

How to use Followerwonk to uncover influencers in your field

It can be difficult to locate online influencers in your field of study, particularly if you are new to talking about your subject on social media. However, there are easy ways you can locate individuals who may be willing to help amplify your message, especially if they are passionate about it. One of the simplest ways is to search Twitter: many academics use Twitter to connect with scholars all over the world.

1. Choose your keywords

Think of the keywords you would use in a journal article or abstract. They are designed to make finding particular work easier. People use the same kinds of keywords to describe their Twitter profiles or blogs online, so think about how you would describe your subject and come up with some general and some more specific keywords.

For instance, ‘women’s history’, ‘suffragette movement’ and ‘women’s voting rights’ are general terms, while ‘The role of working class women in the suffragette movement’ is much more niche.

2. Use Followerwonk to search Twitter bios

A powerful free tool, Followerwonk (<https://moz.com/followerwonk/>) can help you locate influencers. All you have to do is log in using Twitter, click Search Bios and search variations of your key terms, in order of specificity:

Who are you looking for? Whether it's new talent, customers, or just friends, we help find whom you're after.

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suffragettes search Twitter profiles Do it

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3. Sort results by number of followers to see how influential the person is:

41 of 41 results (order by [relevance](#))

			tweets ↕	following ↕	followers ▼
	Dr. Jessica Wranosky @JessicaWranosky	Texas	7,553	640	701
	PhD in History. Prof @ TX A&M U-Commerce. Women's , South, Suffrage&Enfranchisement Historian. Tweets are my views→ assoc w/ my U/others. RT≠Endorsements				
	Victoria S. Dawson @VSDawson	Hull, UK	4,174	893	626
	Freelance heritage consultant. History PhD candidate researching Women & Rugby League: Gender, Class & Sport in the North of England, 1895-2015.				
	Julie Hipperson @juliehippersion	humsciworkshop.wordpress.com	1,064	1,325	622
	History PhD at King's College London, thinking about ' women's work ' in the c20th (also Lady Vets). Walthamstower in training.				
	Sabina Shah @SabinaActivist	Manchester	158	459	567
	University of Manchester: PhD 'Islamic Feminism and Its Role in Cinema'. The aim is to illustrate Muslim women's history and agency via filmmaking.				
	Sophie Reinders @SophieLiselotte	Utrecht	4,136	1,021	513
	PhD @Runederlands Early Modern Cultural History , specialized in women's alba amicorum. ♥ writing, reading, art, classical music, traveling, fashion.				
	Kate Mahoney @KateFMahoney	Birmingham, England	1,929	751	424
	Warwick History PhD researcher, focusing on the women's movement & post-war mental health provision in England.				
	Sean Trainor @ess_trainor	Gainesville, FL	690	417	382
	Historian, writer, and educator w/ specialization in C19 US PhD in History & Women's Studies Freelance Writer & Academic Adjunct @SantaFeCollege				

4. Sort results by number of tweets to find out how active they are:

41 of 41 results (order by [relevance](#))

			tweets ▼	following ↕	followers ↕
	kaenza @kaelsu		14,774	254	185
	PhD student, eighteenth-century British women's periodicals, History of Education, History of Shakespeare, novice runner, coffee addict & health food advocate.				
	Dr. Jessica Wranosky @JessicaWranosky	Texas	7,553	640	701
	PhD in History. Prof @ TX A&M U-Commerce. Women's , South, Suffrage&Enfranchisement Historian. Tweets are my views→ assoc w/ my U/others. RT≠Endorsements				
	Sarah Patterson @Sarah_Patterson		4,253	494	306
	A lover of books, politics and coffee. Writes about 19c. Black thought, literary history and women's lit @CCP_org coordinator PhD candidate @ UDelaware				
	Victoria S. Dawson @VSDawson	Hull, UK	4,208	895	628
	Freelance heritage consultant. History PhD candidate researching Women & Rugby League: Gender, Class & Sport in the North of England, 1895-2015.				
	Sophie Reinders @SophieLiselotte	Utrecht	4,136	1,021	513
	PhD @Runederlands Early Modern Cultural History , specialized in women's alba amicorum. ♥ writing, reading, art, classical music, traveling, fashion.				
	Lauren M. Thompson @Imacthompson1	Atlanta	1,963	851	348
	Women's History PhD candidate at Georgia State University. Univ of Virginia alum. H-Disability editor. Writer/editor @NursingClio. Planned Parenthood supporter.				

5. Contact them!

The final step is to get in touch with the people you identify. It can be daunting to ask a stranger for help, but most academics are willing to help out a fellow scholar. Just send a tweet introducing yourself and your work and open a dialogue.