

Which Channel Should I Use?

Promoting Science Through Social Media

Jon Mason

Social Media Coordinator:

Florida Center for Reading Research

Regional Education Lab – Southeast

Florida Learning Disabilities Research Center



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Social Media Channels

- Twitter
- Facebook
- Instagram
- LinkedIn
- Pinterest
- YouTube



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Which Channel Should I use?

- Instagram
 - A free photo and video-sharing social networking service
 - Upload photos or videos to share them with followers or with a select groups
- LinkedIn
 - A social network specifically designed for career and business professionals to connect and foster strategic relationships
- Pinterest
 - Website, where users can upload, save, sort, and manage images
- YouTube
 - A video sharing service that allows users to watch videos posted by other users and upload their own videos





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Facebook Statistics:

- 75% of male internet users and 83% of female internet users are active on Facebook
(In 2017 ~ 46% of the global population accessed the Internet. [statista.com](https://www.statista.com))
- 22% of the world currently uses Facebook
- As of Q2 2018, Facebook had 2.23 billion monthly active* users (*active users are those which have logged in to Facebook during the last 30 days. sproutsocial.com)



Facebook

- Facebook is easily the most active social media network
- Facebook appeals to a range of generations, who are drawn to connecting with their family, friends, and their favorite brands



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Common Facebook Terms:

- **Event:** Organize events, gather RSVPs, respond to invites, and keep up on what's happening.
- **Follow:** Following is a way to hear from people you're interested in. The Follow button is a great way to get the types of updates you want to see.
- **Friend:** Friends are people you connect and share with on Facebook. You can send as well as receive Friend requests from other Facebook members.



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Common Facebook Terms:

- **Like:** Clicking Like is a way to give feedback and connect with things you care about.
- **News Feed:** Your News Feed is a constantly updating list of stories in the middle of your homepage.
- **Tagging:** A tag links a person, page, or place to something you post, like a status update or photo.
- **Page:** Help businesses, organizations, and brands share their stories and connect with people.



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Twitter Statistics:

- Twitter has 335 million monthly active users
- 3 billion Twitter accounts have been created
- ~80% of the world's leaders are on Twitter
(sproutsocial.com)
- Twitter's users skew younger and are more diverse than Facebook's; they're typically more educated. (bloomberg.com)



Twitter

- Twitter is essentially a ‘microblog’
- A fast-paced way to discover new content and see what’s trending
- Updates consist of up to 240 characters
- Twitter is like an elevator pitch for your lab –a way of disseminating your research quickly



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Common Twitter Terms:

- **Tweet:** It is your update typed in the “What’s happening?” status bar to the people who are following you, in 240 characters or less.
- **Replies:** The @ sign is used in the beginning of a tweet to reply to someone. Only the person you are replying to or people that follow both of you will see the reply.
- **Mentions:** When you mention @ and a person’s Twitter name (@TheFCRR) anywhere else except in the very beginning of a tweet, everyone who follows you will see it.



Common Twitter Terms:

- **Period before @mentions:** Add a period before @username and all of your followers will see your tweet.
- **Retweet / RT:** RT makes it easy for you to share someone else's tweet. RTs give the original tweeter credit for the tweet with "RT @username."
- **Hashtag / #:** Hashtags are often simple keywords, unique phrases, or acronyms that allow people to follow a trending conversation. #dyslexia #ff



Common Twitter Terms:

- **Avatar:** Your profile picture or logo. If you don't upload a picture, the default is an egg graphic.
- **Username / Handle:** "Handle" refers to your specific URL on Twitter.



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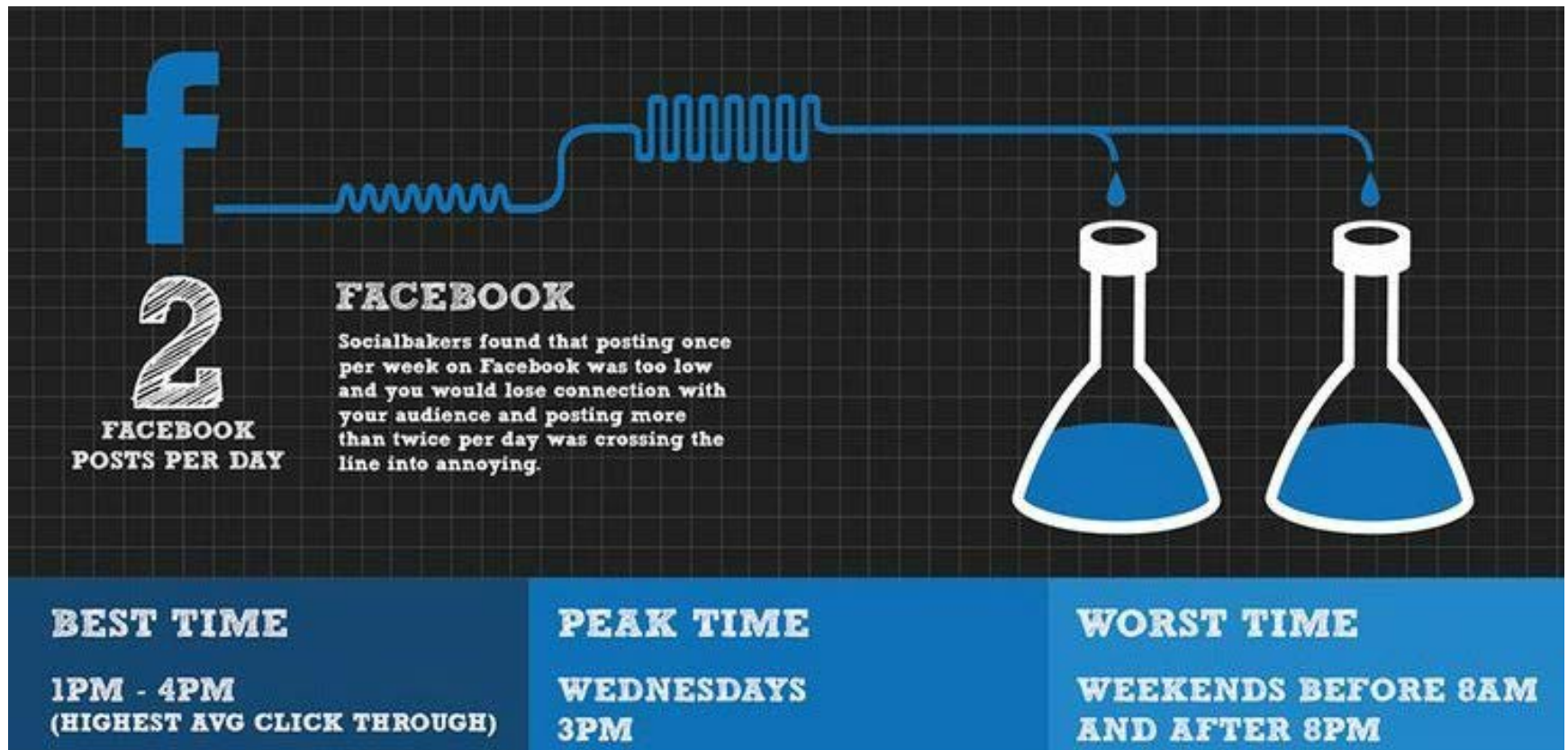


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Timing is Everything!



thelifetech.com



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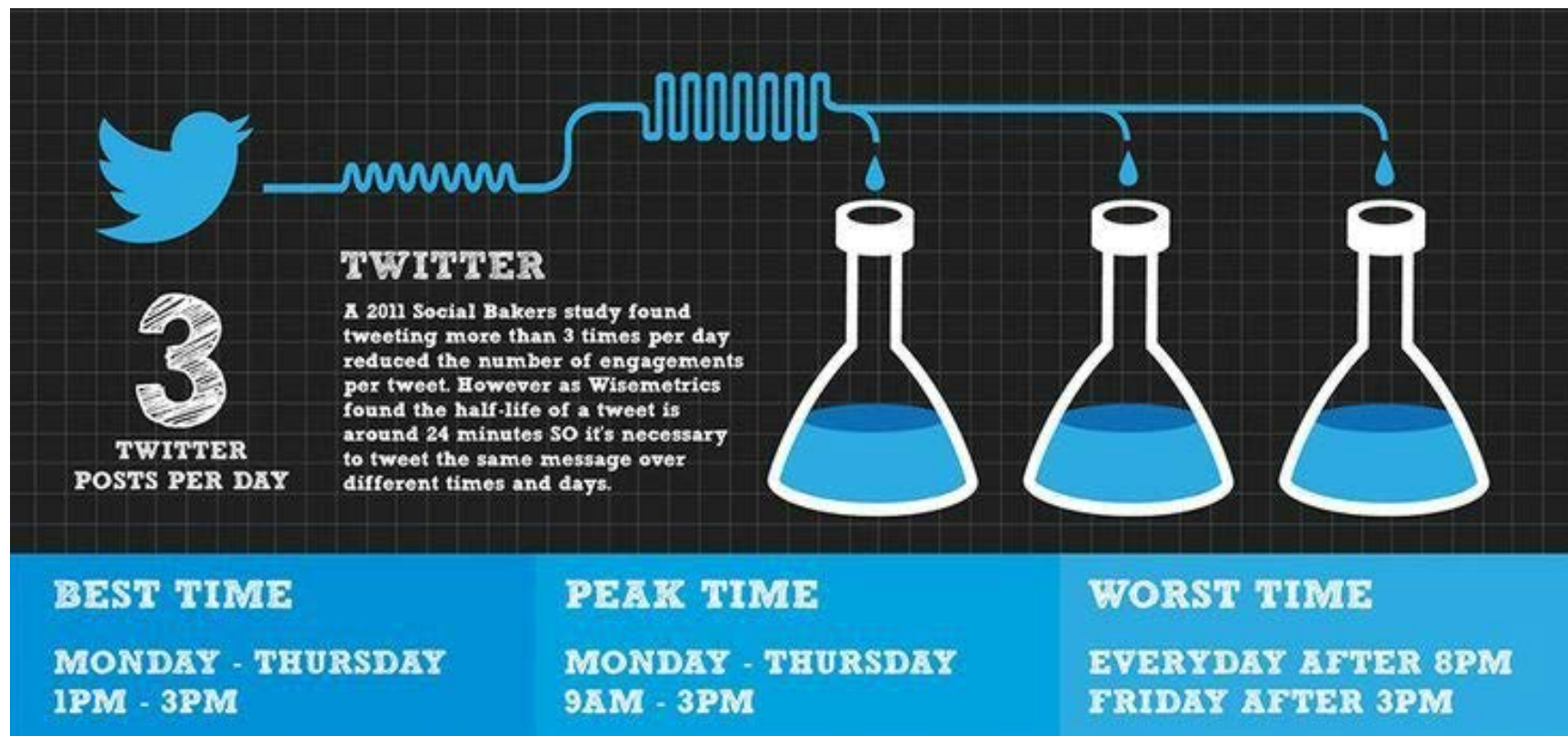


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thelifetech.com



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Measuring Results

It is helpful to learn which content you publish on Facebook or Twitter is most popular and creates the most engagement from your audience.

- Facebook Insights

TIMES



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Measuring Results

- Twitter Analytics

Analytics

Measure and boost your impact on Twitter.



Meet your dashboards



Tweet activity

Measure engagement and learn how to make your Tweets more successful.



Followers

Explore the interests, locations, and demographics of your followers.



Twitter Cards

Track how your Twitter Cards drive clicks, app installs, and Retweets.



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Social Media and Scientists

FACEBOOK

38% of Scientists Regularly Use Facebook

#1 Reason For Use
Non-Professional Purposes

Tip 1 Use Facebook to maintain friendships with former lab mates, classmates, and colleagues.

Tip 2 Create a Facebook page for your research or your lab.



Social Media and Scientists

TWITTER

13% of Scientists Regularly Use Twitter **#1 Reason For Use**
Follow Discussions

Tip 1 Pick one person on Twitter and raid their following list to find people to add to yours.

Tip 2 Tap into the Twitter network by having meaningful and mutually beneficial interactions with others.



Facebook or Twitter?

Facebook may have a wider reach and allows you to share a greater amount of information. However, the fast-paced nature of Twitter, along with the fact that it appeals to scientists, politicians, and journalists can make it ideal for your organization, but ultimately it's up to you to decide whether Facebook or Twitter is right for you.



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Facebook or Twitter?

Both Twitter and Facebook deliver information and spread brand awareness in unique ways. While there may be some user crossover, each platform serves brands differently, which is why I recommend using a combination of both channels.



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Facebook or Twitter?

To determine which solution is right for you, experiment with a profile on Twitter and Facebook, test your results and try to find a healthy balance between each channel.



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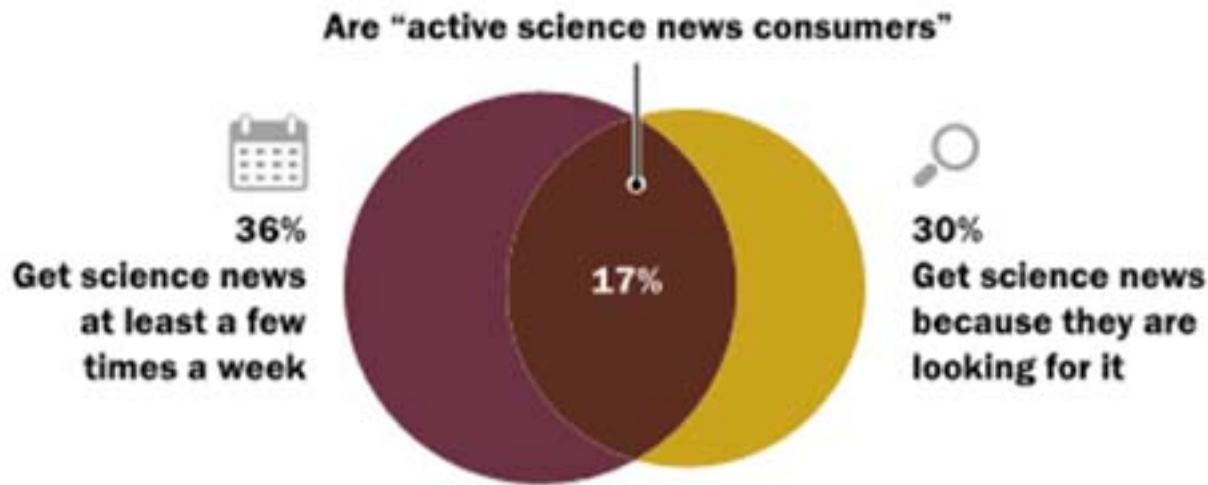


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Increasing Exposure to Science

36% of Americans receive science news at least a few times a week, three-in-ten actively seek it out, and a smaller portion, 17%, do both.

% of U.S. adults who ...



Social Media, Fact or Fiction?



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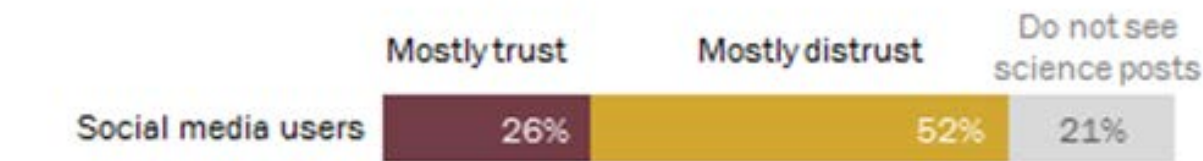


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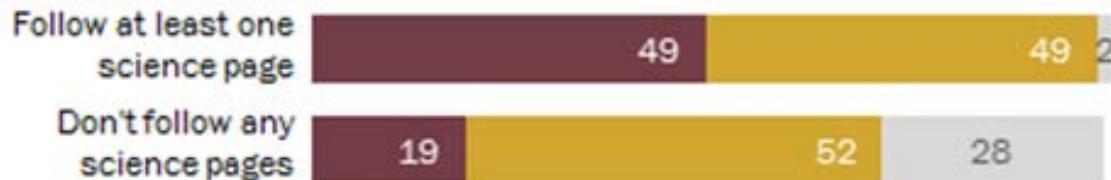
How Science is Perceived on Social Media

Roughly 33% of social media user * consider SM channels an important way to receive science news. **However, twice as many social media users say they mostly distrust the science posts they see on these channels.** *(~2.5 billion user in 2017. [statista.com](https://www.statista.com))

% of social media users who say they ____ the posts they see about science



Among those who ____ on social media





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jomason@fccr.org

Why I Use Twitter

Sara Hart, Florida State University
@saraannhart



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- At first, to meet local people in my new city
 - Many great friends that way, including other new professors!
- One of them introduced me to [#Sciencetwitter](#)/[#Scitwitter](#)/[#Academictwitter](#)/[#Scicomm](#)
 - A massive community of scientists/academics
 - Not just people in the field, but those interested, or adjacent to science/academia, or science journalists, or science communicators, or teachers
- The key to twitter, IMHO, is finding your community
 - Check out the followers of people who are like you or that you like, and check out the lists they are on, and follow them
 - People will start to follow you back



Tweets 30.4K Following 2,549 Followers 2,503 Likes 13.2K **Lists 5** Moments 0

Subscribed to **Member of**

Child Development Peeps by Merideth Gattis

People studying human development during infancy, childhood & adolescence

503 Members



Child Development Groups by Merideth Gattis

Research groups & centres studying human development during infancy, childhood & adolescence

138 Members



Foodies by TallyCast

11 Members



Food Bloggers by Megan & Kirsten

53 Members



Super Cool Tweeps by Alicia

46 Members



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- You need a picture and a bio that reflects how you want to use twitter
 - You might consider starting a “lab” account, if you want to be totally work oriented
- At first, you might find listening is better until you get the mood/culture of your community, but not necessary!
- BE YOURSELF
 - My niche is “life of a scientist”. I talk about my own personal life, how my personal life interacts with my work life, and work specific stuff. You’ll find your niche.
- INTERACT
 - Twitter is a *social* media. Unless you are super famous before twitter, it doesn’t work to just tweet your own stuff and not reply or engage with others.
 - Like, RT, comment on other tweets. Get to know your community.
- Followers will come when you interact, don’t force it
- That engagement takes time! I think of my twitter use in part personally satisfying, but also good for my career.

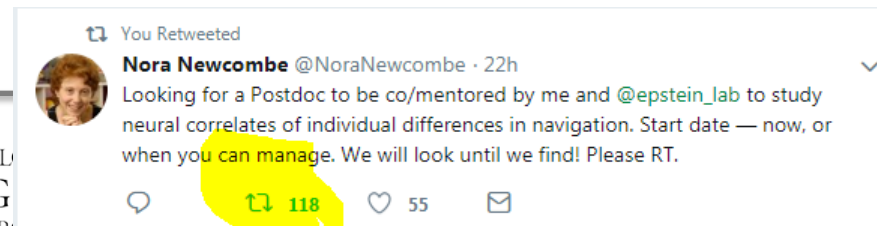


What benefits have I gotten

- Potential students are on twitter!
 - Two current students in our program came from my interaction on twitter.
- Potential postdocs are on twitter!
 - A twitter follower from way outside of my own network reached out to me to ask for a brief meeting at SSSR. One year later she became my postdoc.
- Potential jobs are on twitter!
 - It can be a way to expand your circle, or “who you know”. Job ads are commonly posted on twitter, and it’s totally normal to talk to people you don’t know there (eg search chairs)

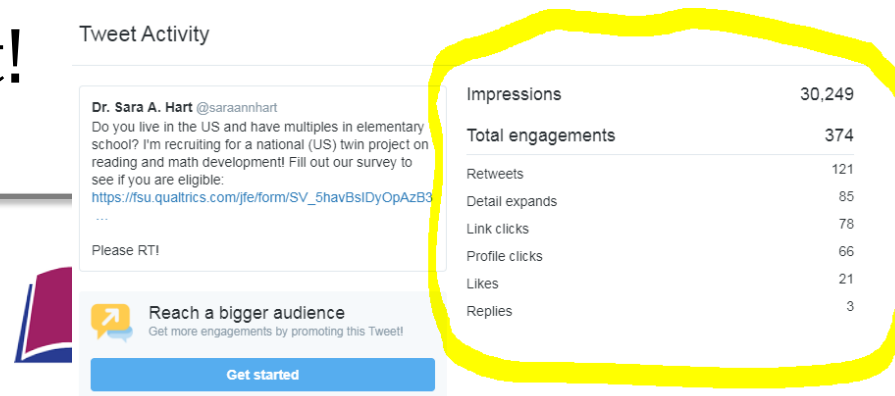


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What benefits have I gotten

- Talks!
 - I have given 3 paid/keynote talks expressly because of twitter
- Other unique opportunities
 - I am spending a month, paid, in Cambridge during my sabbatical, because a twitter follower saw me post about getting sabbatical and offering to host me
 - Jacob's Foundation has written two blog posts about my work because of twitter interactions
- Recruitment!



What benefits have I gotten

- Kept up to date
 - New papers come out on twitter first. Science movements happen on twitter first (eg Open Science practices)
 - #protip: DM yourself papers you want to read
- Expand your network of who's work you read, and who reads your work
 - Empirical work has shown that academics on twitter get more citations
 - I chat with people in my field who I don't actually know in person
 - “I know you from Twitter”





Dr. Sara A. Hart @saraannhart · 3 Dec 2012



@deevybee Just read your SVR paper in Chinese twin sample, must say, overlap with English twin work was fascinating to me!



1



Dorothy Bishop

@deevybee

Following



Replying to @saraannhart

@saraannhart I'll pass message on to Connie Ho, who had the idea for this analysis

3:07 AM - 4 Dec 2012

1 Like



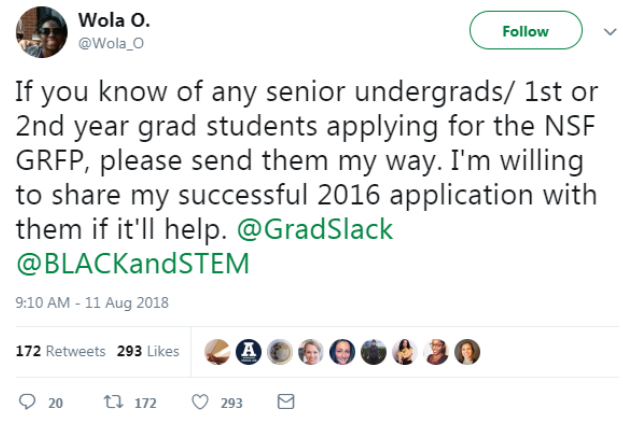
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What benefits have I gotten

- Get immediate feedback/advice about your work or work-life
 - It's common for people to share grants, read pre-prints, share materials, and give statistical advice, all on twitter





Dr. Sara A. Hart
@saraannhart

Has anyone on [#sciencetwitter](#) given a presentation/workshop about their use of twitter? I'd love to see some examples to get ideas of what might be fun to talk about!

1:15 PM - 16 Aug 2018

4 Retweets 7 Likes



3 4 7



Add another Tweet



Helena @Helena_LB · 38m

Replying to @saraannhart

I have, but it wasn't "how I tweet about my science", more "here are some tips and tricks for doing [#scicomm](#) on twitter", with examples. I can dig out the slides and send you if you want?

1 1



Dan Quintana @dsquintana · 31m

Replying to @saraannhart

Here's a presentation I've done on social media for scientists, with a heavy focus on Twitter



Presentations

All my presentation slide decks Hosted on the Open Science Framework
osf.io

1 3 4



Jalene LaMontagne @LaMontagneLab · 37m

Replying to @saraannhart

Recently [@shoshanahjacobs](#) led a workshop on using Twitter at [#CSEE2018](#). I was in a different workshop at the time, and heard great things from about it.

Within minutes!!



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Jason Chow @JasonChow · Aug 15

I'm teaching grant writing to doc students in [#education](#), [#specialeducation](#), and [#psychology](#) - any and all suggestions for readings, activities, and assignments welcome (also interested in why they worked for you)! [#AcademicTwitter](#) [#grantwriting](#) [#phdchat](#)



5



17



Dr. Sara A. Hart

@saraannhart

Replying to [@JasonChow](#)

[@LMSteady](#) teaches that class here in the college of ed! Tagging her in for ideas

5:14 PM - 15 Aug 2018 from [Tallahassee, FL](#)

1 Like



1



1



Tweet your reply



Laura Steacy @LMSteady · 21h

Replying to [@saraannhart](#) [@JasonChow](#)

I do! I have taught it the past two years. I will send you some stuff :)



1



3



Jason Chow @JasonChow · 20h

Thanks, Laura!



2





yaacov petscher @yaacovp · 24 Mar 2015

Does SGPLOT let you do histograms with frequency on y-axis not %? cc: @schotz @saraannhart @jarlogan



1



Dr. Sara A. Hart @saraannhart · 24 Mar 2015

@yaacovp @schotz @jarlogan this is a great question for @SAS_Cares!



1



SAS Software Cares

@SAS_Cares

Following

Replying to @saraannhart

@saraannhart @yaacovp @schotz @jarlogan
This resource may help! 2.sas.com/60112f1h

11:00 AM - 24 Mar 2015

1 Like



1



1



Tweet your reply



yaacov petscher @yaacovp · 24 Mar 2015

Replying to @SAS_Cares

@SAS_Cares @saraannhart @schotz @jarlogan This is perfect! Thanks!



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What benefits have I gotten

- Follow conferences you aren't at



Ola Ozernov-Palchik
@olaozpa

Following

Excellent presentation by Mia Daucourt from Florida State twin study. Gene x environment varies depending on domain. In reading, gene contribution decreases with SES, in math it increases. Fascinating! @saraannhart #sssr2018



7:13 AM - 19 Jul 2018

3 Retweets 10 Likes



2



3



10



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What benefits have I gotten

- Outreach
 - #reading #screening #dyslexia #psychat #atchat ...



Nancy Duggan
@NancyDDMA

Follow

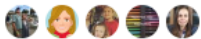
IMHO Public outreach by @GaabLab is national, significant and directly and indirectly has made a positive impact. Thank you.

Nadine Gaab @GaabLab

I couldn't agree more! Should be part of the faculty evaluations!
twitter.com/nicksoderstrom...

6:15 AM - 15 Aug 2018 from Acton, MA

5 Likes



5



Sarah Geiss Wood @SarahGeissWood · May 30

A6: Not sure how to do it but I know it needs to include:

Covering students basic needs, physical and emotional safety at school and online. Well trained teachers and mental health professionals. Community outreach and support for parents. #atchat

Chris Bugaj @attipsca

Q6: If you could redesign the school experience to make it more enjoyable for students with and without disabilities, what would be some practical changes you would make? #atchat



1



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What benefits have I gotten

- Career and personal support
- Sharing accomplishments/self-promotion

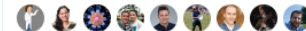


Dr. Sara A. Hart
@saraannhart

What's advice you'd give to those about to start a tenure track position? I'm giving such advice today, and want to write a blog post afterwards for womeninedresearch.com/news-and-infor...

6:22 AM - 9 Jul 2018

17 Retweets 45 Likes



13 17 45



Add another Tweet



David Purpura @davidjpurpura · Jul 9

Replying to @saraannhart

1. Find multiple mentors in and out of your department/university. Different people are better at mentoring for different things.
2. "You don't have to earn tenure this week." ~my wife the first week I started my job

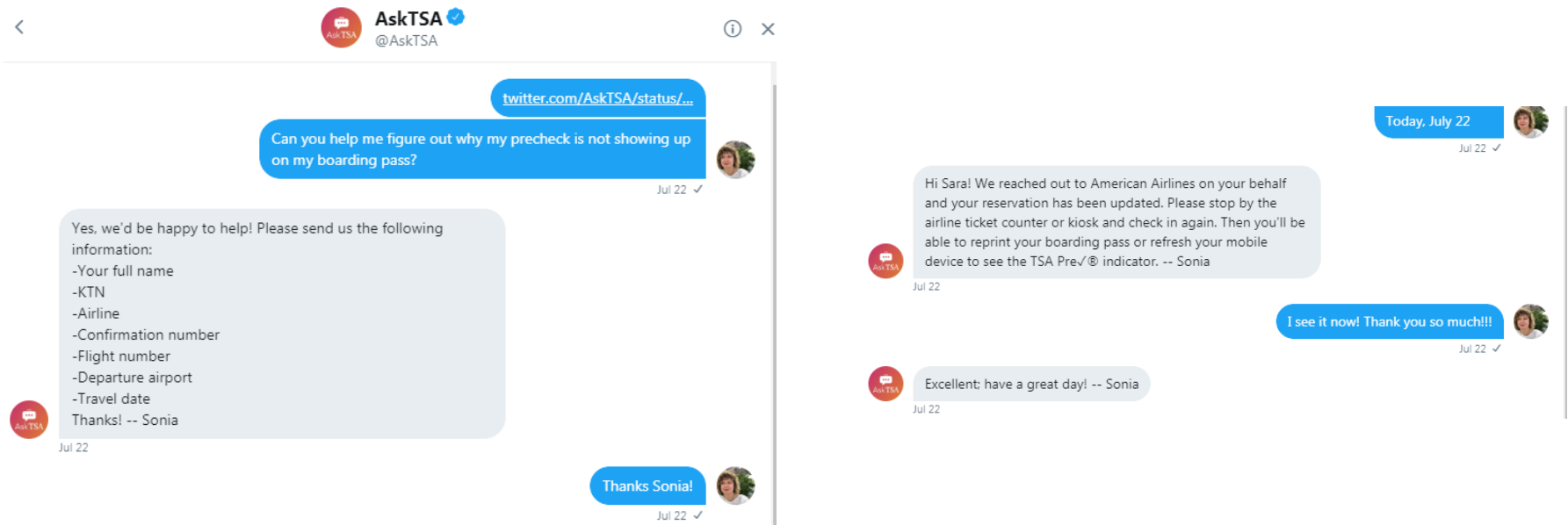
1 3 26



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What benefits have I gotten

- Random other benefits thanks to having a twitter account



Using it professionally? Be professional & be positive

- But also be yourself!
- But be careful. Flame wars/pileons, are real things. Stay out of that.
- Twitter is public. As more people follow you, you'll become even more public.
- Be positive.



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Dr. Sara A. Hart
@saraannhart

I don't want to brag, but we've unlocked the mysteries of our toddler. The promise of ice cream will make him do anything.

Because I'm a developmental psychologist, I'm already planning my best selling parenting book. Tentatively titled "Bribing your toddler into submission" 💰

6:42 PM · 6 Aug 2018 from Tallahassee, FL

84 Retweets 1,331 Likes

85 84 1.3K

- Some resources/workshops sent to me by twitter
 - <https://f1000research.com/slides/6-755>
 - <https://osf.io/2vbfy/>
 - <https://cogtales.wordpress.com/2018/05/11/how-to-use-twitter-for-networking-in-academia/>
 - <https://onedrive.live.com/?authkey=%21AK7YrozgfHwTma0&cid=8050D289A444D999&id=8050D289A444D999%2132578&parId=8050D289A444D999%2132575&o=OneUp>
- Some resources I found online prepping for this
 - <http://blogs.plos.org/thestudentblog/2016/08/09/social-media-for-eecs-serious-scientists-can-and-do-use-twitter/>
 - <https://blogs.agu.org/sciencecommunication/2011/07/20/why-scientists-use-twitter/>
 - <https://arthropodecology.com/2016/04/13/using-twitter-in-science-advice-for-graduate-students/>

