

Using Social Media to Build Your Academic Brand

Description of proposed symposium: This professional development session will review recent research on the use of social media by faculty and academic staff. The bulk of the presentation will focus on social media strategies and techniques that attendees can use to develop and build their academic brand. This session will be useful to various audiences including established faculty, new faculty and graduate students.

Goals:

- Review recent research on the professional use of social media by faculty and staff.
- Present and discuss the importance of creating your own brand as a member of the academy.
- Review practical strategies and techniques that can be used to develop a brand.
- Review social media outlets (e.g., LinkedIn) that can serve as your social media platform.
- Share examples of professional branding strategies.
- Share examples and demonstrate brand building tools that attendees can utilize on their own.

Format and agenda: Symposium will utilize PowerPoint and web based examples to illustrate goals listed above. Participants will receive an electronic version of the presentation along with a number of handouts that they can use to build their own brand. Active participation and questions by the symposium attendees will be strongly encouraged.

Biography of presenter: Dr. Jesus Fernandez is Associate Provost for Curriculum and Academic Innovation at DeVry University. Fernandez earned his doctorate at Florida International University and also holds an M.B.A. from Barry University and a B.A. with honors from Northwestern University.