

# RSIF Social Media

RSIF Cohort IV Orientation

22-09-2022



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## What is social Media?



Social Media is a Web 2.0 innovation encouraging user-generated content and extending the focus to the users by allowing them to curate others content to share among their networks.



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# What social Media is NOT

Social media is not about tools & technologies

It's about human interaction & communication



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# Social Networks Vs Web Applications

Officially, social media is “an umbrella term that defines the various activities that integrate technology, social interaction and the construction of words, pictures, videos and audio



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## Key Practices of Social Media



- Information Gathering/Research: Search Engines, Directory Services, Translated Searches, Tagging and Social Bookmarking
- Information Collaboration: Wikis, Google Drive, Cloud storage services, collaborative maps, internet telephony
- Information Dissemination: Blogs, Micro blogging, Social Networking Services

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## Social Media collaboration Principal



Before Era	Collaboration Era
• Size = Power	• Size ≠ Power
• Information = Power	• Information ≠ Power
• Size + Information = lots of power!	• Information SHARING = Power
	• Information sharing MULTIPLIES value

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# Our Social Media Platforms: Twitter



Twitter  
@PasetRsif

Home  
Explore  
Notifications  
Messages  
Profile  
More

PhD Scholarship Fund for Africa  
1,123 Tweets

**PhD Scholarship Fund for Africa**  
@PasetRsif

PASET Regional Scholarship and Innovation Fund (RSIF) aims to support doctoral training and post-doctoral research and innovation. A project of @icipe (RCU)

Science & Technology Africa rsif-paset.org Joined April 2019  
399 Following 3,320 Followers

Tweets Tweets & replies Media Likes

Desktop view

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# LinkedIn



LinkedIn  
@Paset-Rsif

PASET-RSIF Super admin view View as member

All Pages Products Content Analytics Activity Admin tools

**PASET-RSIF**  
The pan-African science fund. Raising quality of doctoral training, research and innovation in African universities.  
Research Services - Nairobi · 1,132 followers

Analytics  
Last 30 day activity  
183 Search appearances 13.7%

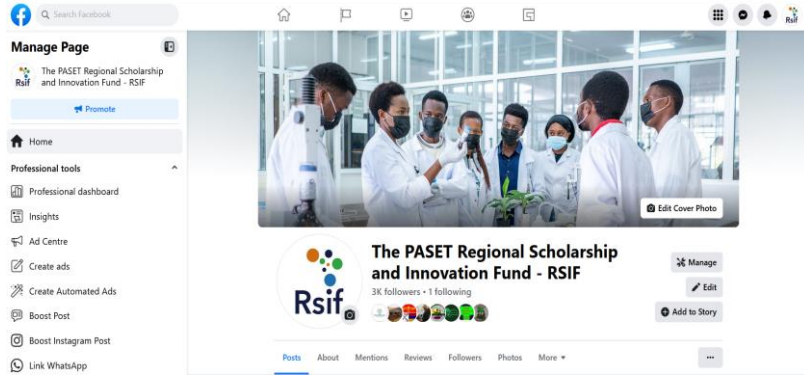
Start a post  
Photo Video Poll Write article

Grow your followers

Desktop view

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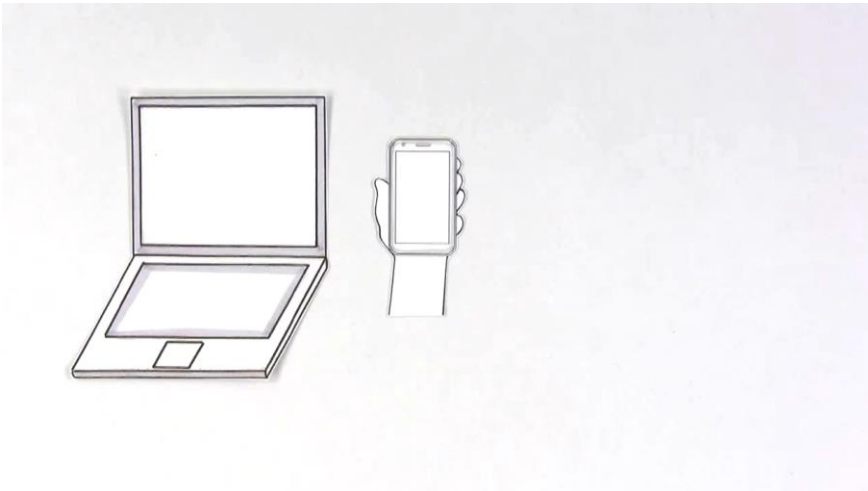
# Facebook



Desktop view

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# Video: Twitter for Business



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## Open discussion



1. What are your concerns regarding Social media?
2. What social Media Platform do you subscribe to? Why?
3. Share your twitter handle and follow @PasetRsif  
*(By show of hands and sharing on chat)*

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## Why Social Media for scholars?




- Social media is a **cost effective** way of reaching target audiences. It is free to join and use
- You **connect** with users across the world especially niche audiences, something traditional media could not achieve
- You are able to build your **brand** based on your PhD research or RSIF thematic and even gather information.
- Incorporating social media into your research strategy allows you to align your **research** with user behaviour

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## Related issues










- Intellectual Property Rights – Copyrights
- Privacy
- Quality Assurance – Reliability



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## Subscribe/Follow RSIF



- 
Facebook - @TheRSIF  
<https://www.facebook.com/TheRSIF/>
- 
LinkedIn- @Paset-Rsif  
<https://www.linkedin.com/company/paset-rsif/>
- 
Twitter- @PasetRsif  
<https://twitter.com/PasetRsif>
- 
Instagram- @pasetrsif  
<https://www.instagram.com/pasetrsif/>
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An Africa-led initiative to bridge the skills gap in Applied Sciences, Engineering, & Technology

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# Thank You

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