<u>Discussion Transcript for Webinar: Effective Social Media Use for Grad Students</u>

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Dr. Cary Wu (York University), Dr. Alan Santinele Martino (University of Calgary),
Kayonne Christy (University of Michigan)

SLIDE 1

Dr. Nicole Malette

So welcome everyone and thank you for joining us for the webinar, effective social media use for grad students. This is a panel that is provided to help students with insight into how social media platforms can be best utilized undergrad studies and they're post grad career options.

SLIDE 2

The Canadian Sociological Association students concerns subcommittee wishes to situate its presence as the uninvited guest on the traditional territories of the First Nations, Métis and Inuit people across so-called Canada. This acknowledgement recognizes the enduring relationship that exists between Indigenous nations and their territories that the CSA and its constituents, work and live on. As a committee and organization, we strive to understand our role within Canada's ongoing settler colonial project that subjects Indigenous peoples to dispossession and genocide. We recognize our participation and complacency in colonial modalities and knowledge systems and are committed to decolonial praxis that centers and affirms the contributions of Indigenous elders and scholars to the field of sociology.

SLIDE 3

Before we get started, I should let everyone know that the audience members are muted to limit background noise. And speaking of background noise I'm sorry if you can hear the leaf blower that's going on outside. If you have questions during the panel we encourage you to submit those to the q&a function which you can find at the bottom of your screen. Your questions will be visible to all attendees and panelists and audience members. You can also upload questions to prioritize them, the panelists will address questions during the open q&a session, following the discussions.

SLIDE 4

This webinar is organized and hosted by the CSA, and the student concerns subcommittee. If you would like to learn more about our members and what we do, or see any of our previous webinar recordings, please follow the link here, and visit our page to learn more.

SLIDE 5

So, to get into our panel. I'm your host for today. My name is Nicole Malette. I'm currently a postdoctoral fellow working at the gateways cities project with Dr. Karen Robson, and I received a PhD in sociology from the University of British Columbia in 2020.

Today we are very fortunate to be joined by three wonderful panelists who are willing to share their experiences using social media in their professional lives. And our first panelist is Kayonne Christy. Kayonne Christy is a doctoral student in the Department of Sociology at the University of Michigan Ann Arbor. Her research interests exist in the nexus between race, gender, class and health. Broadly speaking, she is interested in the structural determinants of health and the interplay between social and health inequalities.S he uses interectional black Caribbean transnational feminist approaches to better understand how structural inequality shapes the health outcomes and health experiences of black people across the diaspora.

In addition to Kayonne, we are very happy to have Dr. Alan Martino. Dr. Martino is a faculty member in the community rehabilitation and Disability Studies Program and the Department of Community Health Sciences at the University of Calgary. His main research interests are in critical disability studies, gender and sexualities; feminist and critical disability studies theories. His work has been published in journals including disability studies quarterly Canadian disability studies journal and cultural health and sexuality, as well as edited volumes focused on disability and Sexuality Studies. He is the former co lead of the sociology of disability research cluster at the Canadian Sociological Association, as well as the co-lead for the emerging disability and intimate citizenship research and advocacy hub.

Along with Dr. Martino, we also have Dr. Cary Wu. Dr. Cary Wu is an assistant professor of sociology at York University. His research focuses on political culture, immigration and political sociology of health. He often shares his research with the public via national and international TV, radio and newspaper forums, including NPR, CBC, CTV, the Washington Post, Toronto Star Maclean's and the economist.

So thank you all so much for taking part in the panel today. I'm so excited to get to chat with you all about how we can use social media to best help students and maybe even young career professionals to better support their professional development.

So thank you all for being here. It's great. I'm going to put out some general questions. I'll go around to each of you but if you'd like to interject at any point just use the raise hand signal and I'll get to you.

So my first question is, what social media platforms do you most frequently used professionally. And I'll start with Kayonne.

Kayonne Christy
Yeah. I use Twitter professionally, and that's the only social media platform right now that I'm using professionally.

Dr. Nicole Malette
Dr. Martino, what about you?

Dr. Alan Martino
I'm very connected so I use quite a few but the main ones is Twitter, LinkedIn and Facebook. And I'd say that each one of them is for different reasons.And I can definitely expand on that.

Dr. Nicole Malette
Yeah. Awesome. So we'll ask Cary Wu what he uses and then we'll get you to explain to them why you choose these ones, so Dr. Wu, which ones do you use?

Dr. Cary Wu
I use two platforms, one is Twitter, I use Twitter quite a lot. Another one is researchgate I'm not sure if researchgate can be considered as media platform.

Dr. Nicole Malette
I think it can be so we're then we're going to go back around in the opposite direction. So, Dr. Wu, why do you use those platforms.

Dr. Cary Wu
For me, Twitter and then researchgate, like Twitter for me is like really lot of news going on. And then the job posts and then like research updates, and not just people right - organizations like CSA, all those organizations have their own Twitter account and so just to keep updated on all new research news, student news and what are the opportunities, right. Even like when I was on the job market a few years ago, alot of jobs were posted on Twitter. So that's very interesting, sometimes like you look for Canadian jobs, you look at job banks for American jobs, some international jobs, like, often times you could miss, right so but when you follow on Twitter, sometimes like people share, and you can remind yourself of jobs to apply for and sometimes like people share their tips on how to apply jobs. Or how to like write a reply letter for article, or how you better teach, or like here... how to use social media right professionally right, so those all those news - research news, teaching news opportunities, and also a lot of organizations they have their official accounts, right, journals. And then, for researchgate, it is similar to like Google Scholar right. For research gate we can upload our papers, and then we can follow researchers, we can share our publications, and then people can look at your profile and download papers from your researchgate platform right so when you have your own individual account like you can upload your recent research. So they create a website for like a person or website but more specifically, specifically for the publications, but for the research project you're doing.

Dr. Nicole Malette
Those are some really good points, using Twitter, not only to follow people but to follow different institutions and it sort of fills the gap, especially if you're thinking about being on the job market of different opportunities that might be available that if you might forget to check

the ASA website or the CSA website that they're right there for you. Dr Martino, why do you use the platforms you use?

Dr. Alan Martino

Yeah, I think it depends on what I want to share with them, and with whom I want to share. So for example, LinkedIn is the most professional version of me that you can find, solely focused on my work and publications and that kind of aspect of my work. But when you go to Twitter it's almost like this middle ground where I like to both engage as a scholar, but also as a human being, so people might see a little bit of insights into my personal life, not too much, but also a mix of a lot of what Dr. Wu has talked about which is like a mix of talking about publications, but also getting information about what other people are doing professionally, and then comes Facebook where it's much more contained group of who gets to follow me there. And then it's a lot more personal, I would say, right where I would talk about research in a different way some of the challenges that I'm experiencing. So I guess it depends on what I want to share and with whom.

Dr. Nicole Malette

That's a really good point about the types of platforms you use really influence the types of information that you're going to be sharing with others, and I like that you were saying that it's not just about sharing professional aspects but it's also allowing people, professionally and maybe potential employers, an opportunity to see who you are in a bit more context, that's really informative. Kayonne?

Kayonne Christy

Dr. Martino when you said different social media applications kind of see different versions of yourself, it reminded me of that meme of like Instagram Twitter and there's like different like one is yeah. But so the social media app that I use is Twitter, and I use it because I have a really complicated relationship with social media. I am a big fan of Dr. Cal Newport, and I follow him a lot, and I haven't read his book on digital minimalism yet but I have listened to a lot of his podcasts about it, and I'm like an aspiring digital minimalist so like digital minimalism is being this like approach to engaging with the digital technology in a way where you're selecting social media applications that you feel are adding the most value to your life. And so I was like really on Instagram and on Facebook and on Snapchat a lot and then I decided that okay I need to pull back on that and just use like one professionally, and so I decided to use Twitter because I found that a lot of followers around my age, a lot of like junior and senior scholars are on Twitter. As a junior scholar as a graduate student I found that it was like an appropriate platform to connect with people, to learn about opportunities as doctor Wu had said. So I found that that was probably the most useful social media for me if I wanted to select just one to kind of situate myself as a sociologist in the field.

Dr. Nicole Malette

Those are really good tips for maybe thinking about what we should prioritize in terms of the social media outlets we use and how we can think about them more meaningfully. So, what are

some of the benefits that you've experienced using social media to support your professional life? So I will start with Kayonne.

Kayonne Christy

Yeah. Several. So I think the first one would be like having an increased network and increase like a community that I wouldn't have access to without social media. So I'm thinking back to my master's program where I was like one of two black people in my department. And so, Twitter was really, really helpful for me, in finding like a community of black sociologists black scholars that I could connect with, that meant a lot for me that I was able to connect with offline and develop really great relationships with. I was connected to the Association of Black sociologists through Twitter which has been like really important for me. I'm now on like the grad student committee and like I'm involved in that organization so building community and some also like professional benefits there. As Doctor Wu had mentioned Twitter is also like an amazing space to have access to different articles, access different opportunities. Also like threads I find to be very informative, so people great, really great threads about so many different topics - some like professional tips, some like threads about like a substantive area that I'm interested in, some threads about like a methodological issue that I'm interested in and I think it's really great for me as like as a scholar to kind of keep up to date with that and follow that. And, and then also I think reimagining myself as like a professional and like what professionalism means I found that Twitter has benefited me in that regard. So, when I had first came on Twitter in my undergrad, I was in like medical education Twitter and med Twitter is like super polished like super like we think about professional like ideals and professionalism that is what med Twitter bodies. So when I started to go on sociology Twitter though I found that people were a lot more human as Dr Martino was referring to, a lot more human. They didn't just focus on like super professional academic aspects of themselves, they focused on the human and like real aspects of themselves as well and that I think was really inspirational for me and like redefining what professionalism and the type of scholar that I wanted to be. And so that has been really helpful for me in like figuring out who I am as a scholar and who I want to be as a scholar.

Dr. Nicole Malette

Those are some really good points in that social media can be used to build community and I think that that's one of the main aims for it but I think that there's a way to find yourself and develop yourself within it and I think that that's really important. Thanks, Dr. Martino. What about you?

Dr. Alan Martino

Yeah, I agree with all of those points. Definitely around finding and nourishing communities, especially as you know, scholars of color, first generation, disabled scholars, like it's amazing that you're able to build those connections right and community and ask questions, and you know vent sometimes frustrations as well, and work together. But it's been amazing to see some of those relationships becoming real life relationships like offline, like, I actually met some of the folks that I met on Twitter first, and we're trying to identify each other in person so that's really amazing. Of course I've definitely used these tools to learn about opportunities for

funding, call for papers, conferences and jobs and events. But I think the best part is also that piece again of humanizing - both humanizing myself as a person with bones and needs and human needs and family life and all these other things, but also seeing amazing scholars that I really admired being vulnerable and sharing other aspects of their life that it's not just about work right. I also found that it was a great exercise for me to kind of develop my persona, who am I as a sociologist right? So just by noting for example what my research interests are in my profile and trying to think about what do I want to highlight here, what matters to me. I think those are important decisions that we make about, you know, how people are going to see us whether people want to follow you, or not. I think most importantly too it allowed me to connect with community partners. So one of the things, in addition to following colleagues who are in academia, I also love following community partners, community organizations, see what they're doing, what kinds of issues they're highlighting or seeing as most relevant urgent. That gives me a great sense of the temperature as well in the community. Some of the needs, but also allowed me to actually create new partnerships, right, to do research projects together community- based work so I really appreciated that. The last thing I'll say that it really helps me mobilize the work I do right? You certainly have an audience that is not just academics, so sometimes when I have a new publication coming out, and I'll have an example later on, like I really put an effort into creating a post that is using accessible language, using emojis and really trying to reach more people right so put the word out there.

Dr. Nicole Malette

That's a really good point and I think that that is something that I know myself and a lot of other sociology scholars maybe struggle with sometimes is that when we publish our work and it just goes into a journal, it can feel like a bit of an echo chamber. But by using social media we can maybe reach out to community partners or community groups or individuals that might be able to use this research directly so we're reaching out maybe beyond some of the more formal means that we had available to us. Dr Wu what about you?

Dr. Cary Wu

Okay, Alan mentioned many aspects of like you benefit from using social media, I just want to add one little thing. So, using like having a, for example, Twitter account right so sometimes when you submit articles for journals, the journal, asked you to provide a Twitter account. Right, so the reason is that if the paper got accepted right the journal will, for example help you to add you like you're trying to find you and trying to like, share the research right so they want like, they want to promote your research. Right, so they want to add for example, like if you don't have an account they can't find you. Right, so that's not just journal, like other, like for example you are in the news, or people are reading your research and then they want to reach out, a lot of people want to reach out through Twitter, and then so then thinking, not just you, from your perspective, but thinking from others perspective from journals or from ASA, CSA, for example CSA heard you got an award this year, next year, and CSA wants to share the news with the community. Right. So then, one way is that CSA can add you and share the news on Twitter. So just one little thing , thinking about others, journals, other organizations, they want to like help you to promote your research, or even share the news and all that. So, it's important in that way.

Dr. Nicole Malette

Thanks everyone you provided really great benefits so talking about, especially relevant to students across Canada and who might be of different racialized backgrounds, or different minority groups in the settings that these platforms help you build community and connections with others who might be experiencing things that you might not be able to see reflected in your immediate department and we've talked about this and other webinars. It's also really important for building up professional development and connections with the community and for helping you get your research out to a wider population. This is all fantastic. Before we started this webinar, I asked you if you could all send me an example of some of your favorite or most useful posts and I'm going to share those with the screen now if that's okay. And I'm going to go through each of them with you and ask you why these are so meaningful or important to you as examples hopefully to help everybody else who's participating in this session to see the types of social media work that we can do so bear with me. Technology. Here we go. Okay, so the first person's post that we're going to look at is Cary Wu. You sent along this post, and I wanted to know why you thought that this one particularly stands out for you and why it's so useful.

Dr. Cary Wu

Yeah. So for me, I think, a benefit from using social media is like, not just following news but also networking right- Kayonne and Alan mentioned about this, networking. So especially for me, for example, I got a new job here in the city of Toronto and moved from Vancouver, here it is like its new right so like, when I'm here I need to like find people to work with while I collaborate, and all that. My social media provides a lot of, a lot of people send me a message from Twitter from researchgate for example this is just one example that for example, during the pandemic Professor Scott Schieman. He's at U of T, and he has a lot of interesting data. Right, so, because we follow each other, we never met each other before, right but we follow each other. So researchgate right so I know what he's doing like in terms of recent research, he, he probably read my researchgate too so he has some idea about what I'm doing. So then he reached out right he reached out and said okay, we have data, will we try to develop something a project to work together, right so then we meet for coffee and we talk. And then from there, like, from the social media we start from social media and then we meet, and now we are collaborating and writing articles together and we submit articles together so that's just one example of that, especially when you move to different places, new places and then maybe social media will provide a nice way to network, to get connected with others.

Dr. Nicole Malette

This is an awesome example, not only is it a great example for showing how to build networks when you come to a new place and maybe don't have networks to draw on, but also how social media can be used to boost your research and boost the connections that you have and help you on this road for publication so thank you so much for sharing that Cary, this is a really, that's a great link. Thank you. Next I would like to draw on some examples for from Dr Martino. So, why did you send these along and why are these important for you?

Dr. Alan Martino

Yeah, so I think that they achieve different things right so the posting on the right, it's one that it was a new publication I just had released and I really wanted to make sure that more people knew about it. I have lots of organizations and community partners that follow my profile. So, when I was drafting it, I was trying to use clear language, like people with disabilities face a series of barriers that limit their access sexual spaces, and I use hashtags in there to get people's attention, I use the icon or like, here's on the alerts, new things, and I try to be as concise as possible but it's still like here's a publication, and why it's relevant. And the person on the left. What I like about Twitter as a tool is that it's not just a one way. So it's not just me throwing my research projects and researching and updates to people, but it's really a dialogue. So in that post it was, I was thinking about writing a piece for inside higher education. And I was like, I really want to know what people's experience is like, so I threw this question and a whole bunch of people responded with their experiences, and I was able to write an amazing piece based on that. So, to me that illustrates how this is a dialogue. So you sometimes, I've seen social media users who almost treat it as more like just throwing things out there, right, this assumption that I'm just delivering information, but I think we can really use this in a more engaging manner, right to get feedback.

Dr. Nicole Malette

That's a really good point. And to think about using social media to try and get feedback on the work that we're doing, or propose work that we want to be working on and start collecting that network that can give us that. That's excellent. Thank you. And Kayonne this post that you provided, why is this post important and what do you think it brings?

Kayonne Christy

Yeah, well I, I provided this post because this was like my one and only post that went viral. And I was like, oh, this is like an interesting experience with like having something go viral. But I also think that it was an interesting process that even like developing this post so I, I'm a very serial retweeter and liker. And so what that means I retweet and like a whole lot on Twitter, I don't necessarily write my own thoughts, and I think that's me struggling with, like, what I should tweet, trying to unlearn some of the ideas around professionalism and like step into my authentic voice. And then so over the summer I've been a part of, over the summer and like last year have been in different spaces where I'm talking about like reframing imposter syndrome us, it's not imposter syndrome its like white supremacy like it's not you, it's the system. So I'm like you know I'm let me tweet something because I feel like I need to tweet more, and then so I was just like at home and I'm like, let me just tweet this as I've said it in so many different spaces. And so I tweeted it. And the response was so like amazing like overwhelming a little bit because I haven't had a tweet go viral before but how this tweet, the response that I got, that this helped a lot of people in reframing, how they understood imposter syndrome as well. And so I found that I mean this was like helpful for others. And I think this is like a really good example of like how you can see finding these kind of like tidbits of like helpful information that help you on Twitter so that's kind of why I provided this one.

Dr. Nicole Malette

I'm really glad that you shared this post, because we're going to be talking about the content of this a little bit later in the discussion questions. And yeah I think that you also speak to a really important point of a lot of the times we use Twitter and social media to repost and to link other people's things, and it can be really daunting as a student to share your own feelings and even your own research sometimes. And I think that I appreciate that you talking about that to share that vulnerability that this is something that we all probably struggle with. And it's not easy sometimes putting yourself out there so. Thanks, Kayonne. Thanks for sharing this one. Okay, so now I'm going to do some changes, back to, stop sharing my screen, right so go back to the questions. So what are some of the best tactics you've seen some others on social media use to further their career. So we're going to we're going to talk about the bright and shiny things now and then we're going to get to some of the more stickler things or tricky things about using social media. So what are some of the best tactics that you've seen others use or even that you've used? So what are some things that we can take home that we can use? Oh, sorry. I'll start with Kayonne.

Kayonne Christy

Yeah. So I'll just, I'll say one that I found to be helpful, that I found one of my colleagues do this, several of my colleagues do this and I'm starting to this as well, but kind of allowing people to know what you do so like what your research interests are, the type of things that you're studying and you do that by tweeting stuff you do that by talking about your research, you do that by retweeting things that are similar to you , you do that by talking about the opportunities so if I am on like a panel that's still talking about this or I am a panelist talking about like race and health or if I am doing something that is related to my research or interest, it is important to post it on Twitter because people then associate you with that topic. And so I found that people will like send me articles that I mean I haven't looked at before that are relevant to my research interests, people will send me like fellowship opportunities because they're like oh you're doing this like this is related to what you're doing or conference opportunity or call for a paper or something like that. And so I think that when people associate you with a topic or you with like a certain field like it's helpful in like helping you in that you're getting more information about that and also helping you in that it also expands the opportunities that are available to you.

Dr. Nicole Malette

So yeah, that's a really great point and I think that that's a really nice entry way that students can think about developing their persona online or through Twitter is by retweeting, and maybe liking other things that fall in line with your own values or your own research strategies, people will start to notice that and will start to understand who you are. Without you maybe having to take that daunting step of posting your own feelings in your own words right out of the gate. So that's a really great strategy. Thank you Kayonne. Dr. Martino, what about you?

Dr. Alan Martino

Yeah, some of the things that I've done is trying to create attractivr posts tagging the right people using the right hash tags in inserting myself in particular conversations that are happening. I think that helps. One of the exercises I've done with a couple of students here at U of C is also taking the time to map out who do you want to follow, right like who are the main people in your fields, who do and I hear from kind of connect with right so you can kind of start brainstorming who should we follow here. The other strategy, you know thing that I've done, and really appreciate it was before conferences it doesn't hurt to send people a message saying, oh my god I really like your work, you know, would you mind giving me like 20 minutes of your time, like to chat over coffee, you know, and I've never heard a no before. So I think people, are usually people who are on Twitter especially they would really want to connect. So if you ever need advice or something like I wouldn't be afraid of reaching out. And the last thing I'll say definitely be very thoughtful about the posts that you share, right, no matter how much we say that we're not condoning recommending things we're posting, they're still connected to us, like no matter what. So every time before I post anything, I always read them carefully and, you know, thoughtfully because it does represent who you are, right, when it's no matter what. So just be very thoughtful about what you're sharing.

Dr. Nicole Malette

That's a really good point. So as much as we like to think that these are the words of someone else that we're sharing, they do reflect us if we do share it on our page so it's something to consider when you're doing that. I really also like your point about reaching out to people through Twitter, I think that that is something that I know I didn't utilize enough in my CSA and ASA meetings as a grad student, not reaching out enough and say hey do you want to grab coffee. Maybe I did it once or twice, but this is a really great way to get to know somebody and get to know maybe potential people - supervisors, or colleagues that you might work with later. Just by getting just by doing that simple reach out on Twitter. I think that's a fantastic point to make. Dr. Wu, what about you, what do you think are some of the best tactics that you've used or maybe some somebody else used?

Dr. Cary Wu

One thing I will share talk about is like we use social media we can turn local things into global scale. Right. So for example if you like, I saw like PhD students, they within the department, they tried to host some workshops and training for others, senior PhD students, you hold certain events for junior. Right. But, social media provide a way that is, you're not just, especially like the zoom meeting, provide a way that you're hosting for your department within your department, but also hosting this event for global scale right people from the UK from Australia from New Zealand from Hong Kong can join, too. Right, so that's something that, like for example like last year this one, PhD student, she's doing a workshop on methods, and then I joined, and sort of people from everywhere like 300 people from everywhere so that the only reason that became global is like she promoted this event that she's going to host. So, Twitter, social media, right so people from everywhere can join, and then it becomes a global thing, right so especially for junior scholar for young PhD students. We are doing things and then we want to know like we have been doing these things right. So it will help you like people will

know you. And then, not just in terms of your research but, for example, community service and all that, very important in terms of job market, in terms of career progress.

Dr Nicole Malette
That's a really good point that we often tend to think about our reach as Canadian scholars just being within the bounds of Canada, but we often don't think about it going into the states or internationally, that these webinars or the things that you post can actually open up doors a lot further than you were maybe expecting. Kayonne you have your hand up, did you have a point you want to add?

Kayonne Christy
Yeah, I had a point I wanted to add, it's so true that you never know who you are going to connect with on Twitter. I remember a med student who, she's in Texas, she slid into my dm's like she wanted to have a conversation because she's interested in ob stuff and racial disparities and health, and then we had a zoom conversation talking about that. Nothing ended up coming up but we are connected now I have her number, we are in communication but it's just like, I would have never expected to talk, I would have never talked to her had it not been on Twitter. And the second thing that I wanted to add about some tactics that you can use. So I was reflecting on my experience as like a student, and another student, a student was tweeting about like, oh, it's so hard for me to write like I need a writing group, he just tweeted that, and I'm like oh my god me too. And then we DM'd each other, and then we started doing writing groups like weekly writing groups so you never know how like a very simple tweet can impact somebody or can connect you to somebody. And then also, it's also a good way to like as students connect with other students by just responding or just lighting in someone's dm's to talk about like how you can connect offline.And I think that's a lot more normal than people may think it is so.

Dr. Nicole Malette
Yeah, it is a lot more normal. I think that we've shifted, much more from sending emails, I used to get a lot of emails now I get like you're saying DMs from people in academia that want to connect and, as somebody who's posting on the side here in the chat. This was so important during COVID when we're all shut off from each other when we had virtual conferences this year we're not coming in contact with large numbers of people in our disciplines. So, reaching out in these more personal ways or is really important and I think I speak for myself maybe for you guys as well - it means a lot to get a message from somebody that's like, hey, I see what you're doing. I like what you're doing, let's chat about it, like, sometimes you just need that. Okay, thanks, everyone, there's a really good strategies and tactics. Now I'm going to get into some of the more challenging topics that people might encounter when they're trying to branch out in social media.So what are some challenges that you've experienced using social media to support your professional life and we will go broad and then we'll bring it down. So I will start with Cary. Doctor Wu, what are some challenges that you've experienced?

Dr. Cary Wu

A challenge probably like end up spending too much time on social media. Probably the challenge that you like you have to spend some time every single day. Like, you have this like especially early on for me like okay every day I'll check my Twitter, Research gate right. But not anymore so there's something that we can control. So, probably that's the only challenge I experienced.

Dr. Nicole Malette

I definitely have that challenge where I'm like, oh, I'm checking Twitter right now for professional reasons and then you go down the rabbit hole. Thank you. Dr. Martino what are some challenges that you experienced using social media?

Dr. Alan Martino

Yeah, the time, that's definitely one I totally agree. I think the second one, it's picking your right, the right battles. Sometimes in social media, there are some comments and questions or things that are not the most well informed, or just plain problematic, right and each time really time consuming, having those back and forth in those spaces, right, and then other people jump in and then you notice this huge thread going on and your whole afternoon has passed by. So I think for me it is also trying to be like more careful about picking up which battles I should engage in, you know, when do I step in, when do I need to disengage right from social media as well be like, you know, I did the best I can, or I'm just going to share this article and leave. You know, so just being like, caring to myself and to others around.

Dr. Nicole Malette

Excellent. Yeah, that's a really good point, you can't fight all the battles, even though sometimes man you want to. And it takes some emotional energy to go on social media, put yourself out there but also to read some of the pretty terrible content that's also circulating. So that's a good point. Kayonne, what about you?

Kayonne Christy

Yeah, very similar to what Carly and Alan both mentioned, sometimes really problematic stuff online, and that downs your mood. And sometimes just have to like figure out when you need to get off and take a break. But I think one of the biggest challenges is managing my time on social media, which is why I am an aspiring digital minimalist because I get sucked down the rabbit hole very very easily. So I think that's been one of the biggest challenges for me trying to strike the right balance between when, when, when enough time is useful and when enough time is being obsessive over social media.

Dr. Nicole Malette

So I actually want to circulate back on this point of, it seems like we all have two main challenges that we're experiencing is, we want to fight a lot of battles, and that can be draining, and we spend a lot of time on social media. So what are some strategies you use to limit your time on social media. Do any of you have some strategies around that? Kayonne?

Kayonne Christy

Yeah. I deleted the Twitter app on my phone. So like if I want to go on Twitter now I have to like take the time to like go on the Twitter web, or like have to log on to my laptop to go on Twitter, which like disincentivizes me from like just mindlessly scrolling and picking up my phone and I do, I try to not put my phone on Do Not Disturb I do have notifications turned off so like I don't see things come up. So I'm not tempted to use the apps. It's addictive like it's really bad. So, yeah, I just try to disincentivize my social media app use as much as I can, and then kind of just use it sparingly. I try my best not to use Twitter or go on Twitter first thing in the morning but sometimes that's, that's hard. But those small little things that kind of like make accessing it harder has helped me.

Dr. Nicole Malette

That's good. That sounds a lot like people who take their work email off their phone that you're starting to sort of separate your work life a little bit. Dr. Martino, what about you, what are some strategies you use for not going down the rabbit hole?

Dr. Alan Martino

Very similarly, turn off notifications so I have a little bit more control of when to engage, when to disengage. I do spend quite a bit of time sometimes it's just this distraction, but also it's just fun to know what other people are up to right like you're having a difficult day and you can post something and people support you, or and vice versa, right or if someone posts something happy news and you support them and makes you feel nice and cozy right so it's just finding the right time to engage.

Dr. Nicole Malette

That's a good point also maybe there are certain times of the day that you want to take some time and go on social media or schedule time for work time and Twitter is going to take a bit of a backseat right now. Dr. Wu what about you, how do you balance the pull of social medi?

Dr. Cary Wu

I like the way he put it, I guess, finding the right time to you. Like for me is like thinking about like when I'm on the subway, when I'm doing some other stuff like I need to look at the social media that during that time, the right time that you can like okay I take a look at the news what update from Twitter, right. Maybe not the first thing in the morning, I said, try to keep in mind that first thing in the morning, don't look at Twitter, and maybe at the end of day, like when you're going to sleep, try to avoid right. But a lot of times during the day, like you can find the right time that you can spend on Twitter, social media.

Dr. Nicole Malette

Yeah, this is a really good point. I'll, as an example, myself I don't go on Twitter first thing in the morning because it tends to get me riled up and that's my writing time and I'd like to not get riled up before I need to start writing. But I do go on at lunchtime and then after work, usually around 4:35 my brains shutting down and that's maybe when I can take some time to go into social media. So I think it's really important that you set boundaries around social media use

because it will drag you in and it may be gives you a little bit time to get other things done in your day. But, I mean, we're not all perfect and I'm sure I know I get sucked in sometimes. I'm sure you all do too. So that brings us to the other challenging challenge that you've mentioned, is, how do you handle negative feedback or just problematic posts that are out there either on your own Twitter feed, you get comments, or that you see circulating, how do you deal with that? I'm going to start with Kayonne.

Kayonne Christy
Yeah, I am. I just turn off Twitter. I just try to log off and disengage. I'm not a Twitter fighter like I am not going on threads and like arguing back and forth with people. I haven't been on that on Facebook for a while just because, yeah, it's takes a lot of energy out of me so now I'm just like you know why like I need to pick my battles and I put that away. I haven't gotten a lot of like negative feedback on my own personal posts. I think the one time that happened when my tweet went viral. And there are some people saying some weird stuff to me, but then some black woman came for them and it was like, all right, thank you so much I appreciate them doing that. But I haven't experienced too much negative feedback from my personal social media posts, but when I do see a lot of like problematic stuff or just things that like I feel like or not, yeah, I try to just try to just disengage,

Dr. Nicole Malette
I think that's a good point like we were saying earlier, there's, you gotta pick your battles, there's some battles that you know you should fight and can fight, and then there's others that you know that you need to take a step back from. It's always nice when there are other people that are willing to step in and fight them to for not for you but with you and are there and that's really encouraging. Dr. Martino, how do you deal with challenging posts or negative posts?

Dr. Alan Martino
Yeah, I think one thing that I've certainly faced is misunderstandings. Sometimes in our posts, right, like we write something just those few words, and people might not read it the same way that you would expect them to be, it's out of our control. So in instances like that or misunderstandings, I would always take the time to explain this is where I'm coming from, you know, like this is what I mean, you know, and I tried to do that. Some battles are also not worth picking. For example I remember one piece I wrote it was about the need for intersectionality and then the very first comment was someone saying, as a white man I need to say this. I mean, that already like as soon as I saw the beginning of the sentence I was like, I'm not going to engage, right so for me it's like again being knowledgeable and being thoughtful about what battles to engage and it's totally fine to disengage if that's what feels the right move, you can always mute, you can always block, you know, and I'm not afraid of using those, you know, it's sometimes it's needed, right, like I think there is that there are opportunities for dialogue to share, here's another article that speaks about this and this is where I'm coming from. But there are also moments that it's just not going to go very far, and I don't have the time to invest. So, moving on. Yeah.

Dr. Nicole Malette

Those are really good points, not being afraid to block someone who is posting problematic content. I think is absolutely fair. Thank you, Dr. Wu what about you, how do you do with challenging posts and content?

Dr. Cary Wu

So for me like I just like, I understand that there's things out there that can be like, can be everything right so I understand that, on Twitter, like, all those things. So, first that I understand that and the second thing like I try not to engage me, I try not to engage if you see, don't like like see, I tried to not engage all I guess, if it is very personal, like some people like trying to like negative comments, or even attack you the best way is to just say thanks, right, like, I just say thanks, then you end up there, like they, for example, I think last year, I think I share something, and then people like didn't like it and then they comment on that in a negative way, and now I just say thanks right and then that's the best way to like, tell them shutup and I don't want to engage with you and right, and then you'll feel okay. Okay, thanks, and then everything will end there.

Dr. Nicole Malette

That's a good point I mean there's not much you can do with a reply that is thanks. They can't escalate in any way way, um, and I think that there's also the really good point that Dr Martino made that using Twitter especially we have such a limited amount of space to express yourself and deal with these challenging situations. And so, that is part of the battle of picking which fight to fight, is you express yourself, this person is also expressing themselves and you know, there's only so much space to do this and so, you know, got to disengage sometimes, so thank you. So we've talked about some challenging situations and I think that these are likely to come up for anybody who's in social sciences and sociology who's using Twitter because a lot of our conversations focus on inequality. How do you think we being the sociology community both professional groups that we are part of thinking about the Canadian Sociological Association or the student concerns subcommittee, how do you think, and then also individuals, could better support scholars online. So how can we create communities both thinking about structured communities and ourselves to support each other. We start with Kayonne.

Kayonne Christy

I have two things to say. The first is that I think that programs, departments the discipline needs to take more seriously training on social media, because it's going to be a thing of the future like this isn't going anywhere. And I think it's going to become even more important to our professional identity so things like this, more formalized institutionalized way of training students how to use social media , the best way to use social media i think it is going to be very important and like should be taken very seriously. And using like experts in the topic right like people who are actually are doing it and like, and are well versed on it like not taking it very lightly. The second thing I'll say that is although like my challenges on social media have been just like struggling with balancing and like wanting to not see problematic things, a lot of public facing scholars, a lot of women scholars, scholars of color who have a large following experience a lot of harassment experience on social media so that is like a real thing.

And so there's this, on one hand is this push for like universities to want scholars to do more public facing work and like get their work into communities and stuff like that but at the same time they're not supporting people when they're doing that, like okay if I'm doing that I have a large following on social media, and people start harassing me especially in sociology departments who are doing more critical work sometimes like that puts people at risk. One of my really close friends, she's not like super Twitter famous but she has like a following of like 8000 people, she told me she posted something and people were like finding her job finding that she like her personal information isn't on social media but they found a lot of information about her and posted it on social media so like, how are you going to support and protect scholars when that happens to them and I don't think that there are institutionalized mechanisms of supporting people and scholars when they encounter things like that and that's like a very real and scary thing when it's happening. So I think that, in light of people using social media more using Twitter more, institutions professional programs also need to take more seriously institutional mechanisms we can put in place to support and protect scholars who are at risk of that type of harassment and doxing.

Dr. Nicole Malette

I think that's a fantastic point on two levels. The first is that universities have started to put in place organizations that help us with media literacy in terms of being interviewed for TV or radio, but I don't know that we have ventured as solidly into training faculty and students into how we can deal with social media platforms most effectively. And I think that you talk about a really critical point is that our safety sometimes is at jeopardy if we are going to publicly discuss our research that sometimes people have find challenging. And I think that you're right that institutions, the ones that we work for and our scholarly communities could step up in terms of the training that we provide and the support that we provide individuals. Dr Martino, what do you think?

Dr. Alan Martino

No I agree 100%. I think some of the things that come to mind is creating more opportunities for meeting real life, like, I remember going to the ASA, we had a meeting of Twitter's, you know like there was organized like how amazing is that right like for us awkward people to meet finally, having more panels like this that support people right, in terms of how to participate in the space, how to make the most out of it, how to construct your persona online. It's an opportunity for mentorship I think too to like, especially like to think for faculty members to support students in developing those persona, but also protecting, I think that piece around safety and protection is so important. I can share briefly a story so when I was a graduate student, I had a senior faculty member that reached out to me on my on Twitter, seemed to be extremely interested in my research, until they asked me to come to their hotel room. Right. I mean, so there is also those awful right like, so I always like encourage students to approach faculty members and not be afraid, but I definitely want to really be very careful too and I think that's one of the things that we need to protect our students, especially because students are in the most marginalized because of kind of position. Students are hoping to get postdocs, students are hoping to get positions, and they might be in a position where they might feel constrained in terms of approaching those moments. So I think that even, you know, it's

definitely important to acknowledge how social media unfortunately also opens up opportunities for predatory, you know, awful negativity as well, right, and protecting each other. It's extremely important.

Dr. Nicole Malette

Thank you for sharing that story. I think that you've highlighted a really important point as well, the predatory aspect of social media. And that, in the mobilization of knowledge of how to use social media we also need to have more conversations about how to safely use social media, and what is okay and what is not okay in academia. Sometimes we run into these really dangerous and harmful experiences, and it can feel isolating. I know myself in grad school had some challenging situations, and I didn't know that, who I had to talk to so if we have institutions that are set up to discuss how we can safely interact with each other, and what's okay and what's not, maybe, this is the optimist in me that we can maybe eliminate or dismantle some of these problems that we're having. Dr. Wu, what do you think?

Dr. Cary Wu

One thing I will add this like, use social media to promote sense of belonging. So, individually, for example, within Canadian sociology, CSA, like for example we can follow each other. And then, in terms of institutions, organizations right so departments have a Twitter account and it's better for the department to follow their own students own researchers faculty members, right. So, use the media platform to promote a sense of belonging within the community it's very, very important right I see many, many, like you see the people who have more following more people will follow.But you can tell the differences. Right, so for me I'm, like, if you look at my Twitter account probably that the number is like double in size. Those are followers like. So for me I always follow people who follow me like students, whatever like background. So I think personally I feel like it's important, right, ASA following me, me following ASA, like York sociology following me like it's part of the sociology and part of the community and this creates a sense of belonging, right so not just like you, this a community, especially we spend so much time on social media and in that connection the sense of even you don't need to know each other right so okay we connected in a way that is online.

Dr. Nicole Malette

And I think that is an important point that you can use twitter, twitter should be used to build this community and hopefully we are making strides to make this a more supportive space for users. But you kind of touched on a really important point. A lot of people think that Twitter use is face value, but speaking I think for some of the Canadian Sociological Association people that are here, we take it really personally and we, and we appreciate who is following our page and who is not. It's not just this blind like or dislike. I know who's following my page, and if I see you at CSA I see, I'll talk to you. So, like, we are, it is a way of building community we are actually making connections, Canadian sociology association is small, like, we see you. So, if you're trying to reach out you're trying to make connections, it makes a difference. And hopefully, I mean I'm kind of low in the career but like hopefully this is the same feeling that some profs have as well, that they notice who is taking part and they notice who is reaching out so that's a really good point, even though we don't think that it's building community, it really is. Um, so

next in terms of some of the challenges and I want to come back to Kayonne's post that she shared. How do we deal with imposter syndrome or the humble brag so I'll, I'll delve into these a little bit more so the imposter syndrome conversation is something that comes up a lot with the student concerns subcommittee of challenges that our young scholars face is that they don't feel comfortable putting themselves out there in terms of the types of research that they're doing, anything that they have published or that they're promoting because they don't really feel like they belong to that work or that they have the right to post it. And then this also goes along with something that I've heard a lot as well as this humble brag that, oh this person is putting themselves out there this is just a humble brag but like really, that's a little too far. So how do we strike this balance and the humble brag and imposter syndrome and should humble brag just go? So, Kayonne let's start with you.

Kayonne Christy

Yeah, so humble brag is interesting, I don't know how I feel about that. But I understand it. And the imposter syndrome. Yeah, I am. As my tweet said I started to think about imposter syndrome much differently now like since that framing like I don't feel like I don't belong in the academy, I don't feel like I'm supposed to get, I'm going to get caught or I'm going to get found out. I think it's like when I think about what is my environment telling me like when I go into a department that's like predominantly white like of course I'm going to feel like I'm not supposed to be here when I go to a meeting and I'm the only black person I'm the only black woman in there like of course I'm going to feel like I don't belong here, but that has nothing to do with me and my ability that's just the environment like that is the that is a product of like structural inequality. So I think that for me has been helpful for me. In terms of like humble brag or bragging like that, that's how people get to, like, I don't know bragging but like telling people about your accomplishments like that's how people get to know what you're doing and who you are and also that's evidence that you're doing well so like, and you work hard for yourself like I put in a lot of work, all academics put in a lot of work to like produce good things right. You should celebrate that. Like, you should celebrate, when I see people celebrating putting their accomplishments on Twitter, I'm like so happy I don't perceive it as a humble brag I'm like, good for you because I know how much work that must have must have taken on your part to do that and that you will accomplish that that you've gotten this recognition like good on you, so i don't know i think that like posting your accomplishments, posting the things that you're doing, I think that that might be a way of like helping in a way about with imposter syndrome by like prove it like providing evidence for yourself that like, yeah, like, I'm I am good enough like I am supposed to be here. And when you posted on Twitter and everyone's like, yeah, good for you, this is great and you have a community of people who are like, oh my gosh, that's amazing like you're brilliant, it makes you feel good so post, talk I don't know I do it because, and I love when I see people do it because I think that is great, and you belong if you've gotten this far like you're you're supposed to be here. So, Yeah.

Dr. Nicole Malette

Two things, I appreciate so much your posts about imposter syndrome being is it's imposter syndrome or systemic racism, is it imposter syndrome or are we dealing with some structural gender inequalities that are inherent in our institutions. Let's break it down and call it what it is.

And I think that that conversation is really important because it doesn't put the onus back on us, our individual feelings it's reflecting back out on this system that is causing people to feel this way. And that's really important, and also your feelings about humble brag. I exactly mirror them and it's something as a student that you have a hard time with because you spend all this time alone. And you do all this work alone, and it can be hard to put yourself out there, and I mirror Kayonne's opinion that when I see somebody that's posting up an article or an award, I am so dang proud of you, and I am so happy for you. Yeah, celebrate it. We don't get a lot of opportunities in life to celebrate things, put it out there. We all are really happy to see what you've done, Dr. Martino what do you think?

Dr. Alan Martino
For me it's about creating a space for mutual appreciation and just plain genuine happiness for each other success. You know if we can like nurture some of that feeling of like I'm genuinely happy for people. Like I have colleagues that every time I post a new publication, Iknow they will post congratulations, and one of my colleagues Alicia Walker she will always post like a GIF you know, celebrating and jumping, and I do the same for her every time she posts good news, like this is a kind of space that I think is the best it's like supporting celebrating each other. And for me, it's about finding a balance of, like, celebrating my achievements and things that I'm proud of, but at the same time, allowing myself to be a little vulnerable, and also sharing stories of like, oh, I didn't get that grant. Oh, I got a rejection today, you know, that kind of shows the ups and downs or both, you know, that it's not always good news is it's not always success. Right. Sometimes there are weeks that I don't feel very good, and I'm sharing that and I think people appreciate. So it's like creating a balanced picture of what my life and work is like, right. And finally I think that by sharing those aspects of your life it's an opportunity for people to get to know you, your interests your passion, like when people know me like in my Twitter for example they know I'm the disability and sexualities person, like they know it's my passion I'm always posting stuff about that I'm always up to date, you know like, so people start identifying you with that interest, in that passion, and when something comes up for example and that's my tip to when for example I had colleagues who are like, oh my god we need a book chapter on this. Alan, can you do this for us. Like, you become identified to that passion right and people come to you and they start recognizing you, which is really fun.

Dr. Nicole Malette
Yeah, it's a really important point. We were just talking about all the challenges and sort of the negative space and social media, but by promoting the work that we do and the work that others do we are creating a safer and more supportive space - the kind of community that we want to see. And I think that that's really important. And it's a community that keeps on giving and thinking about people reaching out and giving you opportunities from it too so an encouragement to students, don't feel afraid of posting your accomplishments, or but even like Dr. Martino said, if you're frustrated and things aren't going great, you can post that too because it doesn't go great for all of us a lot of the time. And that's part of being a scholar and that needs to be normalized as well. Doctor Wu, what do you think?

Dr. Cary Wu

Just like for me it's like just focus on myself, like, because it's my Twitter, so I don't care much about like I understand that whatever you say half of people will like it another half, maybe not gonna like it. So, for me, is that I'm, like, trying to be confident if I want to say something, if you want to share something then to go ahead and share something, but you can also just not use it right, you have a Twitter account, you have something like that you don't need to use it right you can just use it as a way okay you watch news, you follow things right you don't have to use it but when for example you want to share your research then just be confident, right. So this is my research idea, what I have done like, be confident and go ahead, right but just try to understand that whatever you do Some people may like it, others may not, but that's okay, right, it's fine. Right, so just be confident. So that's the way I deal with it.

Dr. Nicole Malette

I have to say, Cary and I went through the program together and Cary is one of the greatest people for sharing confidence in things, and I've come to Cary Wu before saying, oh and whinging and being like, oh, this is hard and I don't know if I should post this and he's like just post it just post it doesn't matter. People are going to like it or they're not going to like it but most people are going to like it to just do it and like it's a great attitude to have so Cary thank you so much for sharing that. Kayonne you had your hand up?

Kayonne Christy

Yeah, yeah, I have two things to say. The first is that like I think it's totally normal I think as students, graduate students we feel like we have to be experts on things the first time that we do it but like, it's very normal to for things to be hard and like for you to not get things the first time you do it. And I think that might be contributing to like imposter syndrome in some ways that like things feel hard. You feel like you're supposed to be getting it but you're not getting it but it's like in any other context like the first time you learn something of course you're not going to, like it's normal to not be good at it the first time you do it but as graduate students like we feel like we have to have mastery of it so like it's supposed to be hard and if it's hard that's okay. You're smart you'll get through it. The second thing is, in terms of like talking about our accomplishments so there's this hashtag on Twitter called #SocAF, and it's like a double entendre right so it's like sociology affirmations but also like sociology as fuck. And so people talk about different accomplishments, celebrate different wins that they've had throughout the week so people talk about like getting a journal accepted, but people also talk about things like, I don't know, making breakfast or like going on a good run, like I was like, advancing to intermediate salsa it's like that's like a win and a celebration for myself that isn't like a traditional like oh I got a journal acceptance or whatever but I think it's still something to celebrate. So celebrating all the wins in your life like not just like these traditional professional ones is also like a healthy way of cultivating that confidence in yourself.

Dr. Nicole Malette

That's a really good point and I really appreciate you sharing that, that hashtag, I'm going to use it, but also basing off what I said about Cary and then what you were saying too, we're all going to feel like we're not doing things right all the time, but if you need to feel like you have somebody in your corner, I can speak for myself, I am in your corner if you're posting something that is a win. So you know what there are people out there, we all care, we all want you to be posting things and showing your achievements and maybe even like non-academic achievements, we think that they're great. So do it. This is how we build the community. So we're just going to wrap up some of our questions here. So we've talked a lot started getting into the idea of what sociology grad students should be thinking about when they're posting so what advice would you give to a sociology grad student who's looking to further their professional development through social media use? So what should or shouldn't they be posting or what should they really focus on right now? Kayonne?

Kayonne Christy

Um yeah I think as graduate students, as, as a graduate student what I'm focusing on is like building my reputation, or like making people know who I am, getting my name out there connecting with other people. And like a good way to do that is by, well, SocAF is an excellent hashtag to be connected to a lot of sociologists globally. When I'm online and I see people tweeting things that I'm interested in I follow them, scholars that I admire scholars that I follow that I really look up to I follow them as well. I think that those are some good ways like I think pretty like low stakes ways as well of like getting into social media. And then when you build up the confidence like I'm still struggling with building up the confidence to keep on tweeting but when you build up the confidence to tweet, tweet things that you think you want people to know you for, and as Alan was saying like, you also be very careful in what you're tweeting because once you put it out there, it's out there.

Dr. Nicole Malette

So, yeah, it's really important. Be careful what you're tweeting but have, you know, share what you want to share and don't feel like you're held back on it. Dr. Martino, what do you think?

Dr. Alan Martino

Yeah, no, I agree with that too. I think definitely post about opportunities, publications, funding success, it allows us to celebrate with you right. There is an amazing team here that will be happy to share and send your gifs and everything to celebrate. If you're looking for opportunities, right, like, it's a community it's a, the rest of us it is a resource right, so if you are looking for jobs if you're in the job market, I would definitely keep an eye out right, is there something that comes out that is in their research interest. So definitely, definitely helps to keep you know that call. Engage right. If you have questions, and I've seen that a lot by graduate students, where we're like, how do I write a diversity statement. Any tips, and then suddenly it's like this growing thread. And I think the CSA has been really great and same with the student sub-committee in terms of retweeting those and be like hey folks can you please jump in and provide more insights here. So I think that's a great way the organization is

supporting those moments of asking for tips. So definitely use this as an opportunity to engage and learn from others but also share your own knowledge.

Dr. Nicole Malette

This is a really good point, if you're afraid of posting your own comments. Ask! Post a question that's how we also build community is everybody giving you feedback on something that you may be stuck on, so don't feel afraid to use social media to sort of solve some of the problems that you're encountering. Doctor Wu, what do you think, how can grad students use social media?

Dr. Cary Wu

Yeah, so I like talk about like be yourself right so use it like that. But one thing I want to add is like be a citizen, right. Be a citizen in society but also like increasing, like online society, be a citizen, like being a way to, for example Alan mentioned about retweeting some like opportunities you see, or like you see some ad job opportunities, you can like very quickly create a short post in case if that can benefit others or like people need to know like there's opportunities. The way, like, you can create those kind of quick post and then share with others, like sharing. Sharing is caring so be a citizen, I think it's very important to be online that you want to be seen in a way that you contribute consciously.

Dr. Nicole Malette

That's a really good point that when you're sharing you're actually contributing to the community and also it's not just sharing on your wall you might dm someone some content that you think would be particularly helpful for them like a job posting or something like that. And that's how you build this citizenship I think that's a really important point. So now that we've gone a little bit over the formal question and answer period I'm actually going to turn to the group, or the participant question answer period because you've probably all heard me talk enough. So what I'm going to get you all to do is, as I'm going through some of the questions, I'd actually like my panelists if there are any accounts or people that you think people should follow, if you can post them in the chat bar at the side, that would be really helpful for some of our participants. And as you're doing that, I'm going to go through the questions that some of our participants maybe have posted along. So if you're a participant in this panel today, or in this webinar. If you have any questions that you want to ask the panelists, please post them below in the question and answers thing, and I will go through them, and I will post them to the panelists. You can also upvote any of the questions that your peers might have posted. And so that might be really helpful for getting your voices across. So I'll just open up the question, q and a section now. And as I'm doing this people, I can see Kayonne is starting to post some of the people that might be interesting or accounts that might be interesting for you to follow might be useful as a grad student. So any participants. If you have any questions, please throw then in the question and answer tool. Sorry for the leaf blower. So participants if have any questions you can put them in the question answer function the same way now. So we have one question. Emma you've just put your question into the chat I'm just going to ask you to throw it over to the q and a so that people can upvote it if they want to but I'll get to it.

So we have one attendee who is asking, how do you differentiate between what is too personal for social media? Have you ever regretted posting something about your life on social media? Thank you. So who would like to feel this one? So, have any of you posted things that was maybe too personal or have you regretted what you've posted?

Dr. Alan Martino
Personally I don't think I have ever regretted anything, just because especially when it's something a little bit more personal and posting on Twitter which has a lot more open access there, I think I tend to think twice before posting right. If it's on Facebook where it's much more closed group, you know more close connections where they get me, you know I have less chances of misunderstandings, I think I would post things there without thinking as much, but on platforms like Twitter I would definitely put like ask myself twice, like is this something I'm comfortable with, especially because once you posted out there, it's out there, right like people can do screenshots. That's it. Right, so definitely would encourage people just think twice like am I going to feel comfortable. If I come back next week, and this is out there.

Dr. Nicole Malette
Great. Dr Wu or Kayonne, have you ever posted something that you regret?

Kayonne Christy
Yeah, not, not in recent years certainly what I was on Twitter in high school I posted a lot of stuff that I regret and then I deleted that Twitter account, but not in recent years, I think, I do think carefully about what I post. And even when I do post personal things like sometimes I post like dance videos of myself doing like salsa on Twitter, and I don't, I don't mind those I think that they are, that is what I want the world to see about me so I think it's very context like person dependent like what do you think, that's a question that you have to reflect on yourself, like what do you feel comfortable sharing with Twitter like, just someone who I posted in the chat she's definitely someone who you should follow on Twitter she wrote a book - The Field Guide to grad school, uncovering the hidden curriculum, she pulls a lot of great stuff on Twitter, but still like pictures of her children and like things that her children say. One of my other advisors is like I would never post that on my Twitter but like so it's very person dependent what you feel comfortable sharing, and what you don't.

Dr. Nicole Malette
Right. Cary, what do you think?

Dr. Cary Wu
Yeah so personal is more personal right so you can decide whether what to what to share. And for me, like, like more personal stuff I share like just pictures, like sometimes go to park, visit some places I like was a nice picture sometimes I will post it up. And the other thing is like NBA basketball sometimes I posted. Like, so the only two things like what personal other than that I really share like the personal stuff that but yeah but like, as you are, you are calm right this is just think like Alan mentioned that it's very important that something is out there that it is out

there, we could really think about, like, in a week or two weeks, is this thing still out there. Do you regret and maybe think twice before posting.

Dr. Nicole Malette
Really good points, your account is personal, and the content that you put on it should reflect on you, but also maybe think really critically before you put content on how it's going to be taken, and how it's going to go over time, because as we know things do last on the internet. Go ahead, Dr Martino.

Dr. Alan Martino
You know, and just be thoughtful about what you're putting out there right so for example sometimes I've seen faculty members complaining about students, and the way they write about it, it's very detailed and like, if I were students, you know, and I saw that my professor posting that like, don't hurt my feelings like it you know, so I think being very thoughtful about like I we get it that we all want to vent, but I think there are also things that should stay off, you know, social media, perhaps a text message that's enough. You know, so just being thoughtful in that way too.

Dr. Nicole Malette
That's a really good point, Kayonne?

Kayonne Christy
And some people create burner accounts like things like separate accounts a separate account that aren't their professionals accounts but like things that they want to retweet or share that they wouldn't want like their colleagues to see so I mean if you really want to get some stuff out there but don't want to put it on like your personal Twitter like burner accounts, I have a lot of colleagues who have like separate accounts that they just, they are not tweeting any like wild stuff but just stuff that they don't want you know like personal stuff that they wouldn't want a colleague to see.

Dr. Nicole Malette
Yeah, it's always creating a fine line, especially if you're teaching, about the content that you want your peers to see but maybe also your students to see, and I completely agree Dr. Martino you know that if you're teaching, you don't want to be talking smack about your students that's not going to go over well and it's just not very nice so something to maybe keep to yourself or share with your friends when you're having dinner or something like that instead. Um, we have a question from Emma Martin, who says have you ever use social media in your research? So, any of you use social media in your research and how did you do that. I see some nodding heads. Kayonne go ahead.

Kayonne Christy
Yeah so on master's thesis I used social media and that was really helpful. I recruited people on social media because it was during the pandemic so I had initially planned to get like health care clinics and also post flyers but I ended up just circulating virtual flyers on Facebook, Twitter,

Instagram whatsapp and I actually got all my participants and Canada in like one day, it was only like 10 people but it was still like I was able to recruit so fast because of the way that the recruitment flyers spread so certainly I think that virtual recruitment on social media is like really great and a great benefit of social media as well.

Dr. Nicole Malette
Awesome. Dr. Martino you were nodding your head, have you used social media for your research?

Dr. Alan Martino
Yeah, I would say, certainly for recruitment. That's a nice way to put your word out there, ask people to share, but also in terms of, again, identifying potential community partners, and who to talk to and what kinds of projects they're doing, sometimes, you know, the project ideas might come from me, as research projects but also from the community, like I've seen people doing interesting community work and I'm like, oh my god I need to touch base with this organization, just DM them and say hey this is why I'd love to collaborate. And most of the time again, I think community organizations are really interested in collaborating with academics, it's just a matter of bridging right.

Dr. Nicole Malette
Dr. Wu, what about you? Have you used social media in your research?

Dr. Cary Wu
In my research I use it as a tool or sometimes you see some data like people share, right, for example, during the pandemic the case of anti-Asian racism almost like there's a lot of people collecting data and then they share on Twitter, and then like sometimes I've saved some data from Twitter data and, and then like in a way that when I write articles I will talk about those Twitter data right but right so it's just a way of collecting information.

Dr. Nicole Malette
Right. So different ways to use Twitter for your research - directly to recruit but also to sort of store data and maybe pick things that might be relevant later. We have another question. Can you speak to personal websites. So are there any tips you have in designing these to effectively lead for your academic career? So, do any of you have personal websites. And if you do, how have you used those. So Dr. Martino it sounds like you do, or it looks like you do so, what do you think?

Dr. Alan Martino
Yes I do. I think it's a lot of work. Keep those up to date. I think that's the challenge. And as Dr Wu was talking about research gate. Now we have so many websites that we have to take care of. So, it becomes a lot of work to keep all those different profiles up to date and I think that's the challenge. So usually I try to at least the website, and like academia.edu, like to keep those show up to date and try to bring people to the website right by making it simple to navigate. I think simplicity is the best approach, right, most of the time what do people care about. They

want to know what you published, what kinds of courses you're teaching, if you're open supervising, like, just keep it as clean and, you know, as possible.

Dr. Nicole Malette
Okay. Anybody else have personal website that they have created?

Kayonne Christy
Yeah, I also have a personal website. I developed it when I was a masters student and I agree with Alan that you want to keep it as simple as you can because updating it can be a real pain. When I first created it I had all of these tabs, like separating each thing in my CV like teaching, research the public like all of these things and then I just now I have three tabs like about me CV and my blog, because it was just too much to update. But I think it's a great thing to have, having like having that there is great, it like really I think improves like your online presence. When someone Googles you it comes up. I try to get people there through my online like my departmental websites so like oh you want to know more about me, check me out on my website here so you can link to my website, and I think just like a nice online presence to have to supplement like your department website to supplement your Twitter and things like that.

Dr. Nicole Malette
That's a really good point that it can supplement some of the content that's already online, and maybe you want to control that content a little bit, but also keep in mind that it's a lot of work. So I'm going to cram the last few questions into one question. So, how do you get started on Twitter, starting from zero can be really challenging? And then, you mentioned before, some of you that it sometimes if you've had these accounts for a really long time you have things maybe previously that you don't necessarily reflect think reflect you as an academic so how do you start from scratch and what do you do with old lingering content?

Kayonne Christy
If it's okay I'll just comment quickly I have to go right now unfortunately, but follow but like I think a lot of people, academics are like happy to follow back so if you want to go from zero to increasing your follower count, so follow people that tend to follow you back. When you start tweeting things and joining conversations people kind of like see what you're about, you start retweeting things people kind of get it just like the type of person that you are whether or not they want you on their feed, and then they'll follow as well. And then in terms of like purging, I had to delete my high school Twitter, because it was just too bad. So I just deactivated that account and started a brand new so if you have lingering things in the past like people can advance search yourself. Things tweets from like years years back can come back up so if you have things that you probably don't want in your current moment that I'm representing right now I would say just delete deactivate and then start fresh again. But it was a pleasure being on a panel, nice having a conversation with you all and if anyone wants to talk offline, feel free to DM me.

Dr. Nicole Malette
Yeah, thank you so much Kayonne. So, Dr Martino and Dr. Wu are going to stick around, just to finish up this last question and then we're going to wrap up the panel as well. So, how do you start from scratch and what did you do with lingering content?

Dr. Alan Martino
So starting from zero, what I like to do again it's usually supporting students with drawing a map like mapping out like let's think about the main scholars in your field like sociology family who are the key people you're reading, who would you really want to stay up to date with, and it started with those. Right. Start with people around you, other graduate students, you know, other faculty members in your program, and very quickly, you start seeing who people follow and share and start sharing it start following those two. Most of the time I do find that a lot of people follow you back. A lot of sociologists will follow you and be happy to see where you are, in terms of those lingering so far at least I don't think I've ever come across any posts that bother me. It's more about like, wow, I was a different person back then, like I hadn't even come out that year. So for me, I see memories as like a, it's a snapshot in time. Right, so at that time this is where I was. And now I'm here. So for me, that's how I prefer to look at it. But of course if someone really has something in the pasr that just doesn't feel like it really speaks to them anymore. That's totally fine should delete or, you know, make it invisible, but that would be my way of going about it.

Dr. Nicole Malette
Really good point, sometimes those older posts are snapshots of who we were and who we are is an evolution over time. So, if it's not too problematic, there's no point in deleting it if you want to keep that and reflect on it. Dr. Wu what do you think?

Dr. Cary Wu
Yeah, I agree with Alan, start with like people you know and then like the field less specific sub field. So like the journals account, or like the scholars who are like more like senior scholars in that field and then don't take it personally if you follow them they not following back. It's okay, right. Don't take it personal and don't like don't think about it, it just okay it's fine. There's nothing. Yeah, it's like I never like think things about like people not following back, it is fine. But you can decide whether you want to follow those people, or not, and then you decided that you followed them and if they don't follow that's fine.

Dr. Nicole Malette
Yeah, that's a really good point. Dr. Martino, you have your hand up?

Dr. Alan Martino
Just, just one final thought. I think you need to be true to yourself, even in online spaces and, and it's not for everyone. Like you, I think I would only recommend doing this work like if you're really into it, like you need to enjoy it, I actually enjoy creating this post, I actually enjoy engaging this way, but it's not for everyone and if you really don't enjoy it don't force yourself

to do it just because you think it's cool or it's what everybody's doing it, then it comes out, not genuine. Yeah, and it's just not the same, so be genuine and do it only if you actually enjoy it.

Dr. Nicole Malette

This is a really important point and almost one that I wish we had brought up at the beginning that social media isn't for everyone. And if you are someone who feels deeply uncomfortable using it and it's not the space for you, you don't have to use it, you can advance your career in other ways, but if we are going to use social media, let's use it in a respectful way, and let's build community and build each other up. And if somebody doesn't like what you're posting, not the end of the world, like Cary Wu says, some people don't like you and that's okay. Just keep on truckin, and let's make it a community where we can support each other and make it a safer space for everyone. Thank you to Dr. Martino and Dr. Wu and thank you so much to all of the people who signed up, joined us and asked questions. This was a great discussion with a lot of insightful questions and comments were made. I would also like to thank the CSA and the SCS for hosting this. We will be sending out a feedback survey to all the audience members and we really appreciate if you could fill it out. We hope you found the session helpful and that you join some of our other webinars later in the year and next year. Thank you all so much, bye now.