

Preface

According to a recent studies, nearly four out of five Internet users use at least one social networking site. Consequently, the question whether or not brands should engage in social media has become irrelevant. In fact, now companies must decide which of the multiple channels are not only the most suitable ones to reach the target group, but also which ones go in alignment with the set objectives.

In the existing literature, the phenomenon social media and its implementation in companies is widely discussed. However, gaps have been discovered when reviewing the application to specific industries – so in the world of academics, researchers and scientists. Hence, the thesis deals with the assessment and implementation of social media in scientific institutions, specifically in the Berlin-Brandenburg Academy of Sciences and Humanities.

For that matter, in the first step data was collected in order to analyze the preferences and social media behavior of Young Academics, the main target group of the Academy. Based on the findings, a holistic social media concept was developed. The goal of the concept was to promote the excellent offerings of such institution as well as to foster an ongoing dialog that not only attracts Young Academics but also retains them in the long run. By means of a comprehensive online survey, complemented by an industry benchmark analysis and expert interviews, various models were designed. Those models help the reader to follow and assess the main ideas of the concept in a more comprehensive and tangible way, such as the development of the strategy, the content generation and platform selection. Finally, for an effective and efficient implementation process, opportunities and challenges are pointed out that the organization might encounter in this context.

Thus, this book delivers relevant information on how to assess and implement social media in scientific institutions, and it also provides useful insights into the target group of Young Academics as well as current issues in the field of social media in general.

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Social Media for Scientific Institutions

How to Attract Young Academics by Using Social Media
as a Marketing Tool

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2015, XVIII, 117 p. 34 illus., Softcover

ISBN: 978-3-658-08821-7