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The Open University, Walton Hall

Building Your Public Profile via Direct Public Engagement

DAY ONE – Thursday 13th March

10:00 – 10:30 Intellectuals assemble! (and drink coffee) **IL Suite Break-Out room**

Making the Most of Academia.Edu & other platforms (Paul Lawrence) – Library IL Suite

10:30 - 11:45 While Academia.edu is usually seen as a networking tool enabling academics to connect with, and track the work of, other academics, it is also highly-visible in Google and other search engines. Thus, it can be a helpful tool for building a public profile and connecting directly with members of the public. This session will cover the basics of setting up and maintaining an Academia.edu profile, enabling you to upload your CV, conference papers and pre-publication drafts.

11:45 - 12:00 Coffee

To Tweet or Not to Tweet? (Mia Ridge) – Library IL Suite

12:00 – 13.15 Although Twitter is a well-known and easily accessible platform, academics (and particularly Arts and Humanities academics) are rarely skilled in its use. In this session Mia Ridge (Digital Humanities PhD Student at the Open University) will first outline her own use of Twitter, some of the essential features of the platform, and the advantages and disadvantages of using it to build your public profile. Then, in the second part of the session, participants will be guided to set up Twitter accounts and start tweeting.

13:15 - 14:00 Lunch

Wordpress Blogging: The Essentials (Francesca Benatti) – Library IL Suite

14:00 -17:00 Maintaining a personal blog is an increasingly popular way for academics to raise their public profiles. In this session, Francesca Benatti (Digital Humanities Research Fellow at the Open University) will first outline the different types of blogs it is possible to set up, and give some exemplars as to best practice in academic blogging. Then, in the hands-on part of the session, participants will learn how to set up their own WordPress blog. It may be helpful to bring some pre-prepared text about your research and some photographs to assist with this. There will be a coffee break at c.15.30.

19:00 Dinner, The Hilton, Milton Keynes



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DAY TWO - Friday 14th March

8:45-9:00 Intellectuals assemble! (**Library Seminar Rooms 1 and 2**)

Broadcast Presentation and Interview Skills (Fiona Cotterill)

9:00 – 12:00 In the media training earlier in the programme, delegates mainly took the role of the interviewee or guest. In this session, here they take centre stage and learn some of the skills and techniques needed to be a broadcast presenter. The session will be part theory/discussion but will also contain exercises where participants will introduce their subject and interviewee, and conduct interviews with one another. The training is intended to link directly to the podcasting training which follows. There will be a coffee break at c.10.30.

12:00 – 13:00 Lunch

Audio Podcasting using Audacity (Jim Hoyland) – Music Studio

13:00 - 14:00 In this first session, Jim Hoyland (Music Research Laboratory Officer at the Open University) will demonstrate the basics of audio podcasting – how to record basic content, how to present different types of podcast and how to improve the audio quality of recordings. The session will focus on the use of Audacity, widely-used open source software for recording and editing sound files.

14:00 - 14:15 Coffee

14:30 - 15:30 The second half of the podcasting session will be hands on in the Library IL Suite, and will involve participants working on pre-recorded sound files to improve their quality and practice editing them together into effective and professional podcasts. While sound files to practice on will be provided, if you wish to bring some pre-recorded material (perhaps yourself talking about your research, or an interview conducted with a friend) it may be possible also to work with that.

What you should have done is.... (Paul Lawrence) – Library Seminar Rooms

15:30 - 16:30 In this final session we will reflect together on the programme as a whole, discussing what the key lessons for both participants and organisers are, and how the programme might be improved in future presentations.

16:30 Close and flee Milton Keynes before sunset.



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