

Wednesday, Sep 27, 2017

## OU 'Soundings Series' to highlight social media strategies for scholars

Scholars who are searching for ways to effectively market their own research, ideas and conversations to a broader community will want to plan on attending "Social Media Strategies for Scholars," an upcoming "Soundings Series" event at Oakland University.

The event, which will take place from 3-4:30 p.m. on Wednesday, Oct. 11 in the Oakland Room at the Oakland Center, will feature [Dr. Terri Towner](#) and [Dr. Peter Trumbore](#), associate professors with OU's Department of Political Science, who will discuss how best to employ social media platforms – Facebook, Twitter, Instagram, YouTube and blogs – in academia.

"Dr. Trumbore and Dr. Towner are excellent examples of networked scholars and share their research through blog posts and social media venues," said Leanne DeVreugd, program assistant for [Women in Science, Engineering and Research \(WISER\)](#) at Oakland University.

"They have a strong impact on the public discussion around politics and political science," she added. "Both will provide valuable expertise about how to utilize social media as a scholar."

In addition to teaching courses on American foreign policy, international terrorism, international conflict and security, and negotiation and conflict resolution, Dr. Trumbore has published two dozen journal articles and book chapters on a wide variety of subjects in international relations. He also writes a blog in international and U.S. politics, Northern Ireland and other issues.

"I'll be talking primarily about my recent research on the dynamics of the Northern Ireland peace process and how I've used social media, specifically my blog, to share those insights with a larger audience," Trumbore said.

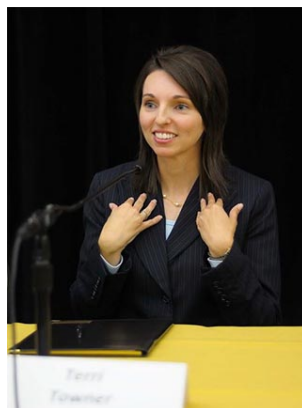
During the discussion, Dr. Towner plans to draw from her experiences as social media curator for the journal "Politics, Groups, and Identities," the textbook "American Democracy Now," the Facebook page for the Political Science Department, as well as her own research marketing experiences.

"In a digital world, one would think that marketing themselves online would be easy; but actually, it's not," she said. "It's important to use the right digital platform at the right time. For example, on Facebook and Twitter, it's essential to use relevant hashtags in order to reach people outside of your network."

Since joining OU in fall 2007, Dr. Towner has taught a number of courses, including Introduction to American Politics, Research Methods and Statistics. Elections and Voting Behavior. Public



*Dr. Peter Trumbore*



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In addition to her teaching activities, Towner serves on several committees at the college and departmental level and is the faculty advisor to OU's award-winning Pi Sigma Alpha (National Political Science Honor Society) chapter. She is also the co-author of the recently published book, "The Internet and the 2016 Presidential Campaign," which examines the Internet's role in the recent U.S. elections.

*Dr. Terri Towner*

For more information about the "Soundings Series" event, contact DeVreugd at [ldevreug@oakland.edu](mailto:ldevreug@oakland.edu).