

Engaged Scientist Workshop Series:
Communications Tools for Effective Outreach

Social Media

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What we'll cover today:

- Pre-Tweet (Intentional Social Media)
- Tweet (Tactics and Techniques)
- Post-Tweet (Discussion)

Intentional Social Media

What are you studying/researching?

What does it mean to make scholarly ideas public?

Intentional Social Media

I want to....

- Inspire
- Impact policy
- Learn
- Highlight my research
- Complain
- Influence the media
- Brag
- Challenge
- ...

Intentional Social Media

With...

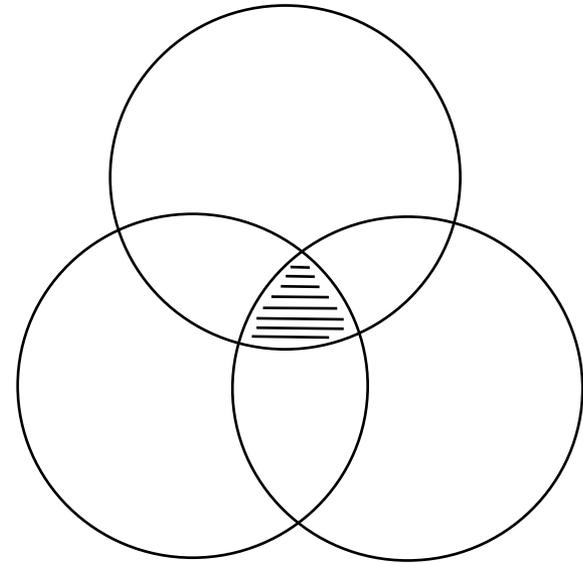
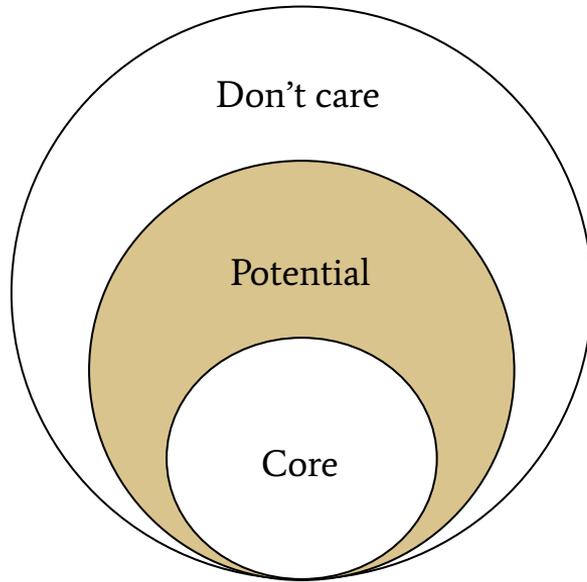
- What is your unique contribution?

Intentional Social Media

To whom...

- Who do you want to share this with?
- Who do you need to share this with?

Intentional Social Media

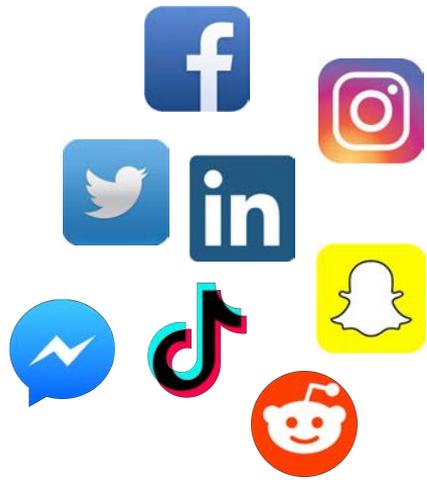


Intentional Social Media

Through...

How do you create value for your audience?

- Connect the dots (relatable)
- Be outcome driven (so what?)
- Progress the influence (journey)
- Tell a story (emotion)



What is Social Media?



\$TWTR *\$SNAP*
\$FB *\$MSFT*
\$GOOG *\$WB*



Intentional Social Media

What platforms are you currently using?

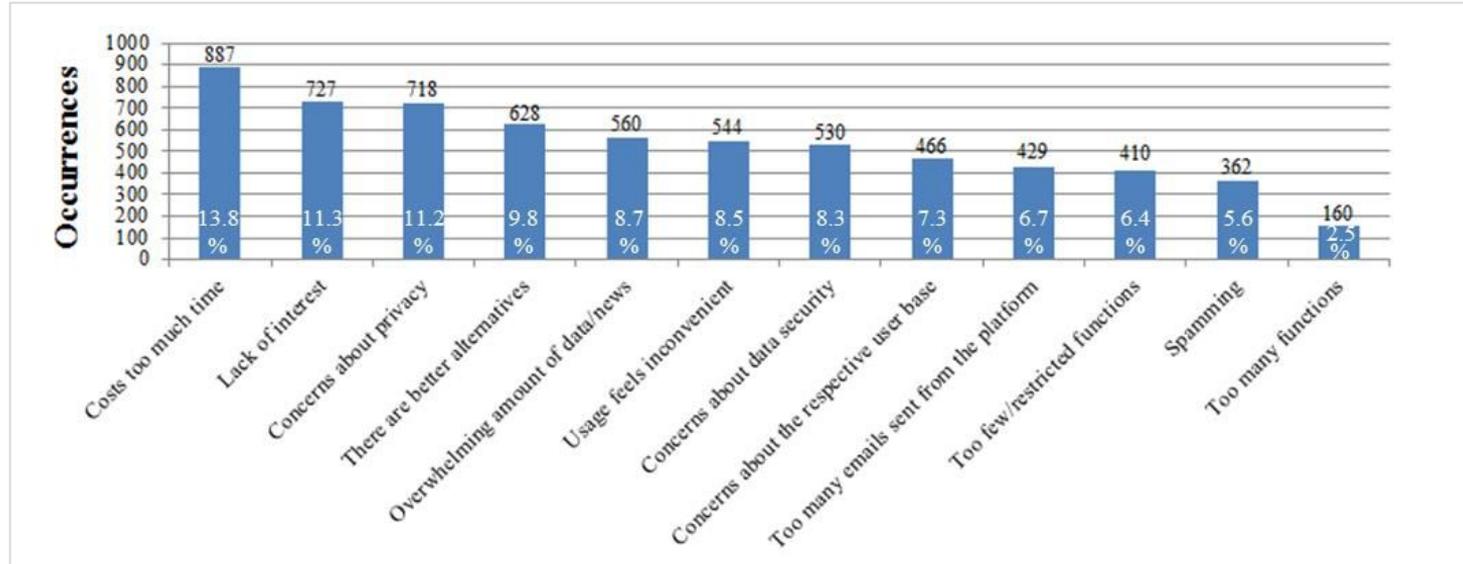
How would you describe your identity on each of those platforms?

Intentional Social Media

What do you like about social media?

What don't you like about social media?

Intentional Social Media



“When You Use Social Media You Are Not Working”:
Barriers for the Use of Metrics in Social Sciences

Lemke, Mehrazar, Mazarakis, Peters
January 2019

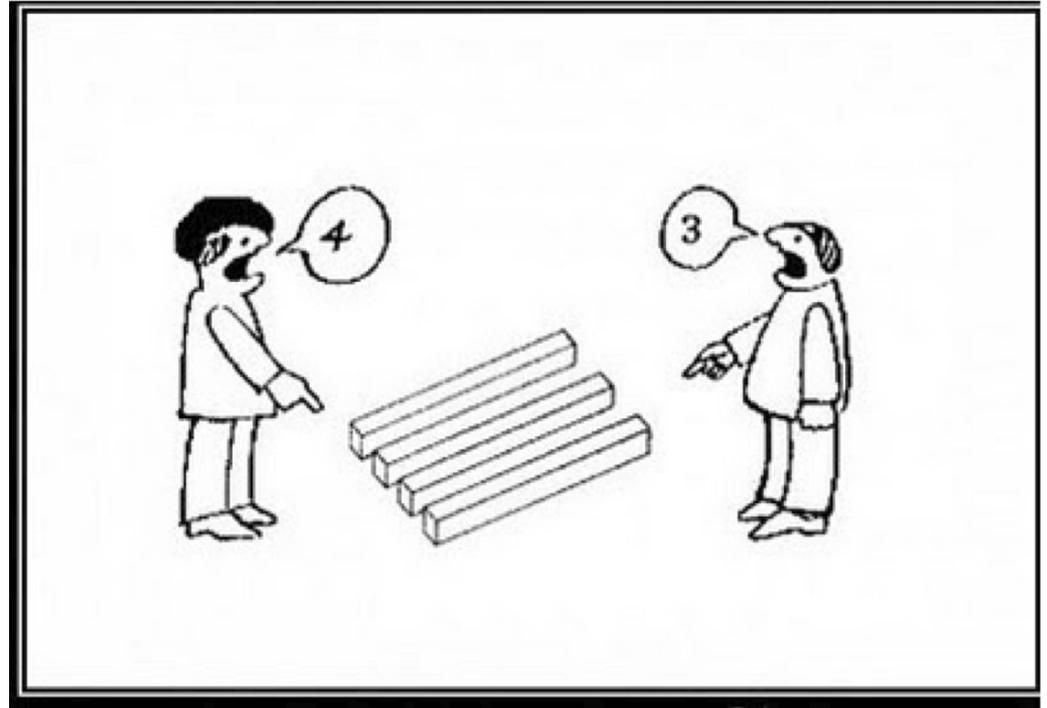
<https://www.frontiersin.org/articles/10.3389/frma.2018.00039/full>

Intentional Social Media

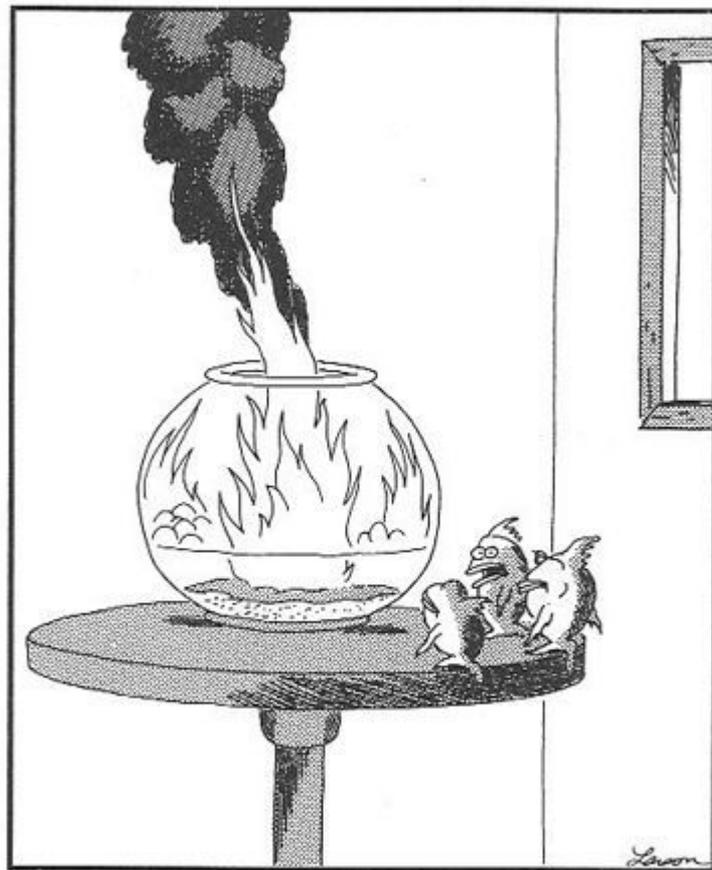
What does social media mean for scientific objectivity?

Different perspectives.

Which one is correct about the state of the external world?

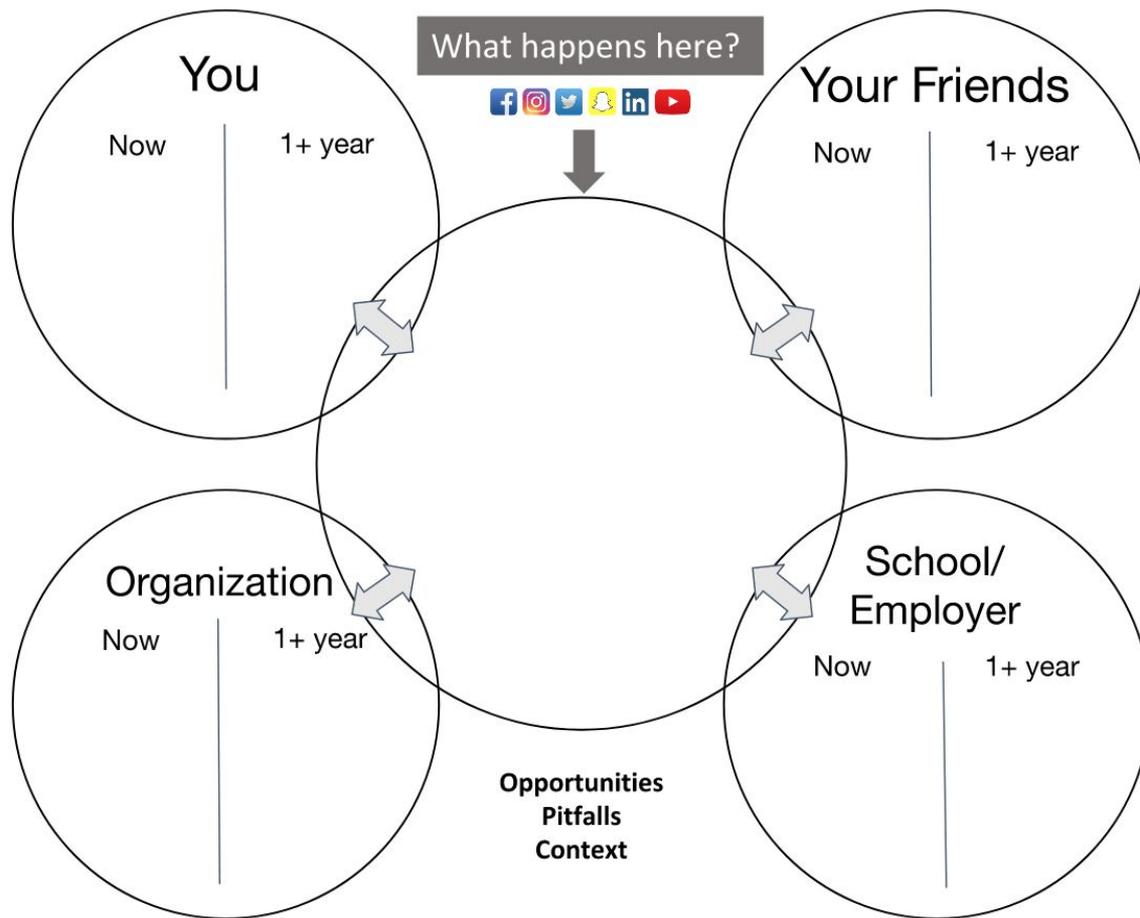






“Well, thank God we all made it out in time. ...
'Course, now we're equally screwed.”

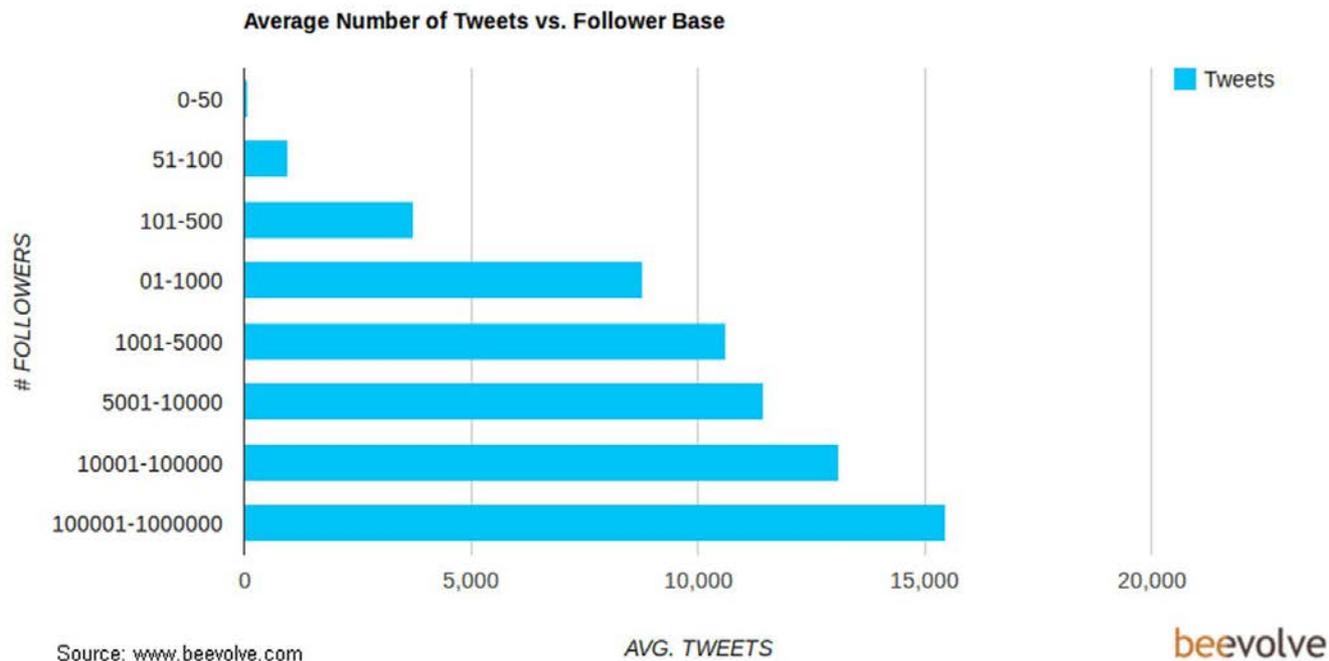
Intentional Social Media



Intentional Social Media

How do your answers above help or hinder achieving what you want to do?
(What if the audience(s) you identified have different perspectives about social media than you?)

The more you post, the more followers you'll attract.



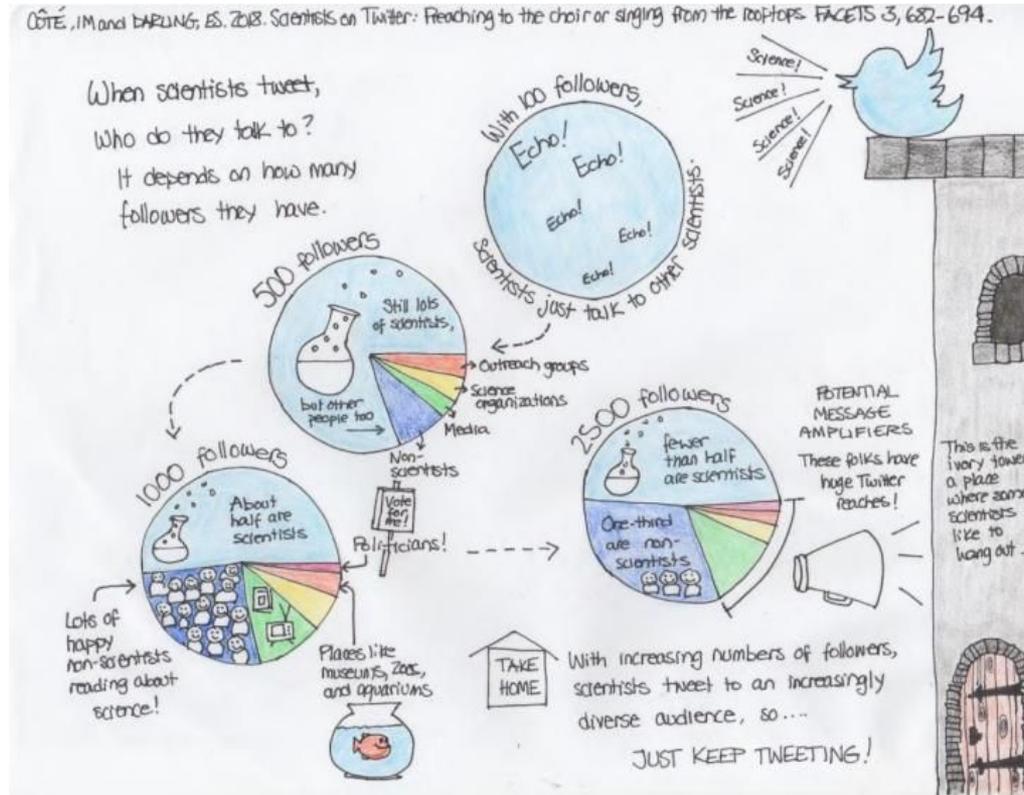
Research

Scientists on Twitter: Preaching to the choir or singing from the rooftops?

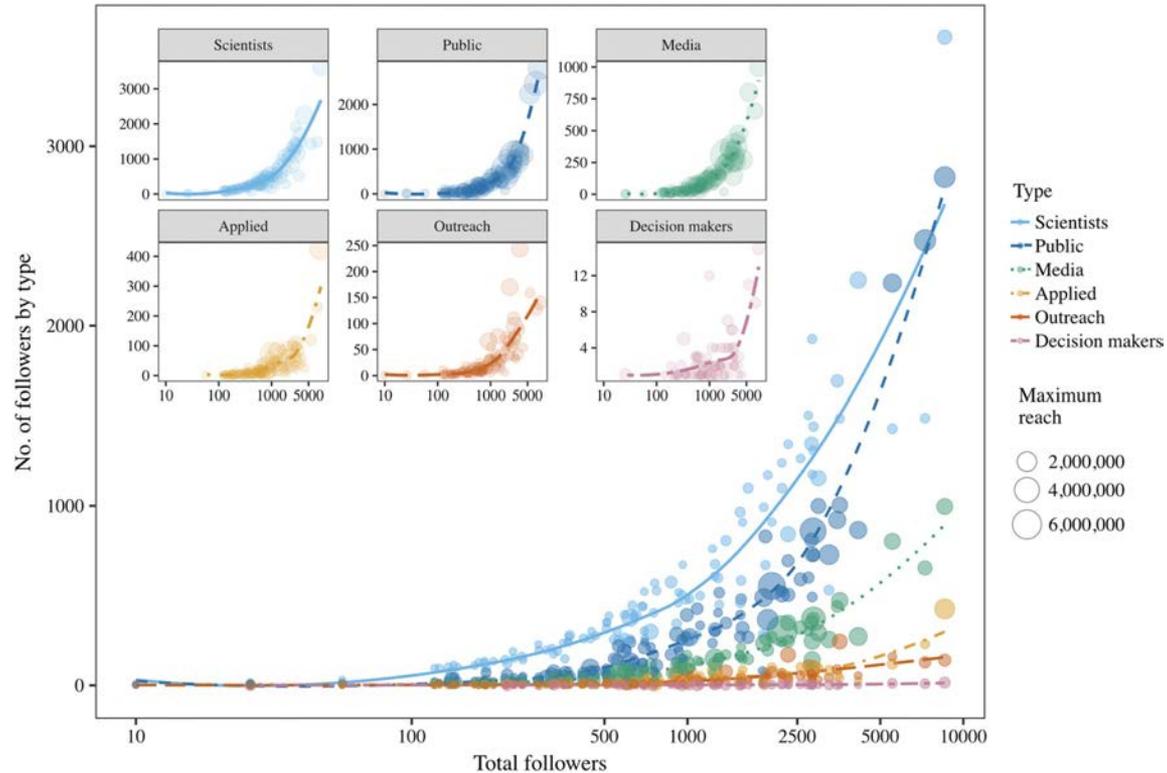
Isabelle M. Côté and Emily S. Darling

June 2018

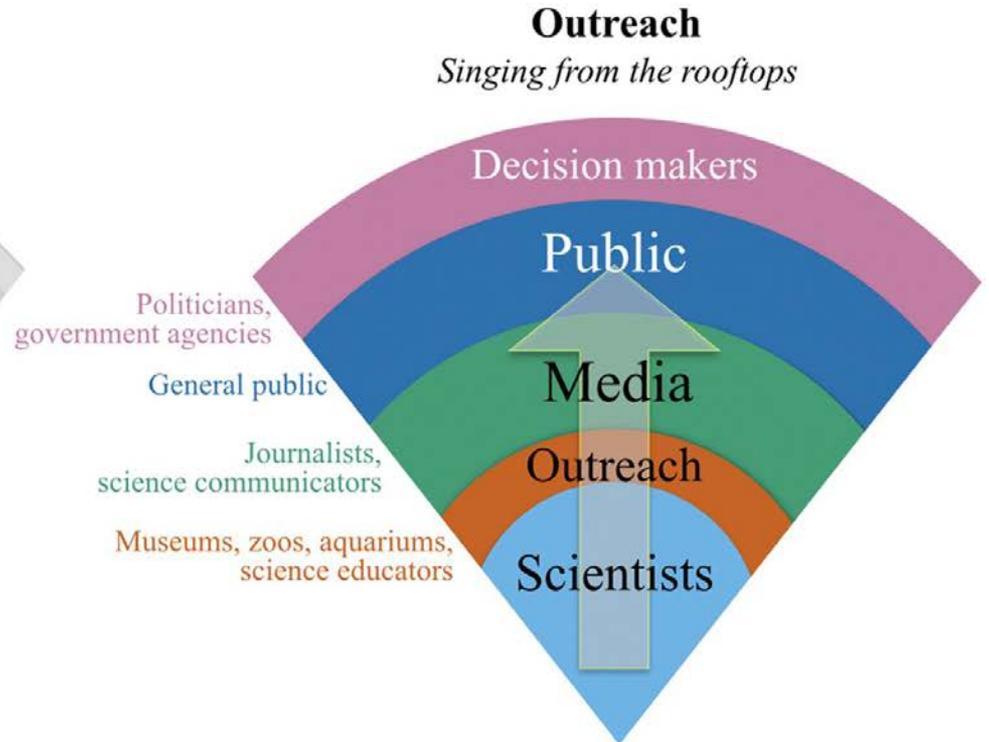
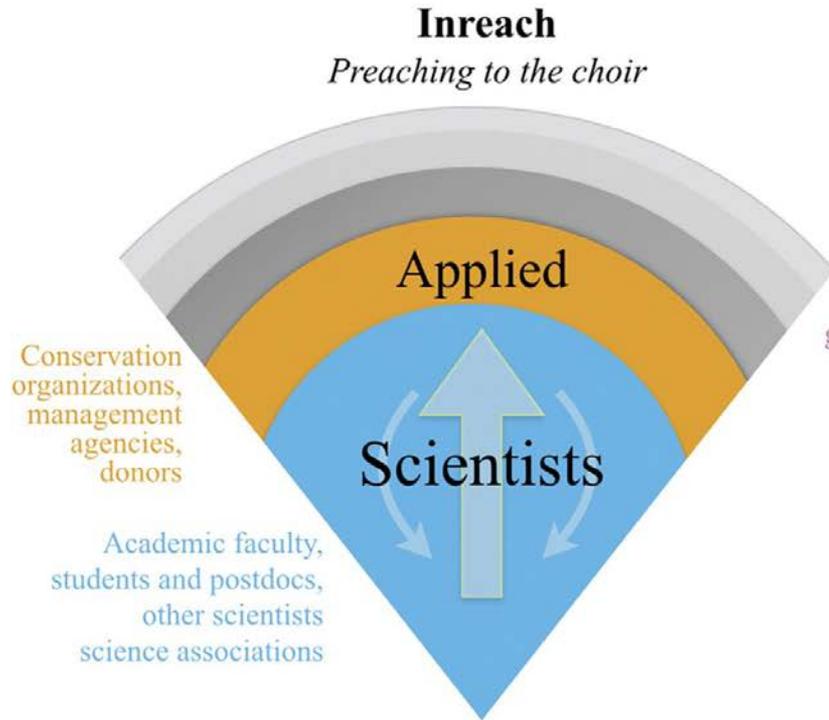
The more followers you have, the broader your audience.



The more followers you have, the broader your audience.



Inreach or Outreach?



Personal? Professional? Combined?



Jeremiah Osborne-Gowey
@JeremiahOsGo Follows you

Friend to many, partner, father, naturalist, ecologist, [#scicomm](#), [#scipolicy](#), [#agriculture](#), [#wildfire](#), [#networks](#), backpacker, fisher, hunter, homebrewer. [he/him](#)

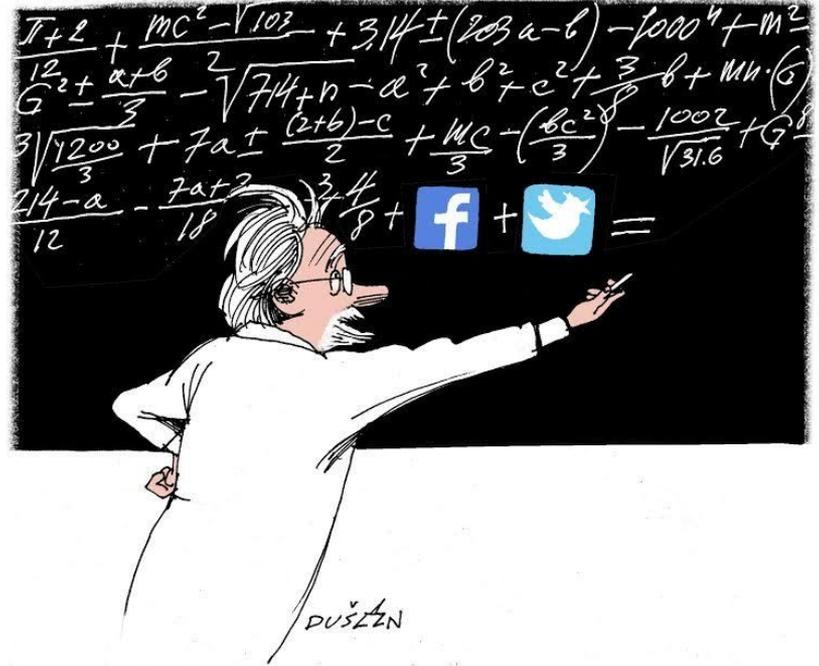
[Oregon and Colorado USA](#) [about.me/JeremiahOsGo](#)
Joined June 2009

2,556 Following **2,536** Followers

Followed by   and 10 others you follow

Scientists are increasingly using social media to talk about or read about science

- 47% of AAAS members surveyed in 2015 have used social media to discuss or follow science
 - 51% have talked with reporters about research findings
 - 24% of AAAS members have blogged about science/research
- 16% of scientists blog at least once a month about topics related to their research (Brossard et al., 2013)
- ~1 out of 5 tweet about their research (Brossard et al., 2013)



Why Should Scientists Use Social Media?

- Increase visibility of your research and citations
- Networking (finding collaborators, jobs, etc.)
- Recruiting students
- Keep colleagues up to date
- Reach new audiences
- Act as a public voice for science
- Make science accessible
- Be a source of accurate info for journalists
- Open science & collaboration
- Open up the scientific process and foster public trust and engagement (NSF Broader Impacts)



03.02.17 | POV

Why We Need Scientists On Social Media, Now More Than Ever

More young scientists see social media platforms as an important way to engage the public and clear up misinformation.



The Atlantic

Popular

Latest

WATCH LIVE

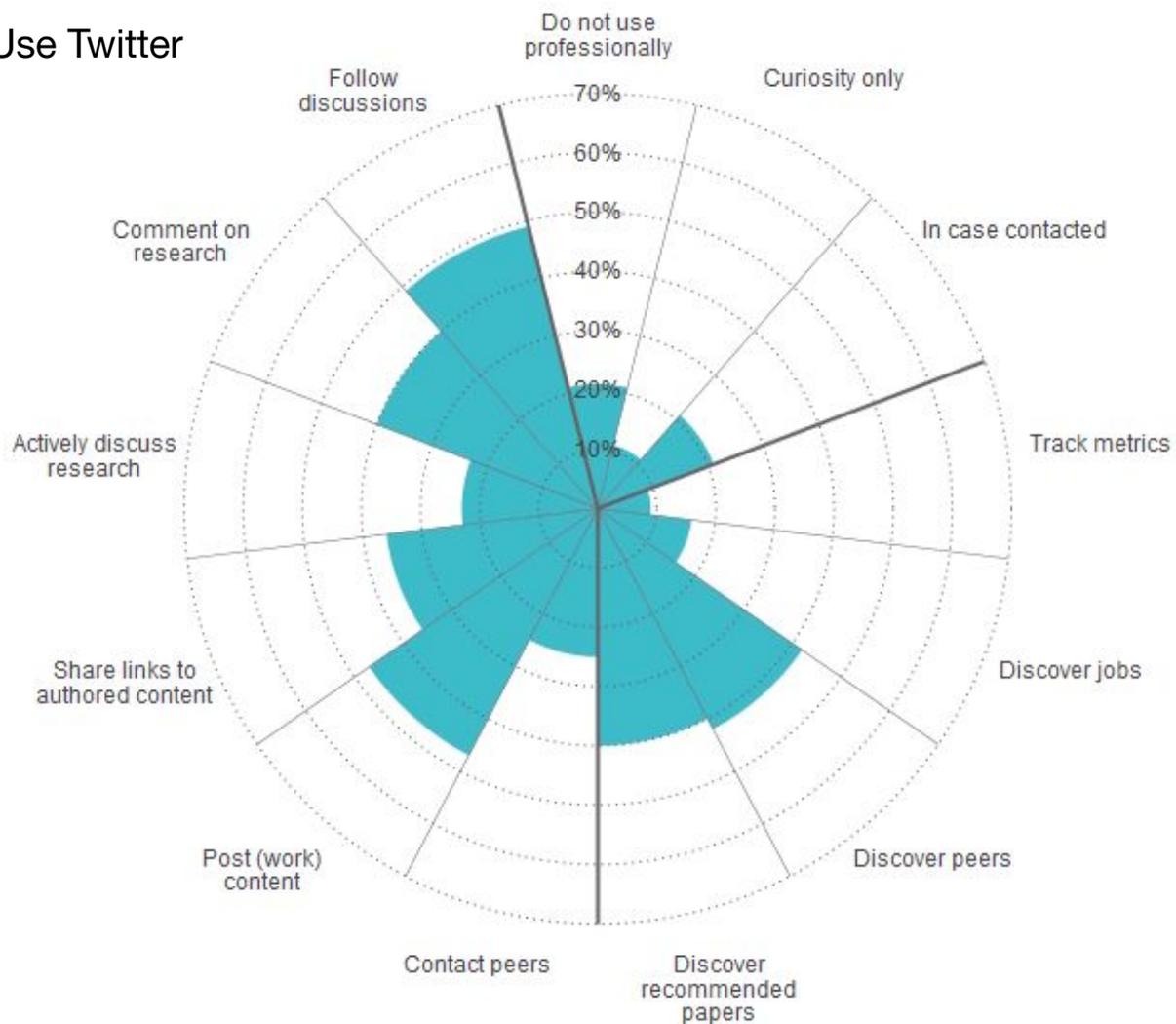
The Atlantic's Washington Ideas Forum

'Highly Tweeted Articles Were 11 Times More Likely to Be Highly Cited'

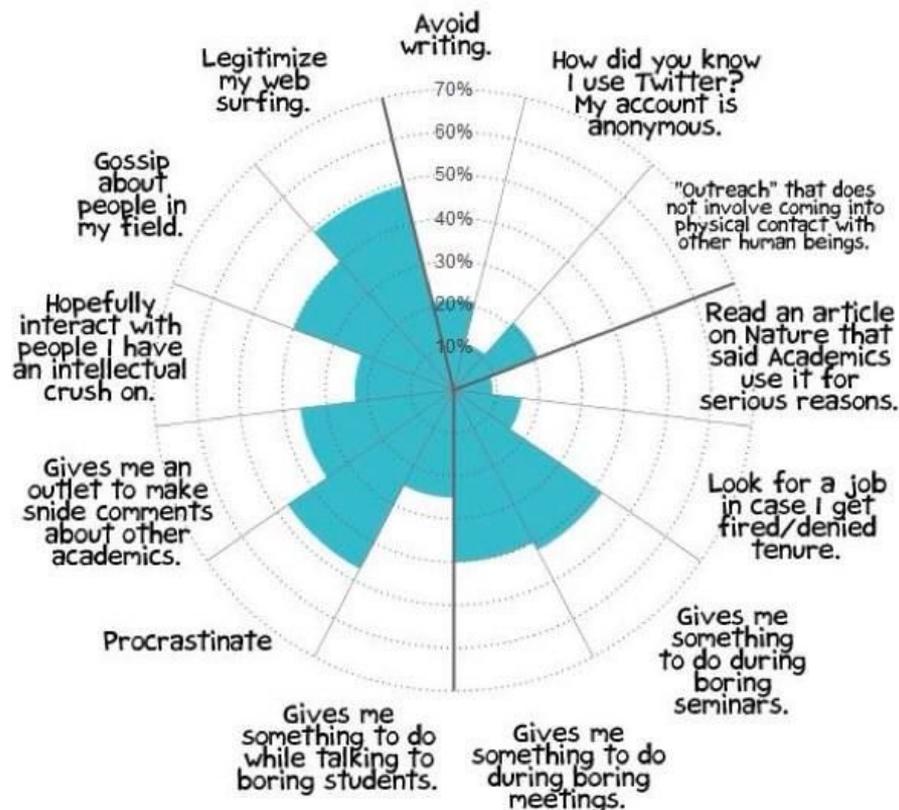
ALEXIS C. MADRIGAL | JAN 13, 2012

TECHNOLOGY

Why Academics Use Twitter



Why Academics REALLY Use Twitter



www.phdcomics.com

Original graph from nature.com/news/online-collaboration-scientists-and-the-social-network-1.15711

- Social media is **SOCIAL**.
- Follow, Interact & Respond.
- Social media isn't a replacement for interesting, original, useful and compelling content.
- Know your goal(s).
- Know your audience.

- Post what you are passionate about.
- Only post when you are motivated to do so.
- Engage in conversations useful to your research.
- It's OK to not always keep up to date; take “vacations” from social media.
- Most science bloggers only post 1x/week-month.
- Make it a routine. Tweet about research papers you read, routine lab work, etc.
- Post as a lab group.

1. Choose great keywords

2. Have fun

3. Look for ways to join the conversation

- Find out if a conference is using a hashtag and add it to any of your messages.
- Certain fields have different social media traditions - piggyback on those that are already in place. For instance, every Friday paleontologists tweet about their work using [#FossilFriday](#).

4. Don't go overboard





ATTRIBUTION



JARGON

Diversity and Ethics

- Go to extra lengths to incorporate female and minority voices for science.
#WomenInSci
- Be very aware of how your communication of science in social media might be interpreted by others.
- Scientists often occupy positions of power that must be acknowledged and used responsibly (e.g., senior scientists not promoting sexist views / creating environments where open feedback is welcome and readers feel safe to express themselves).
- Public trust in scientists remains high – let's keep it that way.

What's wrong with this picture?

SHARE



151



8



Martyn Green

The top 50 science stars of Twitter

By Jia You | Sep. 17, 2014, 8:00 AM

**I USED THE “#” IN
FRONT OF EVERYTHING**



BEFORE TWITTER

Resources for finding your science hashtags:

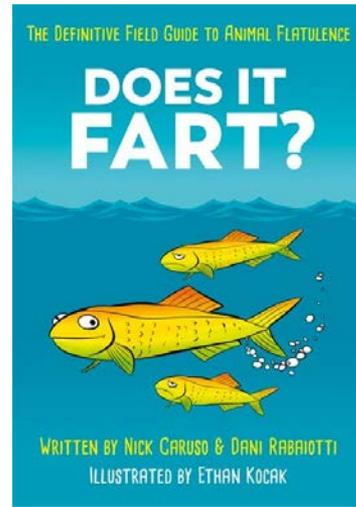
- <https://www.aje.com/arc/choosing-hashtags-when-sharing-your-science/>
- <https://theleveragedphd.com/academic-hashtags-twitter/>
- <https://www.scihashtag.co.uk/> *page is outdated but still some good info
- <https://ritetag.com/best-hashtags-for/science>
- Look at peers and leaders in the field and see what they use

#BestCarcass

#OverlyHonestMethods

#FieldWorkFail

#DoesItFart



Agata Staniewicz
Accidentally glued myself to a crocodile while attaching a radio transmitter. #fieldworkfail

fieldworkfail.com



@JeffAStratford
Released a goldfinch „Mr flappy“ that was immediately captured by a falcon in front of 24 horrified middle school girls #fieldworkfail



Ask An Entomologist @BugQuestions · Jan 20

We've been keeping bees for 5,000 years+ and what we called the various classes of bees was closely tied to the societies naming those classes.

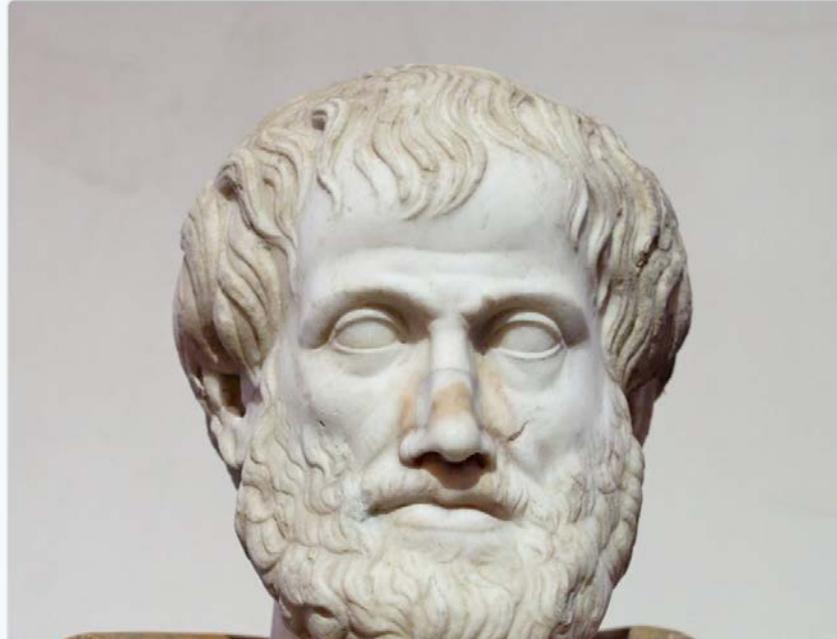
For instance, in a lot of societies it was very common to call the 'workers' slaves because slavery was common at the time.

2 118 1.0K



Ask An Entomologist @BugQuestions · Jan 20

For awhile, this was the big head-honcho in the biological sciences. This is Aristotle, whose book *The History of Animals* was the accepted word on animal biology in Europe until roughly the 1600s.



The new uninterrupted
“longform” tweet threads

<https://twitter.com/bugquestions/status/954743598460874752>



Daniel Holland @DannyDutch · Nov 14

I'm now positive that people who claim to have seen aliens have actually just seen baby owls.



0:06 12.6M views

5.2K 104.3K 390.9K



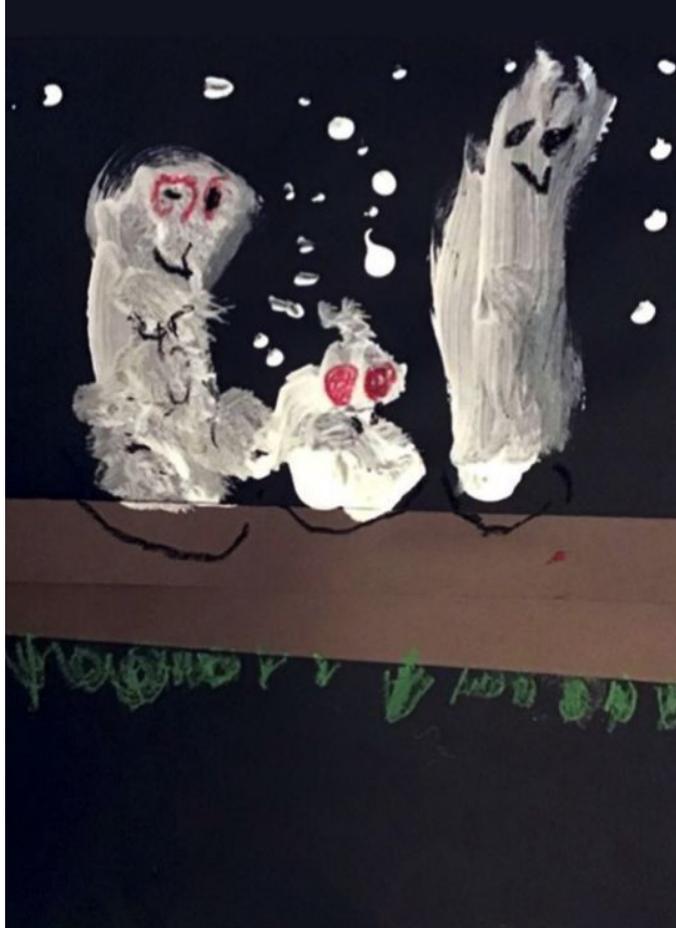
Lindsay Diamond ⚡🚀 @neurdy · Nov 14

Replying to @DannyDutch

My 5yo son came home with this painting of owl babies last week. I think you're on to something.



45 97 3.2K



"Owl Babies"
Miles
2019

✕ Tweet Analytics



Lindsay Diamond ⚡ 🖌️ @neurdy

@DannyDutch My 5yo son came home with this painting of owl babies last week. I think you're on to something.
pic.twitter.com/GBEdOcgRjA

Impressions

times people saw this Tweet on Twitter

695,994

Total engagements

times people interacted with this Tweet

188,501



Discussion

- What else?
- How can we help each other?

Thank you!