

# 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



▶ ⏪ 🔊 0:25 / 0:30

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# 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 ...



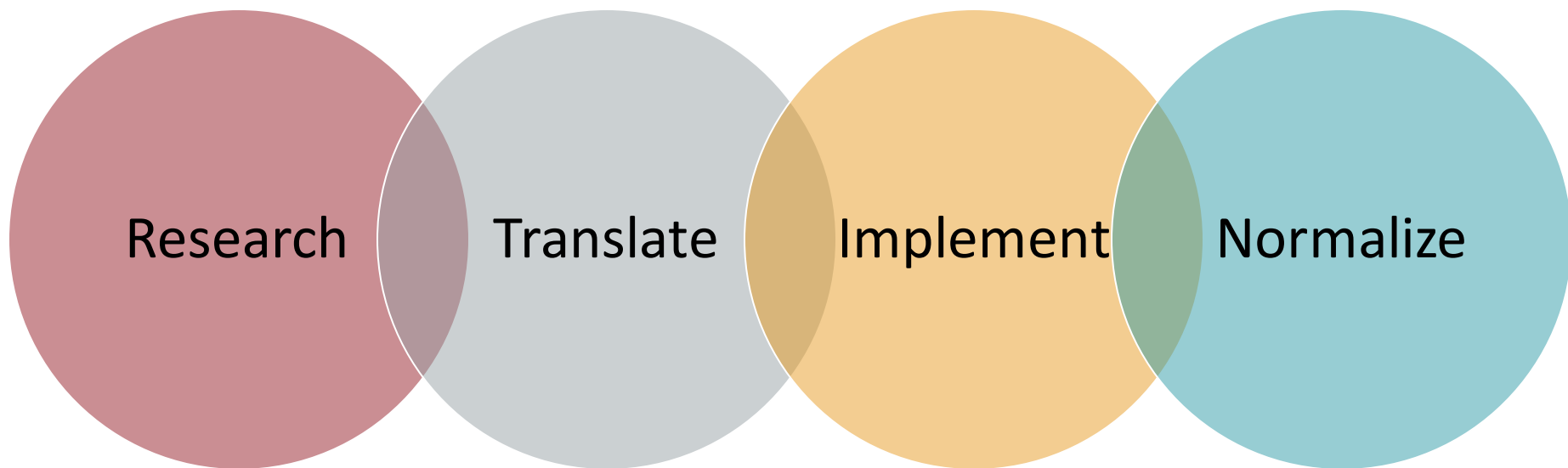
# What's Your Sweet Spot?

## Researchers/Academia

- Scholarly articles and working papers

## Advocates/Influencers

- Decisionmakers and advocates



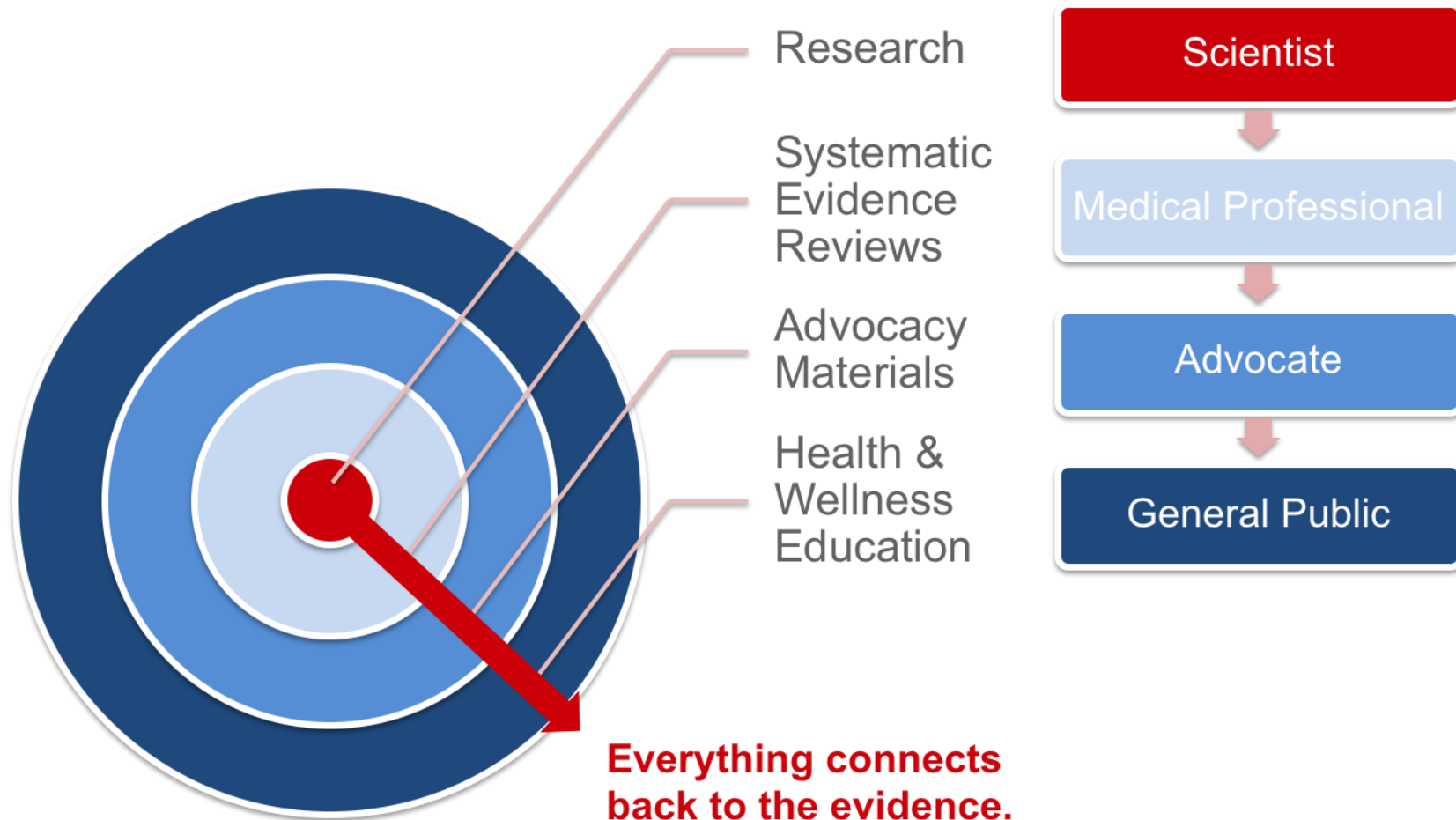
## Professionals in the Field

- Case studies and practical application

## General Public

- Did You Know?

# What's Your Reach?



Example of content reach and opportunities for NHLBI scientific research

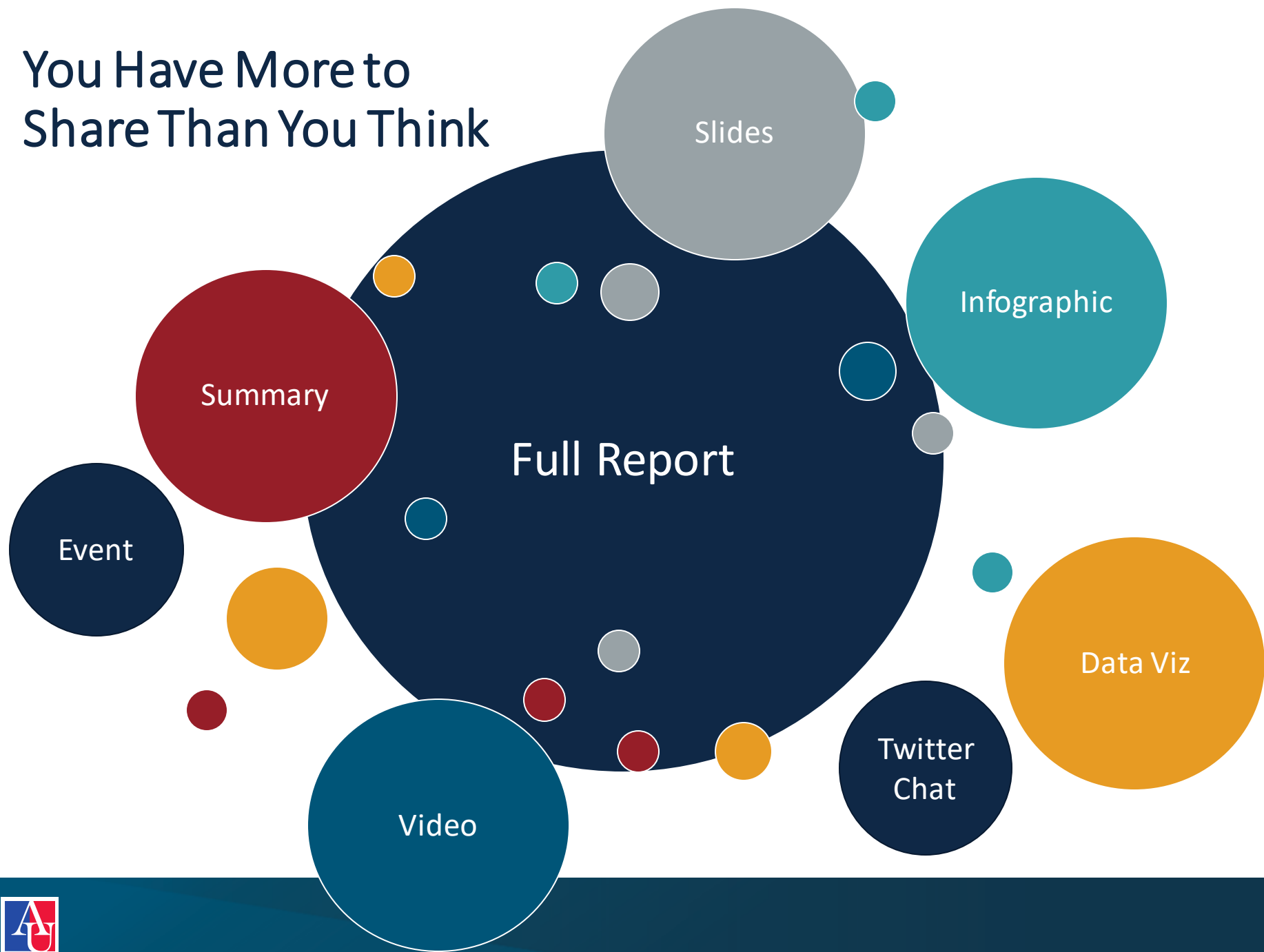
# Content Strategy = Social Success

- **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 gap 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

+1 Join

56K members · 10+ posts a day

The Latest World-Wide News and information regarding Data Science, Data Mining, Predictive Analytics, Machine Learning,...



## Shakespeare Friends

+1 Join

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



## Black Studies & Critical Thinking

+1 Join

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



## Climate Change Science

+1 Join

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...

🏠 14 members said they live in Washington, District of Columbia



## Research Articles, Books and Literature

+1 Join

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...



## Library & Information Science Professionals

+1 Join

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



Trump and the Press

Like Comment Share

<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

Fastest growing



**600**  
MILLION

unique  
monthly  
users



predominantly female

38% of online women

26% of online men

AGE  
**<35**

90% of Instagram users  
are under 35

**53%**

of Instagram users  
follow brands

Source: Demographics of the Top 7 Social Networks, [Marketing Profs](#)

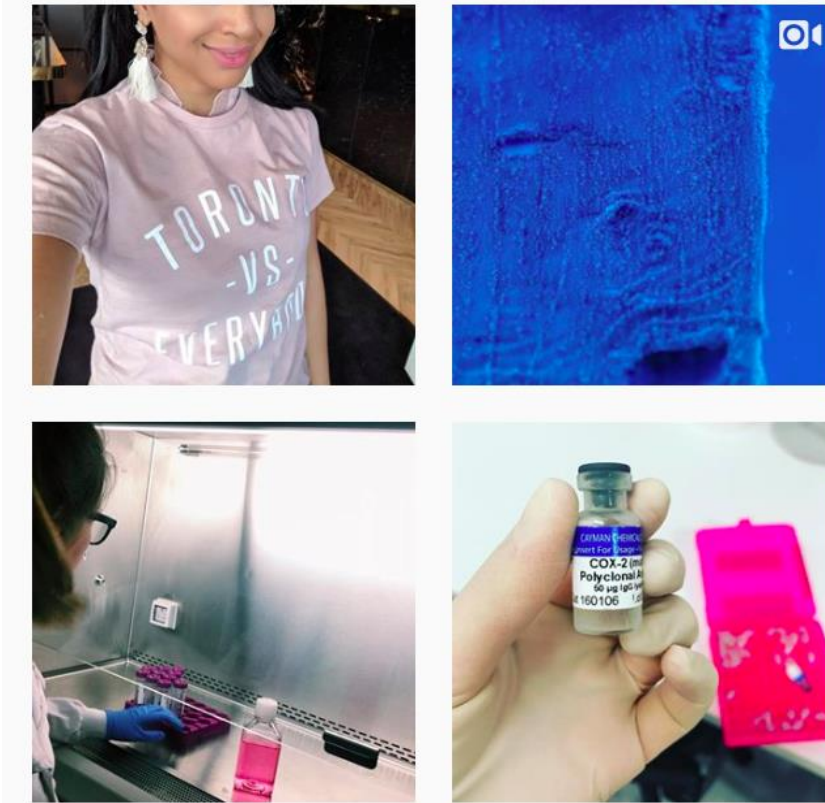
# Instagram

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

# #ScientistsWhoSelfie



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](#)

# REDDIT

82

BILLION

pages viewed on  
Reddit every year

6th

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

15

MINUTES

average time spent on  
platform per visit

69%

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



Source: Reddit Statistics on Users, [MediaKix](#)

# Reddit

Video, sports and general interest content are the most popular

Users call themselves "redditors"

Very popular with young men but growing in diversity

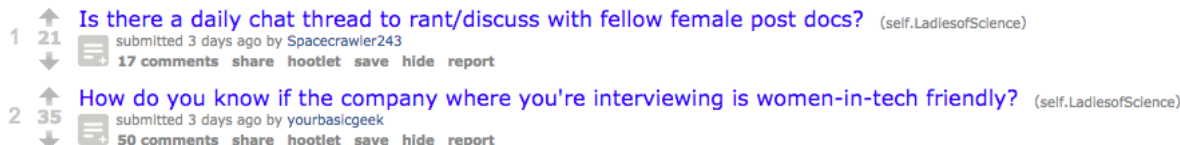
- Platform for sharing cool and interesting articles, having conversations
- Content is grouped into subreddits by topic
- Find a subreddit relevant to your research and engage: comment, upvote, and share articles in addition to your own research

# 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)

↑ 70 **I am a human trafficking researcher, AMA** (self.AMA)  
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!**

self.science

4 hours ago by SETAC\_Europe Society of Environmental Toxicology and Chemistry Europe announcement

HEALTH 7 comments share hootlet save hide report

↑ 9 **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** (self.AMA)  
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 ;-)

30 comments share hootlet save hide report

# RESEARCHGATE

**14**  
MILLION

active profiles

**100**  
MILLION

publications

MEDICINE

largest professional  
discipline represented by  
ResearchGate users

R<sup>G</sup>

Source: <https://expandedramblings.com/index.php/business-directory/19894/researchgate/>



# ResearchGate

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

- 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



# TWITTER

Most oversaturated

unique  
monthly  
users

**317**  
MILLION

predominantly male  
22% of online men  
15% of online women



mostly 18-29  
year-olds

AGES  
**18-29**

53% of Twitter users never  
post any updates

**53%**

users only spend an average of 2.7 minutes  
on Twitter's mobile app per day

**2.7**  
MINUTES

Source: Demographics of the Top 7 Social Networks, [Marketing Profs](#)



# Twitter

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

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

**Julie Hecht**  
@DogSpies

The Scariest Thing, According to Dogs  
[blogs.scientificamerican.com/dog-spies/the-...](https://blogs.scientificamerican.com/dog-spies/the-scariest-thing-according-to-dogs/) @sciam  
#Halloween

3:40 PM - Oct 31, 2017



**The Scariest Thing, According to Dogs**

When people don't notice fear in dogs, it can mean trouble  
[blogs.scientificamerican.com](https://blogs.scientificamerican.com)

5 See Julie Hecht's other Tweets

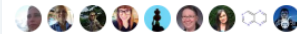
**Nicol Caplin**  
@NCaplin\_PhD

Follow

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**

11:22 AM - 20 Mar 2018

1,149 Retweets 3,274 Likes



453 1.1K 3.3K

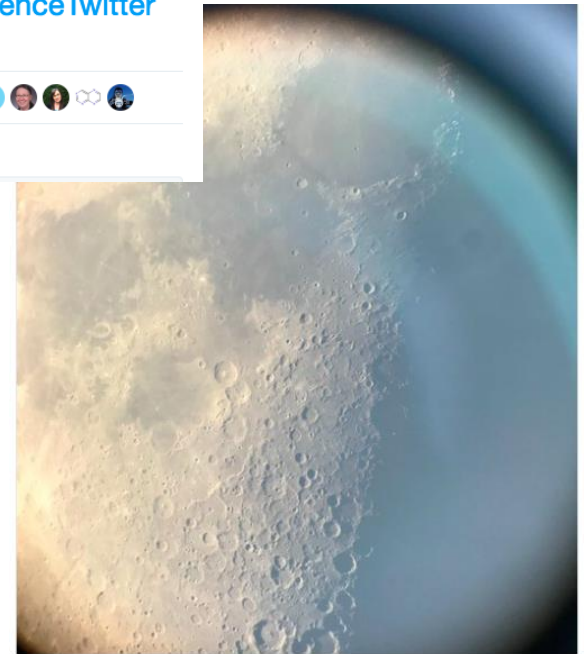


**Katie Mack** ✓  
@AstroKatie

When you're idly stirring your tea and you stumble upon a fluid  
mechanics problem solved by Einstein  
[en.wikipedia.org/wiki/Tea\\_leaf\\_...](https://en.wikipedia.org/wiki/Tea_leaf_...)

8:40 PM - Jul 29, 2017

1,902 746 people are talking about this



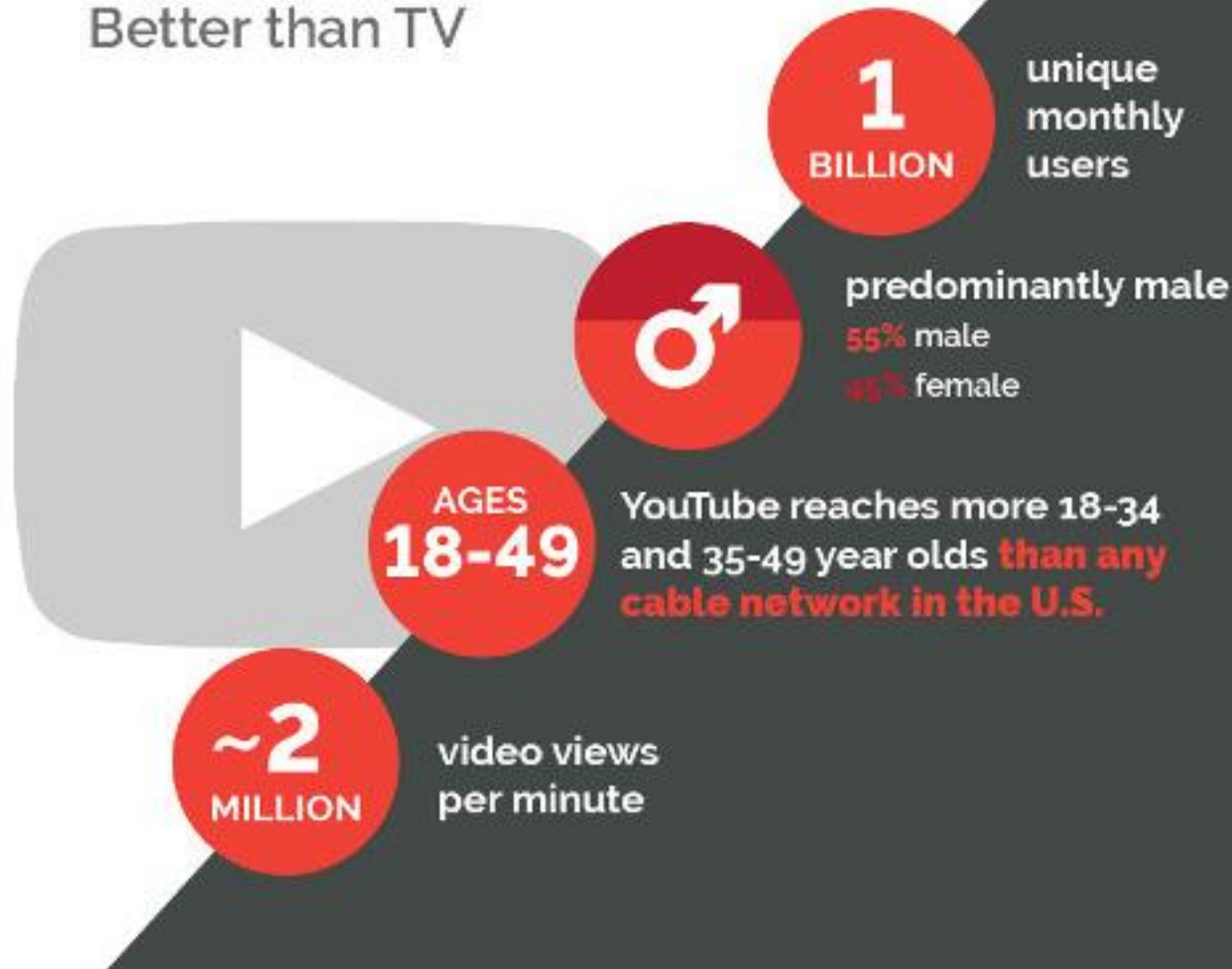
**Brian Cox** ✓  
@ProfBrianCox

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



Source: Demographics of the Top 7 Social Networks, [Marketing Profs](#)



# YouTube

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?

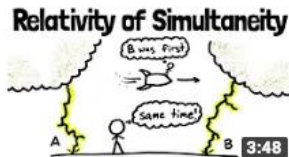
6,711,320 views • 4 years ago

Thanks to Embry-Riddle Aeronautical University for supporting us on Subbable.com! - <http://prescott.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

Uploads [PLAY ALL](#)



INTRO TO SPECIAL RELATIVITY S1 • E4

Relativity of Simultaneity | Special Relativity Ch. 4

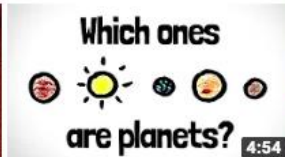
244K views • 2 weeks ago  
CC



INTRO TO SPECIAL RELATIVITY S1 • E3

Lorentz Transformations | Special Relativity Ch. 3

463K views • 1 month ago  
CC



The Brown Dwarf Debate

294K views • 1 month ago  
CC



NEW SHOW! | The Science of Seeing

209K views • 1 month ago  
CC

<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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**Facebook:** facebook.com/AmericanUniversity

**Instagram:** @AmericanUniversity

These slides are available online:  
[American.edu/ucm](https://american.edu/ucm)  
"Resources & Guides"



# Articles

- <http://www.pewinternet.org/2018/03/21/the-science-people-see-on-social-media/>
- <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>