

Does it pay to be active on social media? The antecedents and consequences of researchers' social media activities

Veronika Breytfus
University of Cologne
Julian Wichmann
University of Cologne
Werner Reinartz
University of Cologne

Cite as:

Breytfus Veronika, Wichmann Julian, Reinartz Werner (2023), Does it pay to be active on social media? The antecedents and consequences of researchers' social media activities. *Proceedings of the European Marketing Academy*, 52nd, (114072)

Paper from the 52nd Annual EMAC Conference, Odense/Denmark, May 23-26, 2023



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Abstract

A key driver of academic impact is reach: highly visible research and researchers have a higher potential to impact society, managers, and fellow academics. Social media (SM), especially Twitter, is becoming an increasingly important tool within the scientific community for promoting oneself and one's publications. With its help, academics can boost their visibility and their publications' reach. Still, a detailed understanding of academics' SM activities, its efficacy to drive reach, and its success factors are lacking. Therefore, this paper identifies drivers of engagement with academics' SM activities and uncovers how SM engagement affects reach measured in terms of citations and altmetric scores. Specifically, the authors observe more than 386.818 tweets by 585 academics over six years and analyse the who, what, how, and when of their posts. The insights inform academics on how to more effectively engage their SM audience, promote their research, and boost their reach.

Subject Areas: *Branding, Channels*

Track: Digital Marketing & Social Media