

Social Networking in Science

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4-14-20

What is social networking?

- Most professional communities are interconnected, but also can be physically isolated
- Peer-to-peer interactions influence science and job decisions in academia
- ‘Knowing whom’ just as important as ‘Knowing how’

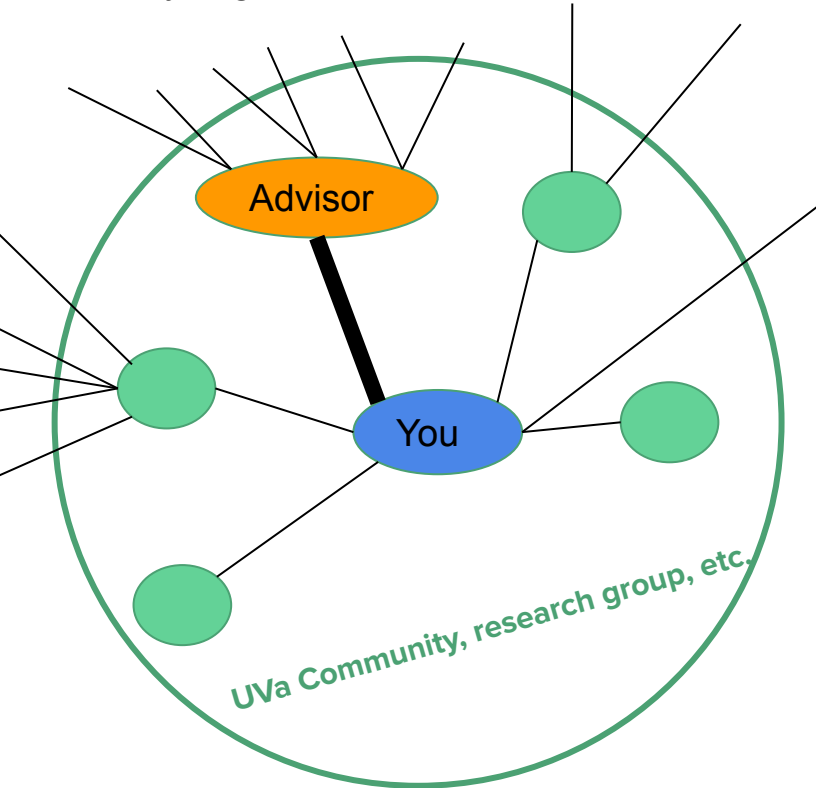
Higgs and Kram (2001) definition:

‘attempts to develop and maintain relationships with others who have the potential to assist them in their work or career both inside and outside their organization.’

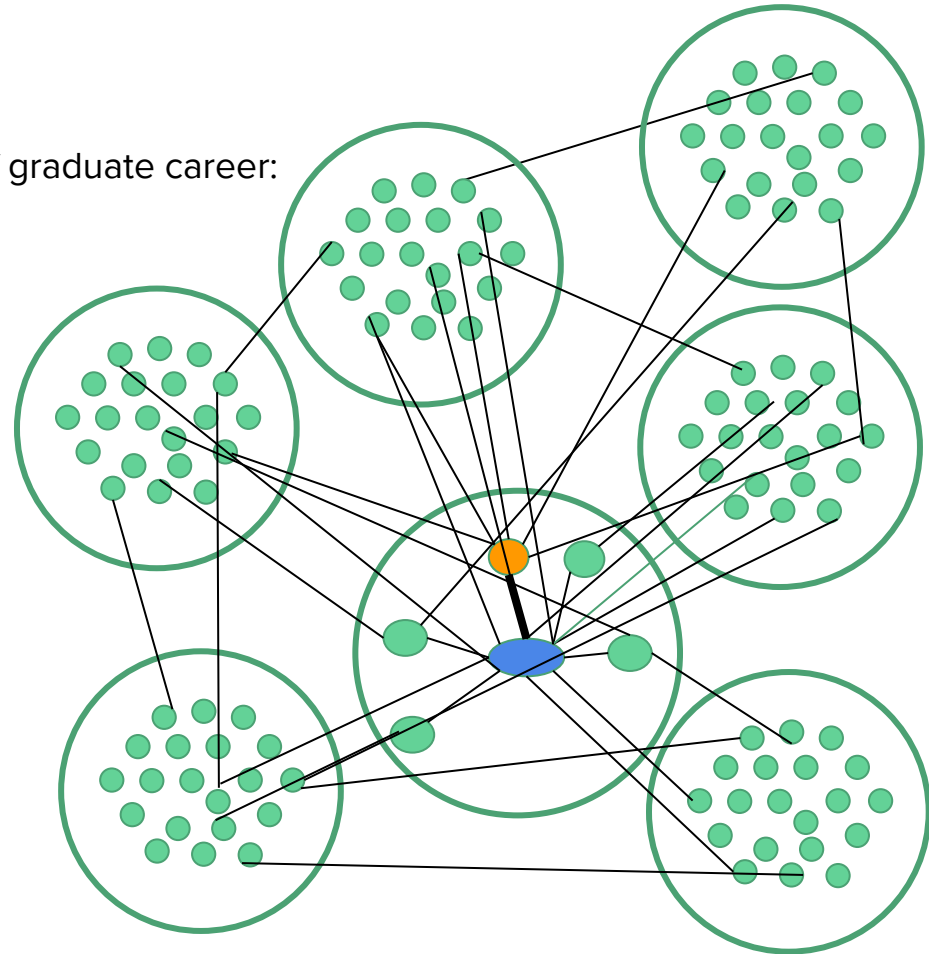
Blackford (2018): *Harnessing the power of communities: career networking strategies for bioscience PhD students and postdoctoral researchers*

Visualizing Networking

Early in graduate career:



End of graduate career:



Types of Networks

Personal

Family, friends, local environment



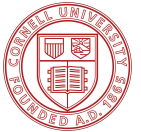
Academic

Connections at your current institution



Internships/Work Experience

Connections at past institutions



Transient

Conferences, colloquia, etc.



Online

Email, social media, etc.



Professional Associations/Organizations

Research groups, large collaborations, etc.

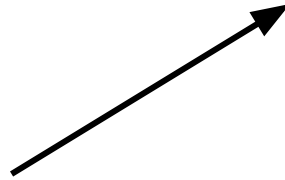


Networking in Practice

Many qualities and skills are important in forging new connections

Porter and Woo (2015):

- Demonstrating interest
- Diplomacy
- Courtesy and (a degree of) humility
- “Speaking the language”
- Presenting a unique brand/image



Make a memorable impression as someone who is knowledgeable and pleasant to work with

Strategies

Transient



- Give talks, posters, presentations as much as possible
- Know which people are worth reaching out to
- Be kind, don't just talk about yourself
- Follow-up after meetings with a polite email

Organizations



- Stay in contact with many members
- Reach out and offer help with different projects
- Be timely and polite with responses

Online



- Harder to make a lasting first impression through email
- Email authors of new papers, express interest
- Use social media to your advantage
 - Promote your own science as well as others in the field

Thank you!

Extra Resources

Questions?

Academia:

[PhDCareerstories.com](https://www.phdcareerstories.com)

<https://www.sciencemag.org/careers/2015/10/how-network-effectively#>

<https://www.sciencemag.org/careers/2007/03/mastering-your-phd-making-most-conference>

Industry:

<https://medium.com/abg-career-advice-for-phds/employing-tactics-to-get-a-job-in-industry>