

## Should CVER establish a social media presence?

### Background:

- \* question arose from presentation by Christian Nawroth (May 11),
- \* a CVER Facebook page was maintained for some years after 2012, mainly by Leanne Newson (administrative assistant),
- \* the current focus is on a Twitter account (other options possible),
- \* although we don't have traffic data for the CVER website, my sense is that it is little used (except for Epi on the Island material).

### Today's session:

- \* a brief presentation of our thoughts (thanks in particular to Caroline Ritter) on the potential, pros/cons and a possible setup,
  - \* tell us about your experience with social media to promote your career (in particular with Twitter),
  - \* tell us about your potential interest in participating in the project,
- feel also free to send your feedback by e-mail to [hstryhn@upei.ca](mailto:hstryhn@upei.ca).

## Potential uses (and how they differ from what we already have)

**Overall aim:** attract attention to CVER as a group, to individual project and the people behind them. **Specific uses:**

- \* **Introducing CVER** and its members to the public:
  - UPEI faculty<sup>1</sup> webpages and CVER website have static information, probably mostly for “colleagues” looking for information, not for CVER *reaching out* to the public,
- \* **Showcasing academic productivity** (published papers, conference presentations, awards etc.):
  - has happened at CVER News page, but probably generated little new interest/discussion,
- \* **Participating in exchange of information:**
  - commenting on/sharing other posts ~ “real networking”,
  - currently, information is distributed on the cver e-mail list, but a closed group and without much discussion.

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<sup>1</sup> No current platform for graduate students and post-docs seems to exist (beyond what CERC did).

## Thoughts (tentative) about a possible setup

Account would be run by a 3-person “editorial board” with one main responsible (“editor”),

- \* all postings to the account would be done by the board members, who would receive notifications from CVER members to be posted,
- \* board members also commit to monitor ensuing discussions and to follow relevant threads/hash-tags,
- \* guidelines are needed for both content and format of postings,
- \* the editor should consult with UPEI/AVC media officials,
- \* one board member should be faculty (perhaps the CVER Director or designate), two other board members could be graduate students/post-docs (the [project’s primary target group](#)),
- \* board members are elected at the AGM for a 1-year period (with options to extend),
- \* board members would be formally acknowledged by CVER, and could list the activity as professional volunteering on their cv.

## Benefits/Drawbacks

- + provides a platform for networking, primarily for early career researchers and/or for CVER members not doing this themselves,
- + provides an opportunity for involvement in the epi-community (for early career researchers) which would look good on a cv,
- + should improve the awareness of CVER, both in the epi-community and in the public,
- + improved flow of information about items of interest to all of CVER.
- time commitment to manage it, (necessarily) largely involving other people than those managing the website (incl. the CVER Director),
- an initial time investment to establish procedures and get things rolling,
- the potential for undesirable content that is then "out there",
- if we fail at making this gain traction, would it look bad to the world?

We should obviously not start this, if there is only limited interest among CVER members.