

## Chapter 27

# Academic Community Manager: Manager of the Academic Community

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### ABSTRACT

*The Academic environment is changing, especially with the nominated web 2.0 and science 2.0. The increase in new academic social network used for researchers to publicize their knowledge, research and contributions in science, can not take lightly. For this and everything that comes with being a researcher, the academic community manager comes to manage the social networks and academic social network, care workflow, generate networking and disseminate results, among others. Increasingly universities seeking to spread the results generated by their students, teachers, masters, doctors or research groups. This research is intended to show the important role that will have the academic community manager inside the group of researchers.*

### INTRODUCTION

It is imperative to be immersed in the evolving technological environment in order to use company branding for positioning, communicate with users, and to increase sales. Companies may ask themselves: Who can coherently and relevantly promote my brand online? The answer is the community manager (CM). This chapter explores the role of the CM within an organization, as well as compares and contrasts the roles of the CM and the academic CM (ACM).

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## **BACKGROUND**

What is a CM? According to José Antonio Gallego, president of the Spanish Association of Managers of Online Communities (AERCO), the CM “is the one who is in charge of caring for and maintaining the community of followers that the brand or company have and be the link between the requirements of the clients and the possibilities of the company could give them. To do this, one must be an expert in the use of social media tools”. (p. 4)

According to David Coghlan, the CM “is the art of the efficient management of the communication of other online in the different tools suitable for the type of conversation that we see fit with our potential clients (either a blog, a community measure, a Twitter account, a Fan Page on Facebook ...). This is the face of the Brand.” (p.5). Connie Besson states: “The CM must be the voice of the company outside, and the voice of the customer inside.”. (p.5).

As expressed above, the CM is the caregiver and maintains the followers of the brand. The CM manages marketing strategies, builds social network relationships around the brand, is informed about topics of interest to the community, generates creative content, and manages strategies for potential crises. Finally, the CM successfully manages administration tools and communicates effectively with other departments within the company. The position of a CM is one of great responsibility.

Currently, Web 2.0 is necessary for researchers, teachers, and academic managers. The CM handles the online brand image and understand the need of the customer. The academic CM, or manager of the academic community, does not manage social networks within university. Rather, the academic CM manages the flow of scientific research of a university, magazines, congresses, presentations, a research center, or a group of academics and researchers.

According to Lluís Codina (2010), “there is a third component, which refers to the idea that Web 2.0 can make not only new forms for the popularization of science, but also new methods of evaluation of the articles and scientific reports. This third component is very controversial because it includes proposals such as the elimination of anonymity in the review process of the scientific publications known as peer review.”

Codina references the work of sociologist Diana Crane, stating that “documented the patterns of communication in science of a small group of scientists working online.”

The sociologist determined that scientists researching themes in particular and are generally known among each other, in addition to keep abreast of the respective work. Crane called this informal community of scientists the “invisible college.” This group works on the same subject and exchanges information, acting as a means of socialization and education of new scientists who seek its beginnings of work in a particular line of research.

Also Codina in 2009, talk about scientific digital social network. He explains how web 2.0 is linked to social networks, and as they were born before the advent of the internet. In his article on Science 2.0, speech on the first 8 tools that appear to the scientific field that enable collaboration between professionals and its use to share results. He makes a reference how work the ResearchGate tools, at that time it was one of the best, and still so on.

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