Feb 5

Replying to @actualham

As a casual lecturer working online, Twitter has been an important source of community. It's enabled me to connect with peers and to interact with thinkers who'd otherwise be inaccessible. There's a sense of 'finger on the pulse' of current thought and discourse.

💬 1 🔁 ❤️ 10 ✉️

Helen South ♻️ @helsouth · Feb 5

Caveats are that you need to use filters, mutes and blocks quite ruthlessly to filter the signal from noise - academics tend to be socially engaged, so your feed can easily become awash with American politics.

💬 1 🔁 ❤️ 7 ✉️

Helen South ♻️ @helsouth · Feb 5

I feel it's important for people to be genuine and 'three-dimensional' - I love the moments of vulnerability and honesty, cat photos and vacations, provided these are balanced with content around the shared field of interest.
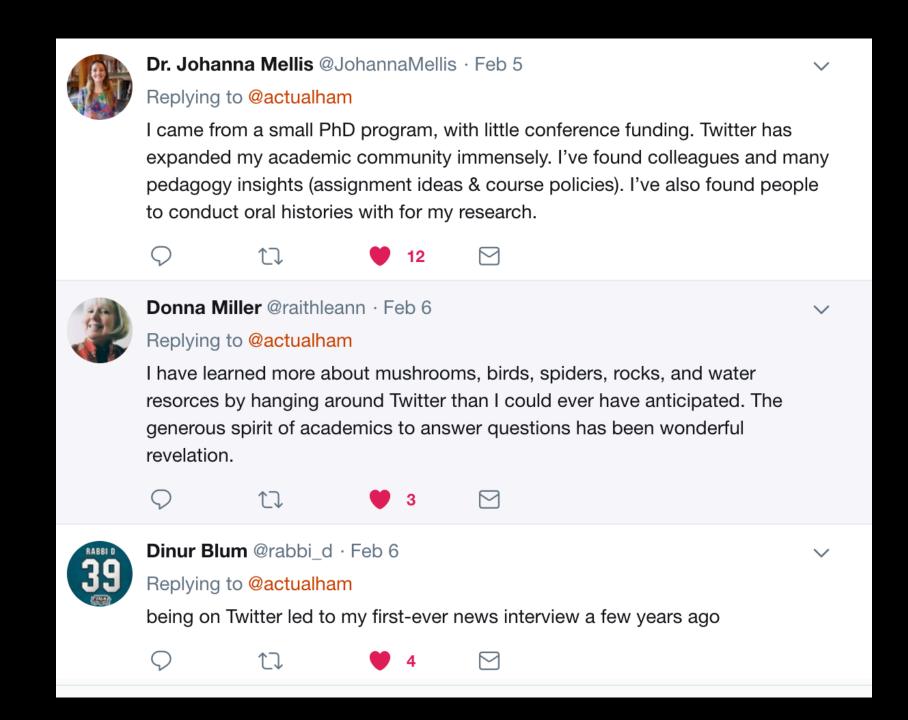
💬 1 🔁 ❤️ 4 ✉️

Helen South ♻️ @helsouth · Feb 5

I think it's important not to take follows/unfollows personally; "you do you". I don't expect people to follow me back, as my feed is eclectic. I'm mystified when people get upset at being unfollowed - it's not like they're tailoring their output for my benefit.

Dr. Johanna Mellis @JohannaMellis · Feb 5

Replying to @actualham

I came from a small PhD program, with little conference funding. Twitter has expanded my academic community immensely. I've found colleagues and many pedagogy insights (assignment ideas & course policies). I've also found people to conduct oral histories with for my research.

💬   ⟲   ❤️ 12   ✉️

Donna Miller @raithleann · Feb 6

Replying to @actualham

I have learned more about mushrooms, birds, spiders, rocks, and water resorces by hanging around Twitter than I could ever have anticipated. The generous spirit of academics to answer questions has been wonderful revelation.

💬   ⟲   ❤️ 3   ✉️

Dinur Blum @rabbi_d · Feb 6

Replying to @actualham

being on Twitter led to my first-ever news interview a few years ago

💬   ⟲   ❤️ 4   ✉️

Kevin M Roessger @DrRoessger · Feb 7

Replying to @actualham

I limit most/all of my following to people/groups whose research/work I find interesting. My feed, then, is very specialized. I am introduced to more new research and ideas here than in any other medium. It's been a game changer for me professionally.

💬　　⟲　　❤️ 2　　✉️

Dr Karen Carr @Quatr_us · Feb 6

Replying to @actualham @Lollardfish

I used it today to find an archaeologist who works in Chad and he sent me some recent articles within the hour.

💬　　⟲　　❤️ 2　　✉️

Dr. Courtney Wilder @wilder_courtney · Feb 6

Replying to @actualham

Twitter is an important platform for activism for people with disabilities and also just for spreading info and responding to the news of the day. Given various ableist barriers including educational and architectural it's a great place to hear voices I otherwise wouldn't. 1/

💬 1　　⟲　　❤️ 2　　✉️

Tammy Peery @Profteaspoon · Feb 6

The same is true of leaders at other institutions - I can follow energetic, inspirational administrators and teachers and share their innovations, bringing them back to my colleagues. As an introvert, I can network here in a way that is just not comfortable IRL.

💬   🔁   ❤️ 2   ✉️

teacherinpastlife @SmartChristy · Feb 6

Twitter was my go-to for getting up to speed on Higher Ed Tech, blended learning, and resources after 10 years of working in corporate IT (and teaching El.Ed./Middle School prior to that). I find it handy to connect with others I meet (or e-meet) at conferences, and to follow #s.

💬   🔁   ❤️ 2   ✉️

Chris Levesque @Chris_Levesque_ · Feb 7

Replying to @actualham

I've been invited to be on conference panels, published in NYT, and been contacted by an acquisitions editor because of contacts made on Twitter.

💬   🔁   ❤️ 1   ✉️

Want to Board the Twitter Ship?

- *Get a "free" account at www.twitter.com*
- **Name:** This can be your real name or something else, and can be used to identify you and correlate your handle to your real identity if you want. I use Robin DeRosa.
- **Handle/Username:** This can be whatever you want. It is what comes after the @ symbol and it is what you will mainly be known as on Twitter. I use @actualham. Some folks use their real names for their handles.
- **Bio:** It's important to fill this in. When tweeting professionally, it's important to add items to your bio that represent the kind of work you do. Check out bios of folks in your field whom you respect to get some ideas.
- **Profile Picture:** Do not start tweeting until you have uploaded a photo. I use a picture of myself, but you can use anything as long as you have the rights to use it. Lots of people have cool images or designs instead of their actual headshot.

Time To Tweet!

- **Composing a tweet:** You have up to 280 characters. You can add links, images, gifs.
- **Retweets:** There are two types of retweets:
  - **Regular:** Just hit the double arrows under the tweet to resend that tweet from your own account. It's a great way to signal boost something worthwhile and extend the reach of good work into your own network.
  - **Quoted:** Add a note or comment to something you retweet. This is the best kind of retweet, since it boosts the original tweet but also shows your network the kinds of ideas you have about the content.
- **Replies:** You can click the dialog icon below a tweet to reply to the person who tweeted it. That reply will be public, but will not show up in people's feeds unless they follow both you and author of the original tweet, so it's fine to have long chats with folks via the reply function and not worry that you're clogging up feeds of your followers.
- **Hashtags:** This is the most helpful thing to understand for new Tweeters, since at first, you won't have much of a network to engage in. A hashtag is a word preceded by the # sign. Find the key hashtags in your field and check them daily, and when you tweet about something, add hashtags where appropriate, which will help your tweet get noticed even when you don't have many followers. The hashtag for our CoLab is #PSUopen. You can also make up hashtags just by using them. I made hashtags for my IDS courses: #IDSintro and #IDSsem. Most conferences have hashtags now.

Building Your PLN

- Use the Twitter app on your phone.

- Use Tweetdeck on your computer. Just go to www.tweetdeck.com and log in with Twitter. Add columns for Notifications, Direct Messages (called DMs), hashtags you want to watch, and accounts you want to watch closely.

- Follow key organizations in your field. Look at who those orgs follow, and consider following some of those accounts. Follow 10-20 organizations to start, and then try to follow new orgs on a weekly basis.

- Follow key scholars in your field. Look at who those scholars follow, and consider following some of those accounts. Follow 20-30 scholars to start, and then try to follow at least one new scholar on a daily basis.

- Follow colleagues who work in close proximity to you. Follow colleges or companies that you work for.

- Immediately unfollow any account that is tweeting things that seem to pollute your news feed with items that you don't care to read about. It is completely normal to unfollow people on Twitter, and there is no negative stigma attached to it.

- Read your Twitter stream and check out your key hashtags a couple of times a day.

- Reply to a minimum of one tweet every day.

- Retweet at least 5 tweets a day (quoted retweets preferred; add hashtags as appropriate).

- Compose at least one tweet a day that is related to your profession (add hashtags as appropriate).

- Link your Twitter account to your professional website. Adding a Twitter widget to the sidebar is the best way to do this.

- When you do new research, blog about it and post a link on Twitter.

- When you publish a book, share the info via Twitter.

- If you have a question or need help with a research project, tweet about it, using hashtags as appropriate.

- Balance professional tweets with enough personality so that your network can get to know you. You are not a robot, and people prefer to follow scholars who have human personalities in their social media presence.

- Remember that all tweets are fully public (except DM's). Do not tweet anything that you would not want everyone to see (this includes your boss, family, colleagues, students, funders, etc.).

- Remember that Twitter is a commercial platform. Read the Terms of Service carefully, and make your own decisions about whether the tool is right for you. If you prefer an open source, publicly-controlled platform, try Mastodon Social (find me there at @actualham).

Robin DeRosa
@actualham

Here is the correct link for my keynote on the future of the public mission of universities: robinderosa.net/higher-ed/publ…. Thank you to @SFU and to all of the organizers of the "Making Knowledge Public" colloquium. #publicknowledge

The Future of the Public Mission of Universities
Keynote for "Making Knowledge Public," the 2018 President's Dream Colloquium at Simon Fraser University I would like to begin by acknowledging the Squamish, Mu...
robinderosa.net

10:14 PM - 22 Nov 2018

48 Retweets 102 Likes

5   48   102

http://robinderosa.net/higher-ed/publicfutures/

Ask Not What You Can Do For You

- Share and connect at #PSUopen
- Follow @PSUOpenCoLab
- Expand your horizons and enrich your home context
- Consider *public impact* in your scholarship, teaching, service
- Share your work on the web, or send work to the CoLab to share on the web

Highways and homes, menus and meals!

- Set up and play with highways and homes for a few months (10 mins a day)
- See someone in the CoLab to get Tweetdeck perfect for you (15 mins)
- Take another workshop on using Twitter in your teaching (1 hour)
- Consider a domain of your own or reinvesting in your domain if it's sparsely attended to (mull it over as long as you like)
- Attend a Domain of One's Own Drop-In Session or contact Katie Martell to build a domain (1 hour)
- Join the CPLC and get funded to engage with this work more fully (info to follow!)