Increasing Your Impact with Social

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“Half of science is convincing the world what you’re working on matters.”
- Shree Bose, medical student
Social Media Offers Opportunity

- Connect with potential collaborators
- Increase citations
- Stay up to date on your area of expertise
- Build relationships with influencers
- Find potential funding partners/sources
- Raise your profile
Before You Leave Today ...

1. Find your social audience
2. Understand the rules of engagement
3. Create channel-appropriate content
Find Your Audience

It’s not called “social” media for nothing, but first ...
What’s Your Sweet Spot?

Researchers/Academia
• Scholarly articles and working papers

Professionals in the Field
• Case studies and practical application

Advocates/Influencers
• Decisionmakers and advocates

General Public
• Did You Know?

Research  Translate  Implement  Normalize
What's Your Reach?

- Research
- Systematic Evidence Reviews
- Advocacy Materials
- Health & Wellness Education

Example of content reach and opportunities for NHLBI scientific research

Everything connects back to the evidence.
Content Strategy = Social Success

• Define your baseline.
  What’s the focus of your content and who is most likely to engage with it?

• Set engagement goals.
  What kind of engagement and with whom are you hoping for?

• Analyze the gap.
  What kind of content and outreach are needed to bridge the game between your baseline and your goal?

• Maximize your content.
  How can you reuse and supplement content to maintain your flow and build on ideas?

• Reach out!
  They don’t call it social media for nothing! How can you start a conversation?
You Have More to Share Than You Think
Connection Is Two-Way

MAKE YOUR WORK EASY TO FIND

• Complete your profile on each platform where you participate
• Use tags and descriptions where available for findability
• Let people know when content is coming and follow up
• Follow accessibility guidelines to reach a broader audience

LOOK FOR OTHERS LIKE YOU

• Search for others in your arena and follow those in your sphere
• Notice hashtags and use them
• Ask others questions about their work or share your perspective
• Maximize events for connecting
• Follow your favorite authors
Helpful Hashtags for Researchers

• Always check the conference/event website for social accounts and hashtags. Follow them and use them!
• #twitterstorians  https://twitter.com/hashtag/twitterstorians
• #AcademicTwitter  https://twitter.com/hashtag/academictwitter
• #PhDlife  https://twitter.com/hashtag/phdlife
• #STEM  https://twitter.com/hashtag/stem
• #ScienceTwitter  https://twitter.com/hashtag/sciencetwitter
• #SciComm  https://twitter.com/hashtag/scicomm?src=hash
Every Channel Is Different

Start with a plan you can sustain
Best Social Media Channels for Researchers
FACEBOOK
Most popular

1.9 BILLION unique monthly users

predominantly female
83% of online women
75% of online men

AGES 18-49
best place to reach Millennials and Generation X
Generation X spends almost 7 hours per week on social media

75% of users spend 20 minutes or more on Facebook every day

Source: Demographics of the Top 7 Social Networks, Marketing Profs
Facebook

There is an audience for research and science on Facebook

44 million users follow the top 30 science-related pages on Facebook (source: Pew)

More than one billion Facebook users belong to at least one group

• Look at popular science pages, see how they frame their content. (News you can use, new discoveries, etc.)

• Find your niche to find your audience

• Great place to find people with common interest to collaborate with
If you can study it, there is probably a group for it

Data Science and Predictive Analytics News
56K members · 10+ posts a day
The Latest World-Wide News and information regarding Data Science, Data Mining, Predictive Analytics, Machine Learning,...

Climate Change Science
4.3K members · 10+ posts a day
Climate Change Science is a Facebook group which discusses up-to-date science on human caused climate change. Climate science...
ivre 14 members said they live in Washington, District of Columbia

Shakespeare Friends
1K members · 6 posts a day
This group is for Shakespearean academics, educators, theater practitioners/performers and artists. Members post events, news,...
Michael Wagoner is in this group

Research Articles, Books and Literature
116K members · 10+ posts a day
To help out all Professionals (Doctors, Students, Researchers and Scientists from any field) make progress with their research by...

Black Studies & Critical Thinking
83K members · 10+ posts a day
United States · This site is intended for engaging in Black Studies and Critical Thoughts (BS&CT). The mission of BS&CT is to provide...
Isaac W. K. Thweatt is in this group

Library & Information Science Professionals
15K members · 2 posts a day
A FORUM OF LIBRARY AND INFORMATION PROFESSIONALS. IT IS ABOUT LIBRARIES, LIBRARIANS, LIBRARIANSHIP, INFORMATION/...
Live video

• Video is consistently the most popular content on Facebook

https://www.facebook.com/RBReich/videos/1941951439150776/
Facebook (or Instagram) Live

- Choose a **topic that is relevant** to the conversation
- **Strong wi-fi** connection is necessary
- **Fully charged phone** or connect to a **power source**
- Use a **tripod**
- Think about **sound**
  - **Lavalier mics** and a **splitter**
- **Choose a static background** and frame your shot
- **Interact** with commenters
  - A white board or poster board to write questions on is helpful
Instagram is a highly visual platform.

Hashtags allow users to categorize their posts and discover new accounts.

• Use relevant hashtags to reach users with similar interests.
• Don’t over post on Instagram and “clog” people's feeds.
• Show your personal side in addition to your research.
• Engage with other users in your field.
• Photos get more engagement than videos, but mix up your feed with both for variety.
Social media serve an important role in the movement toward increased equity, diversity, and inclusion within STEM... Although not free from the bias and prejudice inherent in society, social media can connect diverse groups, enable rapid information exchange, and mobilize like-minded communities.

Source: Social media for social change in science, Science
82 BILLION

6th

15 MINUTES

69%

pages viewed on Reddit every year

most popular website in the world (4th in U.S.)

average time spent on platform per visit

of users are male (but there are female-centric communities)

Source: Reddit Statistics on Users, MediaKix
Reddit

- Platform for sharing cool and interesting articles, having conversations
- Content is grouped into subreddits by topic
- Find a subreddit relevant to your research and engage: comment, upvote, and share articles in addition to your own research

Video, sports and general interest content are the most popular

Users call themselves "redditors"

Very popular with young men but growing in diversity
Subreddits

• /r/AskScience and /r/Science are the most popular science subreddits

• /r/LadiesofScience is a place where women in science can discuss their experiences

• There are many other specialized channels like /r/Math and /r/Physics; go to https://www.reddit.com/search and plug in your area of research
/r/AMA (Ask Me Anything)

I am a human trafficking researcher, AMA

70 submitted 6 months ago * by LovetoClarkson

Hello all! I am a human trafficking researcher (currently working on a PhD in the field)--please feel free to ask me anything! I am US based, but I have experience abroad as well.

Edit: think you've seen trafficking? Please call 1 (888) 373-7888 for the National Human Trafficking Hotline.

63 comments share hootlet save hide report

Toxicology AMA

Science AMA Series: We are the Society of Environmental Toxicology and Chemistry (SETAC) Europe: Ask us anything about environmental toxicology and chemistry!

13 4 hours ago by SETAC_Europe

Super Toxicology

HEALTH 7 comments share hootlet save hide report

I worked on a deep sea research vessel for almost 4 years. Been on the news 3 times and featured in a documentary to be released later this year. Ama

9 submitted 1 month ago by Darkuda

Worked off the east coast of Australia doing sediment sampling for pollution levels and fish population around man made structures such as the deep ocean outfalls. I'm also well aware of our most unknown pollutant killing our sea life which nothing seems to be getting done about. Also I'm new to reddit and this is my 1st post ever so be kind ;~)
RESEARCHGATE

14 MILLION active profiles

100 MILLION publications

MEDICINE largest professional discipline represented by ResearchGate users

ResearchGate

- Site to share papers, ask and answer questions, and find collaborators
- Users create a profile and can upload research output (papers, data, publications, patents, proposals, presentations, etc.)
- You can follow users, topics, or specific publications
- RG prompts users with questions from others that are related to their expertise to help foster collaboration

All users must have verified academic email address to join

Most users are in medicine or biology but growing segments in engineering, computer science, agricultural sciences, and psychology

International user base
Twitter

Most oversaturated

317 million unique monthly users

Predominantly male
- 22% of online men
- 15% of online women

Mostly 18-29 year-olds

53% of Twitter users never post any updates

Users only spend an average of 2.7 minutes on Twitter’s mobile app per day

Source: Demographics of the Top 7 Social Networks, Marketing Profs
Twitter

- Twitter is an "in the moment" platform
- Engage, don't just broadcast
- Conversations happen on Twitter
- Use hashtags to surface your content to others

Content is more about volume than curating an image

Looking for what’s happening right now

#MarchForScience shows the powerful voice of scientists on Twitter and their savvy in wielding it
The Scariest Thing, According to Dogs
When people don't notice fear in dogs, it can mean trouble
blogs.sciencemag.org

Hey! I'm starting a new Twitter project #FollowThatScientist - A weekly spotlight for scientists doing great things but don't have a big following. Criteria: Must have <500 followers to feature. Suggestions are welcome! #ScientistsWhoSelfie #STEM #PhDforum #scicomm #ScienceTwitter

When you're idly stirring your tea and you stumble upon a fluid mechanics problem solved by Einstein
en.wikipedia.org/wiki/Tea_lea...

I took a photo of the Moon last night with my phone through telescope eyepiece whilst waiting for Jupiter to appear. I quite like it :-}
YOUTUBE
Better than TV

1 BILLION unique monthly users

predominantly male
55% male
45% female

AGES 18-49
YouTube reaches more 18-34 and 35-49 year olds than any cable network in the U.S.

~2 MILLION video views per minute

Source: Demographics of the Top 7 Social Networks, Marketing Profs
Think of YouTube as a search engine, as much as for entertainment.

Most users consume content but don't create it.

- Keep it short
- Be sure to caption videos for accessibility
- Does not need to be highly produced
- Keep it real; it’s OK to talk to the camera
- Focus your message in each video; don’t try to cover too much
- Did we mention KEEP IT SHORT?
Teach People Something New

Why is the Solar System Flat?
6,711,320 views • 4 years ago

Thanks to Embry-Riddle Aeronautical University for supporting us on Subbable.com! - http://precott.erau.edu

A big thanks as well to Subbable supporters The Great Tobini (aka Tobyn Pearson) and Georgi Yanev! You make it possible for us to continue making MinutePhysics

READ MORE

https://www.youtube.com/channel/UCUHW94eEFW7hkUMVaZz4eDg
If you remember nothing else ...

• Focus your content on the audience you want to engage
• Customize content for the platform, as well as the audience
• Ease into sharing and increase frequency to find the sweet spot
• Use social media to have a conversation; don’t just broadcast
• Share links to your work only where relevant to the conversation
• Listen as much as you “talk”
• Leverage video and photos to boost engagement
• Don’t be afraid to have some fun!
We're here to help!

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- https://www.timeshighereducation.com/blog/10-ways-use-social-media-get-your-research-noticed
- http://www.wired.co.uk/article/the-best-scientists-to-follow-on-instagram-and-twitter