



Advanced Online Researcher: Developing your online presence

In the advanced online researcher course you'll consider the different ways of using blogging platforms to promote your work. As well as being an online space over which you have complete control, a blog can be a great way to make public your findings, serve as a platform for opinion pieces and editorials and engage with audiences outside of the academy. A well-curated blog can become a destination for people who share the same interests. This can lead to new opportunities for networking and collaboration.

Using case studies of successful academic bloggers we will consider:

- What does it take to become a notable voice online?
- How might blogging serve you, both professionally and personally?
- Consider RCUK's impact agenda and how you could use online tools to track the impact of your research output?
- Concept for a blog of your own
- Compare/ contrast different platforms for your academic blog.

This course builds on content explored in The Online Researcher course. However, this course stands alone and attendance at The Online Researcher is not a prerequisite.

A 3 hour event, delivered online or in person.

This course is suitable for anyone at any stage of their career who wishes to improve their professional presence online.

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