

my whole life has been greatly enriched by the hundreds if not thousands of people from all backgrounds i have gotten to know and had the opportunity to help.

D. Rezac in the Frog and the Prince

a better way to network: the seminal secret of positive networking is ***discovering what you can do for someone else***. it's about opening a relationship, not closing a sale. when you network this way, it takes all the pressure off -- guaranteed.

tom donohue, president and ceo, us chamber of commerce, in preface of Frog and the Prince

Networks and the power of networking

most ideas drawn from Marian Petre's chapter on Networking, in
the Unwritten rules of phd book, Mike Hilton's Twitter notes,
Michael Marcozzi

- completing a phd takes a village, you are not alone
- identifying, creating and nourishing your networks is a skill but powerful strategy

who are your networks?

- supervisors and supervisory committee
- personal support network
- experts at arm's length
- Fellow students!

finding your experts

- authors of particularly relevant papers
- people you meet at conferences
- people recommended by someone reliable
- do some homework:
 - check their website
 - ask people who know them
 - check with their secretary as to when you can meet them

First contact - cold calls

- in person (at your local department) much easier
- via email
- at a meeting or conference

cold calls - checklist

- did you get their name and title right?
- does your question show that you've done some homework?
- does your mentor/supervisor think that your question looks interesting?
- how long would it take a reasonable human being to write a reply to your question? (if it's more than 10 min, consider rephrasing)
- is your message so long that it scrolls off the page? (if so, shorten it)
- does the message show you in good light, as someone who can spell, write clearly, think and generate interesting questions?
- does the message offer them anything (e.g. access to data) and if so, can you deliver on that promise?

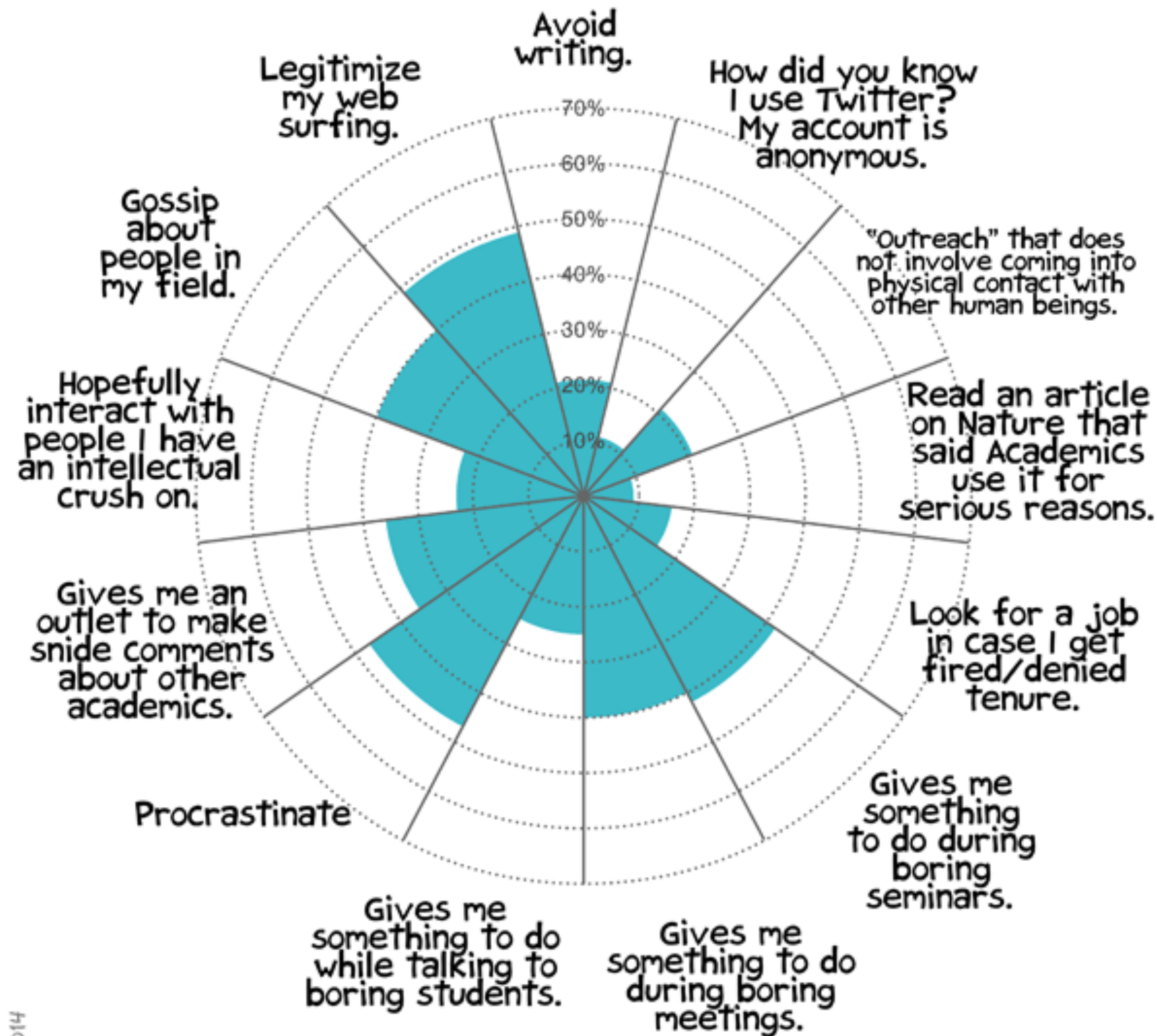
meeting at a conference

- have something to say interesting and relevant (a compliment + a question)
- follow up after their presentation
- ask someone to introduce you
- have a business card at hand
- don't underestimate yourself, remember that great researchers are usually great because:
 - they love ideas and asking questions
 - they were once research students and many of them still remember that!

do not forget

- to include in your networks:
 - mentors (they teach you the unwritten rules and have an interest in your personal, professional and intellectual development)
 - secretaries and other support staff (never confuse salary with worth)
 - “wonderful” people

Why Academics *REALLY* Use Twitter



JORGE CHAM © 2014

www.phdcomics.com

original post: <http://www.phdcomics.com/comics/archive.php?comiciid=1737>

- <http://phdcomics.com/comics/archive.php?comiciid=1737>

Social networks

- Ones I use professionally :
 - Twitter (88%)
 - Github (10%) (for social purposes that is)
 - LinkedIn (2%)

Social Media Dangers

- Efficient waster of time
- Dodgy ethical practices
- Blurs lines of work and home/personal

Benefits

- Twitter spreads ideas (the agora)
 - Amplify papers, advertise talks, share slides, share preprints
 - Increases citations
 - Inform people of what you are doing
 - Engage across hierarchies and geographies
 - Look for jobs, advertise new opportunities

Benefits

- Keep Up With Research
 - Follow influential researchers
 - Keep up with latest ideas
 - Follow practitioners
 - Engage with community
- Conferences: an effective backchannel for moaning about jet lag, finding others for dinner, engaging with ideas

How To Start

- As you start out, you are building a **reputation**. Social media is part of that.
- Be professional and recognizable. Possible employers might look at it.
- Stay out of argument sinkholes. Some discussions are not productive on Twitter/social media.

Other Ways to Build Reputation

- Ensure people can contact you!
 - Make your email visible (and stop with the antispam crap, it doesn't work)
 - Forward emails when you move
 - Centralize your points of contact (Discord, Slack, Teams, Twitter, email, voice mail)
- Own your scientific record
 - Create and prune your Scholar profile
 - Create an ORCID
 - Join ACM or IEEE and curate your articles there
 - Consider creating a blog or personal website.
 - In SE, Github is pretty important. Shows credibility with code, software practice.
 - I personally ignore ResearchGate, [academia.edu](https://www.academia.edu) and other remora. But YMMV.

- <https://www.nature.com/news/online-collaboration-scientists-and-the-social-network-1.15711>
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