

# Social Media and Sport Research

**AIS SMART TALK**  
**19 May 2014**

Greg Blood  
AIS Emeritus Researcher

# What is Social Media

“Social media is the of interaction among people in which they create, share, and exchange information and ideas in virtual communities and networks”. (Source:Wikipedia)

## Examples

Twitter, Facebook, Instagram, LinkedIn, ResearchGate, Wikipedia, YouTube, Skype, Flickr, WordPress, MSN, etc.

# 2014 IOC World Conference on Prevention of Injury & Illness in Sport

11.00-12.30

Room Camille Blanc

## Session B - Symposium 2

### MAKING A NOISE ABOUT SPORTS INJURY PREVENTION - THE POWER OF SOCIAL MEDIA

Chair: Caroline FINCH (Australia)

- 11.00-11.10 • Overview of the ever-changing barrage of 'social media' for sports injury prevention and program implementation. Can facebook replace textbook?  
Karim Khan (Canada/Qatar)
- 11.10-11.20 • The clinician and team physician perspective on using social media for sports injury prevention  
John Orchard (Australia)
- 11.20-11.35 • Mobile apps for sports injury prevention and treatment; an essential tool in team physicians' and players' pockets!  
Evert Verhagen (Netherlands)
- 11.35-11.45 • Sports Medicine Australia perspective: How a sporting federation can use social media for social good to promote sports injury prevention  
Nello Marino (Australia)
- 11.45-12.00 • Embracing social media for research promotion and dissemination  
Caroline Finch (Australia)
- 12.00-12.15 • A 2014/2015 update: The newest social media tools and the science behind using them and analysing their effectiveness  
Claire Bower (UK)



# Facebook - Sports Journals

Facebook interface showing the page for **The American Journal of Sports Medicine**.

**Page Header:** The American Journal of Sports Medicine

**Navigation:** Greg Home Find Friends

**Page Content:**

- Image:** A soccer player in a blue and white uniform is seen through a goal net, with a soccer ball visible in the lower right corner.
- Thumbnail:** The American Journal of Sports Medicine
- Page Name:** The American Journal of Sports Medicine
- Engagement:** 4,030 likes · 52 talking about this
- Actions:** Like Follow Message
- Footer:** Magazine AOSM

**Right Sidebar:**

- Create Page**
- Sponsored**
- GIRLS on Facebook**
- Click and start to mingle with thousands of local singles near you.**
- Check This Out** viraltrek.com
- You'll love this video.**
- Chat**

Tweets

Following

Followers

Favorites

Lists

Follow J of Sports Sciences

Sign up

Photos and videos



Meeting collaboration results leads to new ideas in our highly innovative part of the business. Follow a series of 10 accounts and you'll soon discover the benefits of the J of Sports Sciences. The J of Sports Sciences is a leading journal in the field of sports science. It is a must-read for anyone interested in the latest research in the field of sports science.

Worldwide Trends · Change

#LIAMYOUDESERVEALLOFTHIS

#AmizadeColorida



J of Sports Sciences

@JSportsSci

The official account of the Journal of Sports Sciences - publishing high-quality research in the areas of sport and exercise science for 30 years.

United Kingdom · tandfonline.com/rjsp

TWEETS

432

FOLLOWING

1,058

FOLLOWERS

6,366

Follow

Tweets

J of Sports Sciences @JSportsSci · Apr 25

#JSSInPress The validity/reliability of a novel indoor player tracking system for use within wheelchair court sports [tandfonline.com/doi/full/10.10...](http://tandfonline.com/doi/full/10.10...)

Expand

Reply

Retweet

Favorite

More

J of Sports Sciences @JSportsSci · Apr 25

#JSSInPress Has player development in men's tennis really changed? An historical rankings perspective [tandfonline.com/doi/full/10.10...](http://tandfonline.com/doi/full/10.10...)

Expand

Reply

Retweet

Favorite

More

J of Sports Sciences @JSportsSci · Apr 25

#JSSInPress Achievement in mathematics and language is linked to regular physical activity... [tandfonline.com/doi/full/10.10...](http://tandfonline.com/doi/full/10.10...)

Expand

Reply

Retweet


Favorite

More



# Blogs – British Journal of Sports Medicine

BMJ | BMJ Journals | BMJ Careers | BMJ Learning | BMJ Evidence Centre | doc2doc | BMJ GROUP

 **BMJ Group Blogs**

**BJSM blog – social media's leading SEM voice** [SUBSCRIBE NOW](#)


### Social media 101 and the sports medicine professional: by Evert Verhagen (@EvertVerhagen)


15 Feb, 13 | by Karim Khan

Social media is here to stay and sports and exercise medicine is not immune. Do you happen to know at what time of the day 50% of all Facebook users check their Facebook page? You will find the answer (which will strike you) at the bottom of this blog. A load of other fun trivia is encapsulated in [this YouTube video](#).

This video shows some fun facts about the spread of social media, and also its power. A power we can most definitely use in our work as sports medicine professionals but haven't yet grasped in full.

Here I introduce the concept of social media, explain why social media is so powerful, and discuss some opportunities and challenges. Future blogs will delve deeper into specific topics.

 **Tweet** 12



**BJSM**  
A peer review journal for health professionals and researchers in sport and exercise medicine.  
[Visit site](#)

**Tags**  
[@exerciseworks](#) [acl](#) [ACPSEM](#) [series](#) [AMSSM](#) [athletes](#) [basem](#) [book](#) [review](#) [cardiac](#) [Concussion](#) [conference](#) [Conferences](#) [cover](#) [competition](#) [ecosep](#) [Education](#) [exercise](#) [Exercise](#) [Medicine](#) [Exercise](#) [prescription](#) [Football](#)

You don't need to be signed in to read BMJ Group Blogs, but you can [register here](#) to receive updates about other BMJ Group products and services via our Group site.

#### Latest from British Journal of Sports Medicine

Editorial: [The fight against doping is a fight for the protection of the clean athlete, the health of the athlete and the integrity of sport](#) (24 Apr 2014)

Editorial: [Drawing the map to implement the 2015 World Anti-Doping Code](#) (24 Apr 2014)

Consensus Statement: [Time for change: a roadmap to guide the implementation of the World Anti-Doping Code 2015](#) (24 Apr 2014)




Analysis: [Challenges and threats to implementing the fight against doping in sport](#) (24 Apr 2014)

# ResearchGate

**ResearchGate**

Already a member? Log

Join 4 million researchers,  
including 30 Nobel Laureates



- Read the latest publications in your field
- Discuss your work with other specialists
- Collaborate with colleagues

First name

Last name

Continue


"Transforming the world through collaboration."


n

p

r

gate.net/signup.SignUpAccountName.html?dbw=true





# Sport Research and Social Media

## Increasing use and acceptance by sport researchers

- Keeping abreast of research
- Promoting research to existing and new client groups
- Public discussions on new research



# Social Media and Sport Research

- Facebook
- LinkedIn
- Twitter

# Facebook

## Sports Organisations and Journals

- News
- Commentary
- Limited aggregation

facebook

Email or Phone  Password  [Log In](#)

☐ Keep me logged in [Forgot your password?](#)

About **Australian Olympic Committee** [Like](#) [More](#)

Organization

494 people like this topic

**Related Pages**

Jacqui Cooper

Kevan Gosper

Australian Sports Commission

Sport in Australia

Quentin Bryce

**Want to like this page?**

Sign up for Facebook to get started.

[Sign Up](#)


It's free and anyone can join. Already a member? [Log in.](#)

This Page is automatically generated based on what Facebook users are interested in, and not affiliated with or endorsed by anyone associated with the topic. [See More](#)

[Create a Page about this topic](#)

<https://www.facebook.com/pages/Quentin-Bryce/103984216305085?nr>

# LinkedIn



**John Orchard** 1st  
Chief Medical Officer at Cricket World Cup  
Sydney Area, Australia | Health, Wellness and Fitness

Current Self-employed, Cricket World Cup, Cricket NSW

Previous Sydney Roosters, Sydney Swans Ltd, Australian Institute of Sport

Education University of Melbourne

Send a message


500+ connections

★ Relationship

Contact Info

Connected 6 months ago

Background

 Summary

My career is combination of working as a clinical specialist sports physician in private practice, as a team physician and as a sports injury researcher.

As a team physician, I have over 20 years experience as a professional team physician/medical director in football codes in Australia (1998-2013 in National Rugby League, from 1992-1998 in Australian Football League, 7 years 2000-2006 as NSW state of origin doctor). I have 15 years of association with Cricket Australia as an injury researcher, and with match day, squad care and 3 overseas tours with the Australian team since 2007.

I have published over 100 peer-reviewed papers in the sports medicine literature and over 200 first-authored papers in all.

People Similar to John



**Patrick Farhart** 2nd  
Sydney West Sports Medicine, City Edge Ph...  
Connect

LinkedIn Premium  FREE

Get a **free** month of LinkedIn Premium with:

90

days of details on Who's Viewed Your Profile and how they found you

25

InMails per month to contact members outside your network

35

times the reach with access to full profiles of everyone in your network

Upgrade Free

People Also Viewed




**Dr Luke Inman**  
Doctor; Sport and Exercise Related Injuries; MBBS, BMed Sci (Hons), G Dip Sports Medicine

## Networking

- Sport contacts
- Specific network groups
- Linked with Twitter
- Limited knowledge sharing at the moment



# LinkedIn - Message Posts & Discussion




Search for people, jobs, companies, and more...


Advanced

18


View Group • 3d ago



**Anita Hobson-Powell** likes:




**Dr Andrew Dawson** Research report indicates sports science industry requires regulation Researchers at the Centre for Exercise and Sport Science at Deakin University have completed a landmark study of Australia's High Performance and Sports Science Workforce. Attached are the full report and the executive summary.... more <http://tinyurl.com/n87zg9b>




**SpSc\_Workplace\_Project\_ExecSummary**  
Document • Executive Summary Dr Andrew Dawson, Dr Kylie Wehner Dr Paul Gastin, Dr Dan Dwyer Dr Peter Kremer, Mr Matthew Allan CENTRE FOR EXERCISE AND SPORT SCIENCE School of Exercise and Nutrition Sciences DECEMBER 2013 3PROFILING THE...

Like (4) • Comment (1) • Share • 11d ago


**People You May Know**



**Courtney Allison-Young**, High Performance Sport and Event  
[Connect](#)




**Mark Stewart**, Dr at RMIT University  
[Connect](#)




**Brett Jones**, Sports Coach & Exercise Physiologist  
[Connect](#)

[See more »](#)

**Ads You May Be Interested In**




**MIT Sloan MBA Degree**  
One Year of Intense Immersion.  
Build a Tight-Knit Global Network.



**Custom Dance Wear**  
At Danse d'Usure we provide custom dance clothing for Danceand Gymnastics.

# LinkedIn - Groups



Search for people, jobs, companies, and more...


Advanced


18

+

HomeProfileNetworkJobsInterestsBusiness ServicesUpgrade

Do You Qualify? - Apply Now to the Worldwide Who's Who Registry of Distinguished Individuals.



**The International Society of Sports Nutrition** 

3,774 members

Join

i

**Group Profile**

**Private group.** To request membership, click Join and your request will be reviewed by the group manager.

The International Society of Sports Nutrition is recognized as the only not-for-profit academic-based society dedicated to sports nutrition and growing the science of applied nutrition. The ISSN conferences, tutorials, lectures and courses have been recognized (vis a vis attaining continuing education credits) by the American Dietetic Association, National Strength and Conditioning Association, American College of Sports Medicine, American Council on Exercise, American Physical Therapy Association, National Association of Athletic Trainers and other organizations as well. Members of these organizations can earn continuing education credits by attending ISSN Conferences and Symposia. The ISSN is also recognized by many Universities as offering the latest, cutting edge and non-biased information about the science and application of sports nutrition and supplements.

**About this Group**

Created: December 30, 2010

Type: Nonprofit Group

Members: 3,774

Owner: [Tim N. Ziegenfuss, Ph.D., CSCS, FISSN](#)

Website: <http://www.sportsnutritionssociety.org>

125%

# Twitter

Tweets

Following

Followers

Favorites

Lists

Follow Dr David Hughes

Full name

Email

Password

Sign up

Photos and videos



Worldwide Trends · Change

#LIAMYOUDESERVEALLOFTHIS

#LiamGetAnInstagram

#AmizadeColorida

#KathM&ACAPC&F



Dr David Hughes

@DrDavid\_Hughes

Chief Medical Officer Australian Institute of Sport, Medical Director Australian Olympic Team Rio 2016, Vice-President ACSP (acsp.org.au)  
Canberra, Australia · ausport.gov.au

TWEETS

168

FOLLOWING

282

FOLLOWERS

405

Follow

Tweets

Retweeted by Dr David Hughes



ACSP @ACSP\_SportsDocs · Apr 18

4th Concussion In Sport Group Consensus Statement - video @WMeeuwisse @CJSMonline @TheAMSSM @CASEMACMSE youtu.be/O0MSmX\_if6Y via @YouTube

View media

Reply Retweet Favorite More



Dr David Hughes @DrDavid\_Hughes · 10h

Rare employment opportunity: Sport & Exercise Medicine Physician at AIS @Ausport @ACSP\_SportsDocs @SMACEO ausport.gov.au/about/jobs

Expand

Reply Retweet Favorite More



Dr David Hughes @DrDavid\_Hughes · Apr 25

Champagne rugby from @BrumbiesRugby 36 vs @ChiefsRugby 9. Bonus competition point to Brumbies. 15 mins to go. pic.twitter.com/RvWagU8fWB

Tweets

Retweeted by Dr David Hughes




ACSP @ACSP\_SportsDocs · Apr 18

4th Concussion In Sport Group Consensus Statement - video @WMeeuwisse @CJSMonline @TheAMSSM @CASEMACMSE youtu.be/O0MSmX\_if6Y via @YouTube

View media

Reply Retweet Favorite More



Dr David Hughes @DrDavid\_Hughes · 10h

Rare employment opportunity: Sport & Exercise Medicine Physician at AIS @Ausport @ACSP\_SportsDocs @SMACEO ausport.gov.au/about/jobs

Expand

Reply Retweet Favorite More



Dr David Hughes @DrDavid\_Hughes · Apr 25

Champagne rugby from @BrumbiesRugby 36 vs @ChiefsRugby 9. Bonus competition point to Brumbies. 15 mins to go. pic.twitter.com/RvWagU8fWB



Expand

Reply Retweet Favorite More



Dr David Hughes @DrDavid\_Hughes · Apr 25

@BrumbiesRugby 13 leading @ChiefsRugby 6, at half time. Good ANZAC Day crowd in @visitcanberra @UniCanberra pic.twitter.com/9T3bfpApXb



# Twitter Roles

Role	Description	Comments on Value
Creators	Creation of content - news and comments	Generally good – particularly in terms of organisation news and some research
Commentators	Comment on tweets	Can contribute to overload - noise and abuse
Disseminators	Retweeters - receive many tweets and retweet relevant tweets	My preferred tweeter – access to filtered tweets by an ‘expert’ from a range of sources
Receivers	Receive tweets but rarely/never tweet or retweet	Users who keep up to date but do not engage in dialog.
Combinations	Users may be involved in several or all roles	Most tweeters undertake arrange of roles to different degrees

# Twitter - Lists

The screenshot shows the Twitter profile of Greg Blood (@gregblood). The profile header includes a plus icon in a square, the name "Greg Blood", the handle "@gregblood", and the bio "Sport information specialist. interest in Australian sport policy and history Canberra". Below the header, the statistics are: 477 TWEETS, 176 FOLLOWING, and 55 FOLLOWERS. An "Edit profile" button is located to the right of these statistics.

The "Lists" section is active, showing two lists:

- AIS Research Staff**: 14 members
- Sports Science Journals**: 3 members

Each list has an "Add" button (represented by an egg icon) to the right.

On the left sidebar, the navigation menu includes: Home, Notifications (4), Discover, Me, Tweets, Following, Followers, Favorites, Lists (selected), Photos and videos, and Trends (Change). The "Trends" section lists: Teemu Selanne, World Cup, #AFLTigersDees, #auspol, and #AUSPOL.

On the right sidebar, the "Who to follow" section lists:

- Philips @Philips (Follow, Promoted)
- Bluestone Edge @Blueston... (Follow)
- ESSA 2013 @ESSA\_NEWS (Follow)

Below this is a link for "Popular accounts · Find friends". At the bottom of the right sidebar, there is a footer with copyright information: "© 2014 Twitter" and links for About, Help, Terms, Privacy, Cookies, Ads info, Brand, Blog, Status, Apps, Jobs, Advertise, Businesses, Media, and Developers.

# Twitter - Lists

## AIS Research Staff

A public list by Greg Blood

MEMBERS

14

SUBSCRIBERS

0

Edit

Delete

Tweets

>

List members


>

List subscribers

>


Recently added members

[View all](#)




clare humberstone @c\_hu...

Following




Dr David Hughes @DrDavi...

Following



Michael Drew @drew\_m\_

Following



Laura Juliff @JuliffLaura

Following

More lists by @gregblood


[View all](#)

AIS Research Staff

Sports Science Journals

Create new list

## Tweets



Dr David Hughes @DrDavid\_Hughes · 10h

Rare employment opportunity: Sport & Exercise Medicine Physician at AIS  
[@Ausport](#) [@ACSP\\_SportsDocs](#) [@SMACEO](#) [ausport.gov.au/about/jobs](#)


Expand

Reply

Retweet

Favorite

More



Aaron Holt @A\_Holt · Apr 26

Love the rip city on the front of Portland's Jerseys


Expand

Reply

Retweet


Favorite

More



Dr David Hughes @DrDavid\_Hughes · Apr 25

Champagne rugby from [@BrumbiesRugby](#) 36 vs [@ChiefsRugby](#) 9. Bonus competition point to Brumbies. 15 mins to go. [pic.twitter.com/RvWagU8fWB](#)




Expand

Reply

Retweet

Favorite

More



Dr David Hughes @DrDavid\_Hughes · Apr 25

Sport honouring ANZAC sacrifice: 'Freedom isn't free' Excellent, dignified video. Good job [@Erin\\_Molan](#) [@NRLFootyShow](#) [video.au.msn.com/watch/video/ma...](#)


Expand

Reply

Retweet

Favorite

More



Dr David Hughes @DrDavid\_Hughes · Apr 24

Good Choice: Jason Hellwig [@APC\\_CEO](#) appointed Australian Chef de Mission



# Twitter - Lists

## Journals

A public list by Greg Blood

MEMBERS

3

SUBSCRIBERS

0

Edit

Delete

Tweets

>

List members


>

List subscribers


>

Recently added members ·


[View all](#)

 **EJSS** @EurJSportSci

Following

 **J of Sports Sciences** @JS...

Following

 **Am. J. Sports Med.** @AJS...

Following


More lists by @gregblood ·

[View all](#)

AIS Research Staff

Sports Science Journals

Create new list

 **J of Sports Sciences** @JSportsSci · Apr 25

**#JSSInPress** The validity/reliability of a novel indoor player tracking system for use within wheelchair court sports [tandfonline.com/doi/full/10.10...](https://doi.org/10.1016/j.jsbs.2015.04.001)


Expand

↩ Reply

↻ Retweet

★ Favorite

\*\*\* More

 **J of Sports Sciences** @JSportsSci · Apr 25

**#JSSInPress** Has player development in men's tennis really changed? An historical rankings perspective [tandfonline.com/doi/full/10.10...](https://doi.org/10.1016/j.jsbs.2015.04.001)


Expand

↩ Reply

↻ Retweet

★ Favorite

\*\*\* More

 **J of Sports Sciences** @JSportsSci · Apr 25

**#JSSInPress** Achievement in mathematics and language is linked to regular physical activity... [tandfonline.com/doi/full/10.10...](https://doi.org/10.1016/j.jsbs.2015.04.001)


Expand

↩ Reply

↻ Retweet

★ Favorite

\*\*\* More

 **Am. J. Sports Med.** @AJSM\_SportsMed · Apr 25

How do young male and female athletes differ when it comes to sports injuries? New from AJSM: [bit.ly/1JTJpU](http://bit.ly/1JTJpU) **#sportsmed**


Expand

↩ Reply

↻ Retweet

★ Favorite

\*\*\* More

 **EJSS** @EurJSportSci · Apr 23

Downhill walking to improve lower limb strength in healthy young adults latest article published inc DOI [bit.ly/1k4NKKu](http://bit.ly/1k4NKKu) @tandfsport


Expand

↩ Reply

↻ Retweet

★ Favorite

\*\*\* More

 **EJSS** @EurJSportSci · Apr 23

Does water-training macrocycle really create imbalances in swimmers' shoulder... latest article inc. DOI [bit.ly/1k4NKKu](http://bit.ly/1k4NKKu) @tandfsport


Expand

↩ Reply

↻ Retweet

★ Favorite

\*\*\* More

 **EJSS** @EurJSportSci · Apr 23

Three-dimensional kinematic correlates of ball velocity during maximal instep... latest article inc. DOI [bit.ly/1k4NKKu](http://bit.ly/1k4NKKu) @tandfsport

Expand

↩ Reply

↻ Retweet

★ Favorite

\*\*\* More

# Twitter - Favorites

Applications

# Discover

Me

Following

Followers

Favorites

Requests

Lists

Photos and videos

Who to follow

THE MEDALS RACI

20

FBI

Sports Medicine @SportsM...

Kurt Fearnley @kurtfear...

+

**Greg Blood** 

@gregblood

Sport information specialist. interest in Australian sport policy and history  
Canberra

TWEETS 453

FOLLOWING 171

FOLLOWERS 52

Edit profile

Favorites



**Craig Sale** @Sale\_ExNut · 2h  
Alcohol: Impact on Sports Performance and Recovery in Male Athletes.  
[ncbi.nlm.nih.gov/m/pubmed/24748...](http://ncbi.nlm.nih.gov/m/pubmed/24748...)  
Expand

Reply Retweet Favorited More



**Nicky V-Mitchell** @NickyVMitch · 4h  
Interesting article on learning skills: Ditch the 10,000 hour rule!  
[salon.com/2014/04/20/dit...](http://salon.com/2014/04/20/dit...) via @Salon

# Twitter - Retweets and Hashtags #



- Improves the chain of communication
- You get feedback on the usefulness of your tweets
- Hashtags bring together discussion on an issue



# Twitter - Search Function

The screenshot shows the Twitter search results for the query "altitude training research". The interface includes a top navigation bar with links for View, Favorites, Tools, and Help. Below this is a search bar with the query "altitude training research" and buttons for Search, Share, Translate, and More. The main content area displays search results, including tweets from TRAIN Magazine and a tweet from Andy Franklyn-Miller. The left sidebar contains navigation options like Everything, All people, Everywhere, and Trends. The right sidebar features a "Who to follow" section with accounts like Christos Argus, Sally Pearson OAM, and ASADA Anti-Doping.

View Favorites Tools Help

Search Share Translate More >>

Home Notifications Discover Me

altitude training research

Everything

People

Photos

Videos

News

Timelines

Advanced Search

All people

People you follow

Everywhere

Near you

Trends · Change

Teemu Selanne

#AFLTigersDees

World Cup

#heatOneDirection

#auspol

Results for altitude training research

Top / All

TRAIN Magazine @TRAINmag · Apr 25

#TRAINfitness New **research** suggests **altitude training** may have no impact on fitness levels - [bit.ly/1tGlrG](http://bit.ly/1tGlrG)

Expand

Reply Retweet Favorite More

TRAIN Magazine @TRAINmag · Feb 9

#TRAINfitness **Research** in High **Altitude** Medicine & Biology found living at high **altitude & training** low boosts max oxygen consumption by 13%

Expand

Reply Retweet Favorite More

Followed by Chris Hume and 2 others

Andy Franklyn-Miller @afranklynmiller · Jan 19

**Research** review 27 is out now, Heat acclimatisation, foam rolling, muscle pen nation **training** and High-Low **altitude** [drandyfranklynmiller.com/subscribe/](http://drandyfranklynmiller.com/subscribe/)

Expand

Reply Retweet Favorite More

CanadianRunning @CanadianRunning · Dec 21

New **research** shows that there's such a thing as "too high" with high **altitude training**... [fb.me/2C6jYnvXs](http://fb.me/2C6jYnvXs)

Expand

Reply Retweet Favorite More

Followed by Andrew Verdon

David Tenney @DaveTenney · Dec 2

Another take on recent negative **research** regarding **altitude training**

Who to follow · Refresh · View all

Christos Argus @ChristosA... Follow

Sally Pearson OAM @s... Follow

ASADA Anti-Doping @a... Follow

Popular accounts · Find friends

© 2014 Twitter About Help Terms Privacy Cookies Ads info Brand Blog Status Apps Jobs Advertise Businesses Media Developers

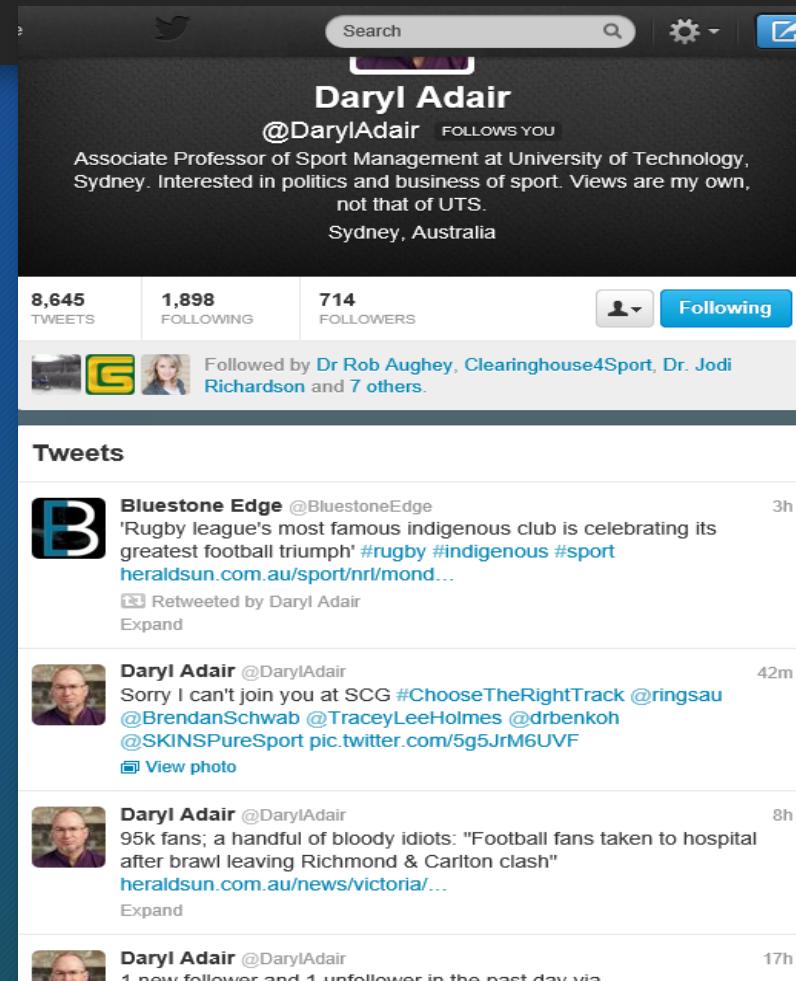
# Twitter “Disseminators” - Bluestone Edge

## Sport Ethics



# Twitter “Disseminators” - Dr Darryl Adair

## Sport Policy and Administration





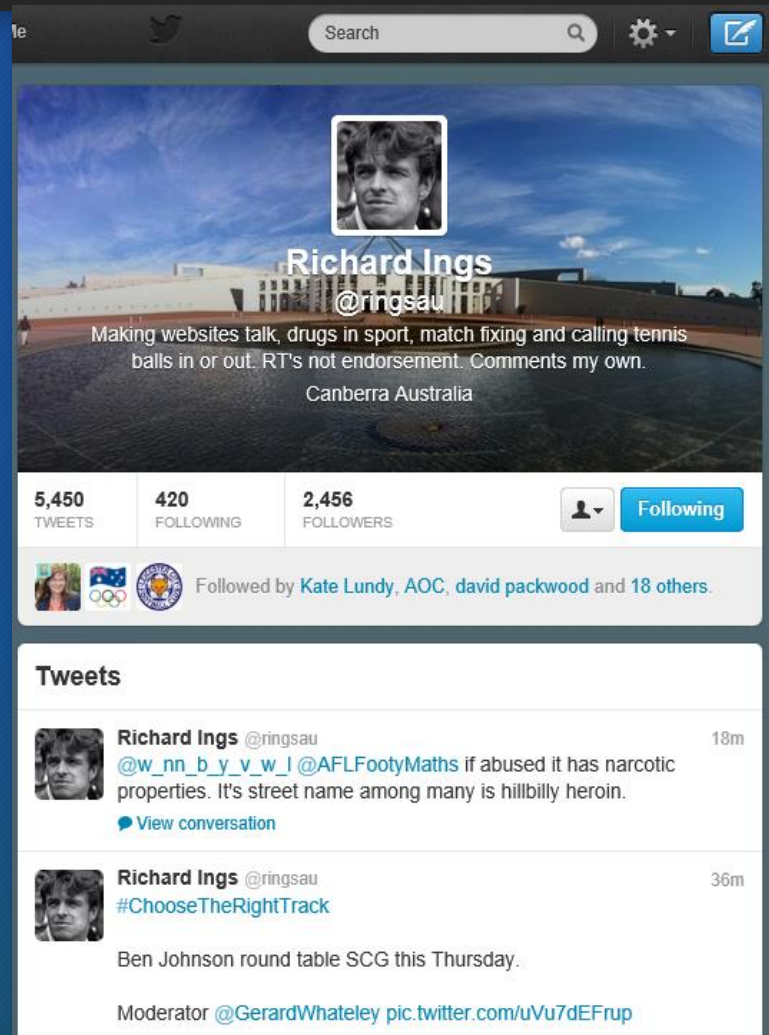
# Twitter “Disseminators” - Sports Business

## Business of Sport



# Twitter “Disseminators” - Richard Ings

## Doping in Sport





# Twitter “Disseminators” – Dr Scott Drawer

Sports  
Science  
and  
UK Sport




**STAY HUNGRY STAY FOOLISH**


**Scott Drawer**  
@ScottDUK  
Dep Dir Perf Solutions at EIS - Science, Medicine & Technology arm of UK Sport. Curious about performance. All views are mine.  
Bath, UK


1,878 TWEETS   464 FOLLOWING   2,134 FOLLOWERS   

Followed by [Dr. Jodi Richardson](#), [Shona Halson](#), [Vince Kelly](#) and 15 others.

**Tweets**

 **Jacquelin Magnay** @jacquelinmagnay 8 Sep  
That Operation Puerto blood bag issue has cost Madrid a place in final 2 for 2020 Olympics. now between Istanbul and Tokyo.  
 Retweeted by Scott Drawer  
[Expand](#)

 **Team GB** @TeamGB 8 Sep  
Madrid eliminated; Tokyo against Istanbul for 2020 Olympics  
[teamgb.com/news/madrid-el...](https://teamgb.com/news/madrid-el...) [#BetterNeverStops](#)  
 Retweeted by Scott Drawer  
[Expand](#)

 Twitter, Inc. [US] 




# Twitter “ Researchers/Disseminators” – Prof David Bishop

LinkedIn interface showing a post by David Bishop.

Search for people, jobs, companies, and more...

**David Bishop** Hide

The placebo effect: Why it's actually great for athletes <http://buff.ly/1mVKvmt> great reporting by Alex Hutchinson

 **The placebo effect: Why it's actually great for athletes**

theglobeandmail.com • If a training aid makes you feel better, does it really matter if the effect turns out to be in your head?

Like (7) • Comment • Share • 3d ago

You, Andrés Vargas Fuentes and 5 others

Add a comment...

Twitter profile page for David J Bishop (@BlueSpotScience).



**David J Bishop**  
@BlueSpotScience

Professor and Research Leader at ISEAL. Interested in optimising training, the scientific process, and the future of sport and sport science.

Melbourne · [goo.gl/n60nre](http://goo.gl/n60nre)

TWEETS 367 FOLLOWING 84 FOLLOWERS 1,260

Followed by Karim Khan, Darren Burgess, J of Sports Sciences and 12 others.

David J Bishop @BlueSpotScience · May 17  
RT @edyong209: Scientists: want to understand how the media works? Try this masterclass w/ @james\_randerson & @ClaireAinsworth <http://buff.ly/1mVKvmt>

David J Bishop @BlueSpotScience · May 17  
@RomainMeeusen Thanks! Good to see you in Brussels on Monday.

Go to full profile →

# Twitter “Researchers /Disseminators” - Prof. Caroline Finch

## Sports Injury Prevention





# Twitter “Disseminators” - Dr David Hughes

## Sports Medicine & Australian Sport





# Twitter “Disseminators” - Dr Karim Kahn

## Sports Medicine



# Twitter “Disseminators” - AWSR

## Women in Sport





# Twitter “Disseminators” – Chris Hume

## Sports Research





# Twitter “Discussion” – Sports Medicine Australia

## Sports Medicine

Following >

Followers >

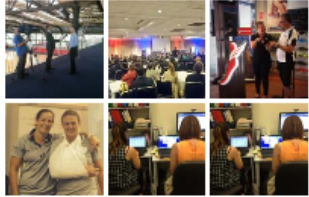
Favorites >

Lists >

Tweet to Sports Medicine Aus

@SMACEO

Photos and videos >



Trends · Change

#NRLCanPen

#MarquezAlvarado

#marchinmay

#FACupFinal

Wembley


#insiders

Sydney Uni

La Liga

Canberra

Jamie McMurray



Sports Medicine Aus

@SMACEO

Nello Marino, CEO of Sports Medicine Australia, a NFP committed to encouraging all Australians to participate in physical activity safely.  
Melbourne, Australia · sma.org.au

TWEETS 1,166


FOLLOWING 1,233

FOLLOWERS 2,492

Following

Followed by ACT Academy of Sport, Victoria University, Christine May and 20 others.

Tweets




Retweeted by Sports Medicine Aus

Joseph Costello @Joe\_\_Costello · 19h

Well done to @elborgo9 for winning an emerging researcher award at the @smaqlid conference today! @sma\_news @SMACEO


Expand



Sports Medicine Aus @SMACEO · May 17

Our #twitterchat, sched. 4 Wed 21st May 7pm AEST, will be based on our Sport Health Issue Tendinopathy w/Ebonie Rio @tendonpain #tendons

Expand



Sports Medicine Aus @SMACEO · May 16

Load Management Strategies Webinar, Wed 4th June, 7pm. @beactive2014 keynote @darrenburgess25 presenting! More info bit.ly/RP51Me

Expand

# Twitter “Discussion” – Sports Nutrition Experts



# Managing 'Sport' Social Media Deluge

- Select appropriate social media tools
- Utilise tools for different purposes
- Use social media tools that are linked ie LinkedIn and Twitter
- Control twitter feeds by:
  - Determining the type of tweeters you want to follow - creators, commentators, disseminators
  - Regularly review who you are 'Following'
  - Use List - to organise feeds into topics
  - Use Favorites - go back to tweets when time prevails
  - Use 'Search' function when following a current issue
- Twitter provides feedback on use of your tweets



# Social Media Considerations

- Understand why you are using it - personal, organisational or research
- Understand your followers or connections in Twitter and LinkedIn - it will determine where and what you post
- Understand your organisation's social media policy
- Use social media to enhance positive discussion not to denigrate people or organisations

# AIS Research Role

## AIS role in Winning Edge Strategy

“providing expertise in athlete preparation, performance science and medicine, innovation, coach and leadership development, performance strategy and planning, pathway support and athlete career and education”

Social media enables AIS staff to share expertise and research to the high performance sport community.

# Discussion

- How do you use social media ?
- Do you disseminate links to research ?
- What ways do you control the follow of social media ?
- Do you participate in discussions ?
- What are your most useful Twitter feeds ?