



Using Social Media to Promote Your Research

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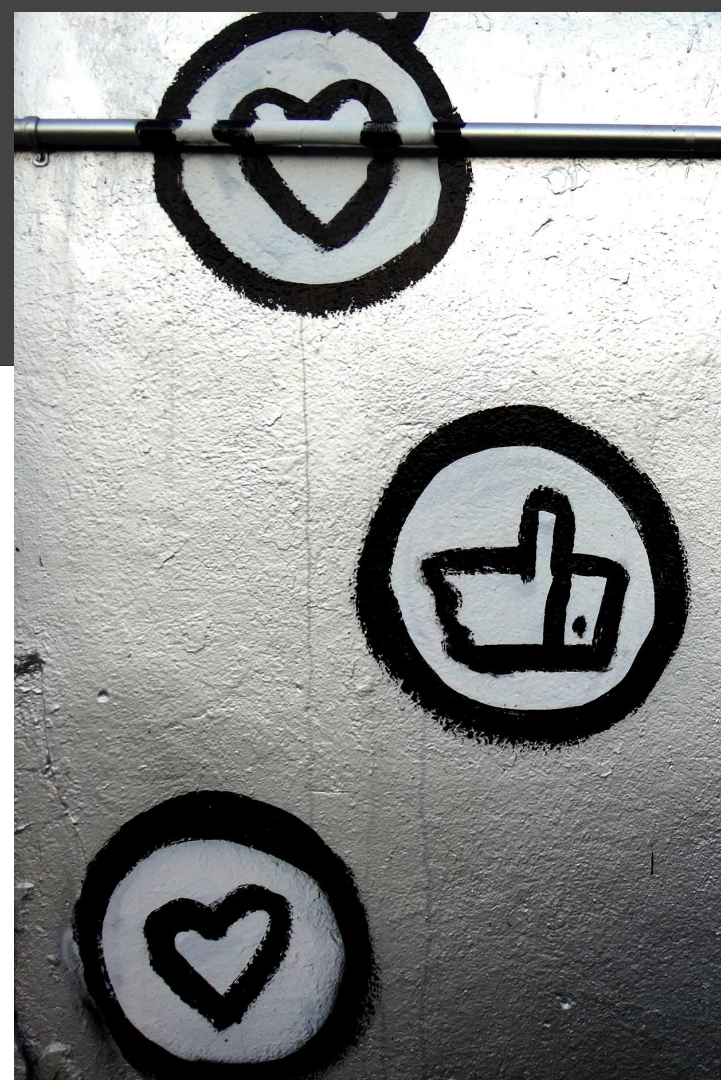
Why should you try using social media?



- **Because you care about communicating your research**
- **Promote your work**
- **Connect with others - find role models and be a role model**
- **Participate larger conversations with science-based reasoning**

Overview

- 1) Review pros and cons of different social networks
- 2) Walk through setting up and optimizing your Twitter account
- 3) Review best practices and how to get more followers



What platform should I use?

Twitter

Yes!



- Great for sharing links to journal or news articles
- Connect with colleagues and students
- Get publicity -- journalists are on Twitter!

What platform should I use?

Facebook



Maybe...

- Biggest social network
- Algorithm limits who sees your posts
- If you use Facebook for personal sharing, use the same account for work updates and make those posts public
- Do join Groups related to your specific field of study
- Don't start a professional "Page" or separate account

What platform should I use?

Instagram

Maybe...



- Do you have great photos?
- Pro: Can be a great way to reach people who aren't on other social networks
- Con: Can't include links

What platform should I use?

LinkedIn



Yes!

- **Upload a version of your CV**
- **Post about your awards and accolades**
- **This is primarily used as a job-finding resource**

What platform should I use?

Snapchat and others



Maybe...

- Think about your audience -- can you reach them on this network?
- Think about your time. It's better to be active on one than not active on many platforms.

Twitter: Getting Started

Start a free account

Choose a handle

- **Keep it professional — use your name if possible**
- **The shorter the better**
- **Examples: @ProfBrianCox @AstroKatie @tressiemcphd @neuronina**
- **You CAN change handles but it's preferable to choose one you can keep long term**



Twitter: Getting Started

Upload a profile photo



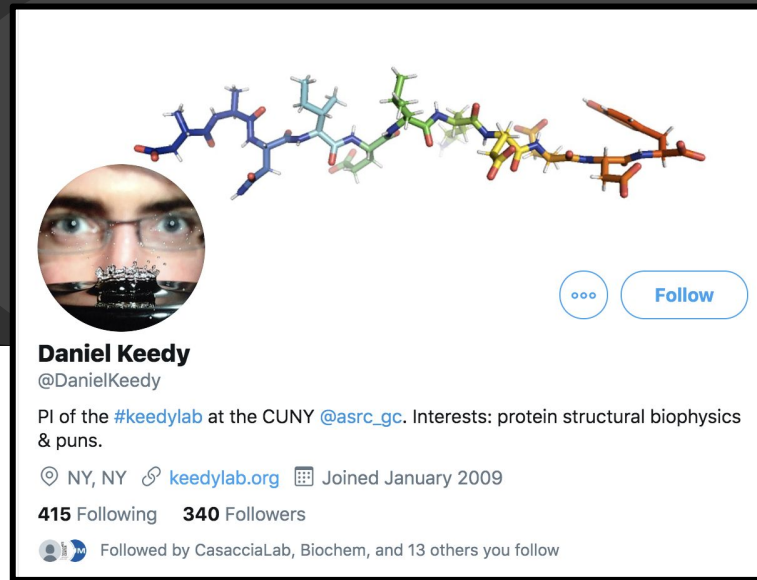
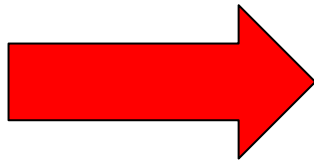
- Accounts without photos are assumed to be fake
- Choose a professional looking photo that you like
- You can use a photo of a logo or an inanimate object -- but keep it in line with your brand

Add a cover photo

- Choose a photo of your lab or your team or something generic like a sunset over the NYC skyline

Twitter: Getting Started

Write a bio



- Include your title and university affiliations
- Use Twitter handles of institutions when possible
- Feel free to include some personal details
- People will use this when they are trying to find you on Twitter or figure out whether they want to follow you

Twitter: Getting Started

Send a tweet!

- Take a photo -- a selfie, with the person sitting next to you, or of the room
- Write a short message about what you learned
- Include the handles of everyone involved @QC_News, @gc_cuny and @coralieNYC
- Use hashtag #CUNYProud
- Retweet someone else's tweet from the event



Pro Tips:

Use handles to make sure someone sees your tweet

Google is the best way to find accounts on any social platform

HT or h/t means “hat tip” or “heard through”



What You Should Tweet

- **Compliment people!**
- **Slice of life photos and observations from your work/research**
- **Use photos whenever possible**
- **Links to published work**
- **Links to interesting articles in your field**
- **Retweet others – add your own comment**
- **Some personal thoughts/updates – start with pets**



ASRC, GC/CUNY
@asrc_gc

The @UlijnGroup is having a #nano meeting in the elevator this morning! #nanoscience #ASRCresearch @GCsciences



ASRC, GC/CUNY
@asrc_gc

Congrats ASRC Neuroscience Initiative Director Patrizia Casaccia for landing a \$9.17M R35 grant from the NIH's @NINDStranslate to research the connection btw glial cell function, neurological diseases & mental disorders.
bit.ly/2w28hda @GC_CUNY @SinaiBrain #Neuroscience



4:22 PM · May 15, 2019 · [Twitter Web Client](#)

9 Retweets 66 Likes



ASRC, GC/CUNY
@asrc_gc

We are extremely proud of Nadeesha Wijerathne of the @UlijnGroup @ASRC_GC for her successful dissertation defense regarding peptide mediated co-assembly of porphyrins & their use as sustainable energy harvesting materials. Congratulations! @GC_CUNY #Nanoscience #PhDLife



How to Get More Followers

- Engage, engage, engage
- Post daily
- Follow accounts of others
- Follow your best practices for posting, you will see occasional spikes
- Start with your friends
 - Follow the people in this room! Search #CUNYProud

Pro Tip: #Hashtag411

- Hashtags are essentially search terms
- Use them sparingly, max of 3 per tweet
- Make sure your tweet is still readable
- DO use trending hashtags, this can help your tweet get seen
- DON'T use hashtags for generic words
- Also -- use for humor!

#ASRCresearch
#IlluminationSpace
#CityofScience
#CUNYProud
#PhDLife
#PhDChat
#AcademicChatter

Pro Tips:

The difference between an @message and a tweet that starts with a handle:

@Message: Seen only in timelines of people who follow both of you.

Example: @coralienyc Thanks for the shoutout!

Tweet that starts with a handle: add . to make it show up in everyone's timelines like a regular tweet

Example: .@coralienyc says to tweet 3X a day

Pro Tips: Who to follow

Twitter lists of scientists and
science organizations:

<http://bit.ly/SciTwitter>

@QC_News
@GC_CUNY
@ASRC_GC
@sum_research
@CUNY
@sebcredible



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